



TRIANGLE
GOLDEN TRIANGLE
CREATIVE DISTRICT

**Golden Triangle Creative District
January 03, 2019 Board Meeting
MINUTES
3PM – Westword Offices, 969 Broadway**

BOARD ATTENDEES:

Kate Barton, Jeannene Bragg, April Chase, Rachel Fewell, Olga Garcia, Sydney Ilg, Rhonda Knop, Tracy Kontrellos, Eric Lazzari, Laura Liska, Morgan Russo, Mark Shaker, Walter Simon, Brent Snyder

PRESENT BY PHONE:

NA

NOT PRESENT:

Kristy Bassuener, Ken Caskey, Gerald Horner, John Mosely, CM Wayne New, Sonia Rae, Mickey Zeppelin

GTCD STAFF:

Jennifer Larsen

GUESTS:

Dominique Cook (The Metlo), Stephanie Kroll (SoCo), Lidia Hassell (The Bank of Denver)

Welcome | Call to Order (B. Synder)

B Synder called the meeting to order at 3:04PM

MOTION: Approve December 2018 Board meeting minutes. Passes unanimously.

GTCD Budget and Membership Update (R. Knop/A. Chase)

- Current membership – Membership Campaign Summary distributed in Board packet
 - o \$68,400 received in memberships in 2018
 - o 95 members, including 14 residential and rental buildings for a total of approximately 900 units
 - o Founding Partner invoices for 2019 will go out in the next 1-2 weeks
- Current financials – Distributed in Board packet
 - o 2018 financials will be wrapped up next month
 - o Net assets for 2018 will be approximately \$110K; projected revenue for next year is approximately \$130K
- 2018/2019 budgets – Distributed in Board packet
 - o 2019 budget review. Some items need be cleared up before Board can approve.
 - o \$38K in budget for committee programs and initiatives. We may want to increase marketing budget to allow for additional promotion and printed materials.
 - o \$10K was moved into expenses to account for P.S. You Are Here grant matching funds.
 - o In 2018 the goal was \$90K in memberships. The Membership committee would like to explore ways to increase memberships.
 - Apartment groups are not paying much, relatively speaking. Many of the new apartment buildings are not occupied yet. Once they are occupied, the goal is to get large apartment buildings up to a \$1500 level membership.

- April Chase: Do we have a list of neighborhood businesses? (Our Business Directory is the best source of information we have.) The Executive Committee may address this as a group. Not all businesses have a store front.
- Kate Barton: Google is the best resource Denver Downtown Partnership has found for a summary of businesses.
- Tracy Kontrellos: May be able to assist with Westword resources

GTCD 2019 Annual Meeting – February 7, 2019, 5:30pm

Denver Community Credit Union, Community Room

- Current agenda
 - 10 items+ were discussed at December 2018 Board meeting
 - The Executive Committee will work out the agenda at their next meeting in January
 - Rhonda Knop provided 2 handouts to share at the annual meeting
 - Kate Barton: Suggests Councilman New, the Denver Police District 6 commander, and a representative from the Mayor's office be included.
 - Sydney Ilg: Suggests Golden Triangle news from 2018 and goals for 2019. Also suggests we ask annual meeting attendees provide topics for community forum discussions.
 - Laura Liska: Suggests a blend of social time and topical information

Committee Reports (Committee Report document distributed for full committee updates)

Executive Committee – B. Synder

- No update

Strategic Planning Task Force

- Met December 18 – Kristy sent outline for review following the meeting. Do people have feedback?
- Rhonda Knop: Committee on a good path. May need a time frame shorter than 5 years, with goals for each year to measure progress.
- April Chase: Vision statement may need to be a guiding entity – not tied to specific tasks, but guiding tasks. Outcome of last meeting was flushing out the vision statement.

