



TRIANGLE
GOLDEN TRIANGLE
CREATIVE DISTRICT

**Golden Triangle Creative District
September 5, 2019 Board Meeting
MINUTES
3PM – History Colorado Center
1200 Broadway, Martin Foundation Room**

BOARD ATTENDEES:

Kristy Bassuener, Jeannene Bragg, April Chase, Pete Dikeou, Rachel Fewell, Gerald Horner, Sydney Ilg, Rhonda Knop, Stephanie Kroll, Eric Lazzari, Laura Liska, Sonia Rae, Morgan Russo, Brent Snyder, Byron Zick

PRESENT BY PHONE:

Kate Barton

NOT PRESENT:

Aaron Coburn, CM Chris Hinds, Tracy Kontrelos, John Mosely, Mark Shaker, Walter Simon, Mickey Zeppelin

GTCD STAFF:

Jennifer Larsen

GUESTS:

None present.

Welcome | Call to Order (K. Bassuener/B. Synder)

K Bassuener called the meeting to order at 3:08PM

Welcome to Board members

MOTION: Approve August 2019 Board meeting minutes.

Passes unanimously.

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

- Current financials (see Board packet for details)
 - o Operating account balance at end of July was \$138K
 - o Design concepts for Broadway Corridor bill pending (\$5K)
 - o Membership lacking
 - o Larger cost items coming out of budget for fundraiser
- Current membership
 - o \$1,300 in membership in August. The Spot bouldering gym helped solicit new business memberships through its August Final Friday coordination efforts.
- P.S. You Are Here grant
 - o Meeting with Public Works and also with Arts & Venues today. Working through height restriction on trash cans (fees involved, trying to get these waived).
 - o There is leeway on Jan 2020 installation deadline
 - o Byron has two trash construction bids – approximately \$1K each for 10 trash cans
 - o Fundraiser idea - have mini trash cans made (3-D print) to give in return for sponsorship opportunities
 - o Volunteers have contributed \$4600K in kind hours thus far

GTCD Fundraiser (A. Chase)

- Announcements out today, ticket sales live
- \$50 tickets on sale for now, \$20 tours, 3 tours times. If Regas is not available, others can be trained to lead tours. (Tour price can be adjusted, if needed.)
- Table of 10 tickets for \$250 promotion will be added next week
- Food and beverage is the focus now.
 - o David Price contacted Dazzle, who agreed to participate with food donations
 - o The Art, a Hotel will donate food items
 - o Food item asks are in increments of 50 – goal is 5 vendors
 - o We can ask Regas for food items at cost if we don't secure enough donations
 - o Wine donation goal is 9-10 cases. Any leftover wine will be used for the December holiday party.
 - o Considering a cash bar for spirits – would ask that a portion of the sales go back to GTCD
 - o Civic Center Conservancy may have leftover wine/beer from their September party to donate
 - o Denver Downtown Partnership may have leftover beer to donate following their September Denver Start Up Week event
 - o Need to get clear on rules about receiving donated alcohol
- Entertainment - Aerialist serving wine/champagne when guests come in
- Wine/Donations from Board members (wine activation or auction)
 - o Items can be brought to Rhonda's office
 - o List of items popular last year: sporting/concert events, vacation packages, memberships, unique experiences, hotel stays with show tickets, baskets with a variety of items
 - o Items due by October 3rd Board meeting
- Next fundraiser meeting tomorrow, September 13 at 11am, DAM offices
- Promotion assets will be sent to Board to share – flyers, graphics, social messages, etc.