Neighborhood Improvement Committee – S. Ilg/M. Shaker

- Next meeting January 16, 4 pm at Denver Art Museum admin building. Meetings open to the public.
- The committee would like to have a soft recommendation of 2019 direction/goals to the Executive Committee in advance of the annual meeting.
- P.S. You Are Here grant idea was approved by Denver Arts & Venues. This includes Creative Clean-Up and Guerilla Placemaking.
 - The committee needs a process for fulfilling the idea: logistical plan, solidify team and process, project management and finding partners.
 - Execution of plan is intended for 2019, but can be extended if needed.
- With separate grant money from Denver Arts & Venues, the committee will be receiving a concept design soon for the 21st Century Broadway project (16th to Spear) from Livable Cities. Information will be shared at annual meeting.

Golden Triangle Business Network (GTBN) – M. Russo

- Incoming Chair for the GTBN is Morgan Russo
- First January 2019 meeting is tomorrow at 7:30 am – Malcolm Hirsh will be presenting at 11th Ave Hostel
- Jan 18 – Goodie bag stuffing meeting
 - Goodie bag stuffing hasn't generated new business. GTBN may go more digital.
 - Apartment building residents are the recipients of the goodie bags.
 - Laura Liska: May want to consider a promo code on television monitors in buildings, or a generic app for small businesses. Perhaps a Golden Triangle business app? Codes can also be pushed through Facebook.

Governance Committee

- Thus far four individuals are interested in joining the Board. The Governance Committee is planning a meet & greet with candidates prior to the annual meeting.
- The committee would like more resident participation on the Board. Perhaps we can reach out to HOAs for resident interest in Board positions.

Community Affairs Committee

- Great GTCD holiday party!
- Now that David Price's Board term is over, the committee needs to identify a new Board liaison.

Events Liaison – R. Fewell

- No update

Marketing Committee – J. Bragg

- Committee will be looking to pull marketing ideas from strategic plan. We are currently organized for event marketing, instead of overall marketing.
- Call for more committee members. Interns might be a good fit, young people studying marketing. Neighborhood cultural organizations have more interns than they can handle, untapped market.

Urban Design Committee – L. Liska

- The Denver Public Works 13th & Delaware Sanitary Sewer Project is set to launch early in 2019
- Work scheduled for Acoma Plaza & the Denver Public Library basement roof in March-June 2019. This will affect the area between the Denver Art Museum North Building & the library.
- On 12/13/18, Sarah Showalter, the Citywide Planning Manager, confirmed that the someone on her team will be directing a rewrite of both the zoning and design standards and guidelines (DSG) for the Golden Triangle in early 2019. This process is considered a major zoning change and it will take at least 18 months. During that time frame a moratorium will be in effect for developments that do not have certain approvals.
- The proposed Denver Art Museum view plane ordinance is currently "on hold" as the impact of said plane would be detrimental to the development rights of a large number of property owners.

Final Fridays Committee – Name

- No update

New/Old Business

- The Colorado Creative Industries (CCI) Creative Districts Convening & Summit will be in May 2019. The GTCD needs to send at least one, and up to five representatives. Hotel and mileage costs for Board member attendees will be covered by GTCD. GTCD staff to follow up with Board on interest.
- Mayor's office safety meetings not yet scheduled for 2019. Walter Simon will follow up.
- Denver's Road Home Givers Summit is scheduled for February 5th. The goal is to bring together all the groups serving the homeless community for a more coordinated effort. Too many community groups are working independently, and goods and services are being wasted and causing trash issues. The Board is encouraged to pass along information about the Summit to service groups.
- Kate Barton in her DDP role is working on showcasing stories about getting people off the street.
- CNDC is planning on attending the February annual meeting and also the March monthly Board meeting. We need to add to March agenda – EC will follow up after annual meeting to set agenda.
- Rhonda Knop: Do we want to become our own nonprofit 501(c)(3) non-profit at some point?
 - o CNDC has an off-loading component.
 - o One-year process to become your own nonprofit. Expensive & may require lawyer time.
 - o Morgan Russo has a contact for assistance. Approx. \$1K to start, \$155/yr after start.

Adjourn

B Synder adjourned meeting at 4:13PM