Final Fridays (S. Ilg for J. Mosley)

- August a little subdued because of holiday and traffic. Tours full. The Spot was great, well attended.
 - o Concentrated location works well
 - o Tours work well
 - o Yoga on the lawn nice offering
- Sept program needs more volunteers (3 people)
 - o Locations pinned down for food tours
 - o Need volunteer reminder
 - o Food for Final Friday tasting tours only, not for drop ins

Neighborhood Improvements Updates (S. Ilg)

- Had meeting with CM Hinds, keeping our projects in front of him
- Working on meeting with Mayor's office

Committee Reports

Executive Committee updates

- Fall CCI Convening in Boulder, Oct 23-24. Can bring up to two leaders. Great topic discussions/ideas. Opportunity to meet people from other districts. Let Kristy/Brent know of interest. District typically covers attendance, mileage and lodging.
- GTCD Board Retreat scheduled for Dec. 5, 2019
 - o Call for topics and volunteers for Retreat Committee
 - o Pending agenda items: membership strategy, communications about value of membership, programming, multi-year financial plan, Board transition in 2020. A number of Board members terms are up – discuss recruitment, renewing of terms, desired leadership abilities, skills and background. Gerald accessing who will stay. Would like new neighborhood members.
- Discussion of Founding Partner membership options in advance of retreat
 - o Board members start brainstorming replacing that income stream
 - o Do we ask for another multi-year commitment?
 - o Cultural partners are a stable revenue stream, not as vulnerable to economic ups and downs

Golden Triangle Business Network

- Sept & Oct meeting host locations are covered, looking at filling Nov & Dec
- Elizabeth Cychosz (the CELL) and Malcolm Hirsh (HM Brown) have joined the GTBN core group
- Added Givers Game to meeting format – interactive quiz at end of meeting
- GTBN members will donate a group auction package for the Cirque du Church fundraiser
- Next meeting is tomorrow (Sept 6) 8:30am at 1100 Acoma. Host is Tiffany Meidinger with State Farm Insurance

Governance Committee

- Reviewing current Board member commitments, and evaluating new Board member abilities

Community Affairs

- Two new good neighbor agreements in place:
 - o 1043 Plan B (Broadway) – updated liquor license.
 - o Cook Street Culinary school replaced Ad Hominem. Same agreement as AH.
 - o Co-Chairs to sign agreements and return
 - o Good neighbor agreements allow the GTCD the ability to get business contact names. If noise, etc., is a problem we have someone to work with. Started with former Golden Triangle RNO, the Golden Triangle Association. Denver's liquor licensing process has a stipulation that business owners need to make contact with the RNO.
- Dog signs are complete, committee is close on fabrication. Committee will match signs with dog locations in the neighborhood.

Events Liaison Committee

- Clyfford Still Museum lawn concert – Dressy Bessy on Friday, Sept 6
- Denver Art Museum 30th Annual Pow Wow on Saturday, Sept 7 – free admission, dancing, celebration, honoring curator
- Fiestas Patrias event this weekend at Civic Center Park
- Bernie Sanders rally at Civic Center Park on Monday, Sept 9 – Denver Parks & Rec coordinating
- Biennial of Americas art installation, Jaguara beginning soon on Bannock St in front of City & County Bldg.
- Denver Public Library: Sept 28 Book Lovers Ball, 24 ft tall chicken skeleton being installed on main floor

Marketing Committee

- GTCD banners now installed on Broadway – five up in front of Broadway Market. Kristy received invoice for installation.

Urban Design Committee

- Sports Castle site development conversation at August committee meeting. Provided a lot of suggestions.
- Davis Group Architects are involved in two development projects to be discussed at Sept meeting – Evans School (Lennar) and RMPBS (Mill Creek).

New/Old Business

- Denver Start Up Week (hosted by DDP) begins Sept 16.
- District 6 police discussions regarding neighborhood no trespassing list
 - o Need proper signage up for police to address trespassing violations without making additional property owner contact. Provide information in GTCD monthly e-newsletter.
 - o Sydney will reach out to District 6 Community Resource Officers to walk the neighborhood for information about businesses/residential building to approach about getting on the list.
 - o Evan Dreyer no longer contact at mayor's office, new person in place

Adjourn

K. Bassuener adjourned meeting at 4:31PM