



**Golden Triangle Creative District  
April 2, 2020 Board Meeting  
Meeting Minutes  
3PM – Video Conference**

**BOARD ATTENDEES:**

Kate Barton, Kristy Bassuener, Jeannene Bragg, April Chase, Pete Dikeou, David Eichler, Rachel Fewell, Marlow Hoffman, Sydney Ilg, Rhonda Knop, Stephanie Kroll, Eric Lazzari, Laura Liska, John Mosely, Liz Orr, Sonia Rae, Morgan Russo, Walter Simon, Brent Snyder, Byron Zick

**NOT PRESENT:**

Aaron Coburn, Tracy Kontrelos, Mark Shaker

**GTCD STAFF:**

Jennifer Larsen

**GUESTS:**

Ashlee Grace, Denver Dept of Transportation & Infrastructure

**Welcome/Call to Order (B. Snyder/B. Zick)**

- B. Zick called the meeting to order at 3:01PM
- Welcome guest
- Address temporary video conference meeting format
- Approval of March 2020 Meeting Minutes
  - o MOTION: B. Zick & W. Simon
  - o Minutes approved unanimously

**Ashlee Grace – Dept of Transportation and Infrastructure**

- Ashlee works in the Department's Transportation Design group as a Community Designer – new position established to communicate information about transportation projects to the community.
- Current projects in the Golden Triangle neighborhood:
  - o Bannock St Closure
    - Phase 1 construction: 4/21/20 – 5/1/20
    - To include a mural, new bike lane orientation, metal bollards
    - Tables, chairs, trees will be set out once it's safe to gather again
    - Virtual public meeting at end of April – community outreach will inform Phase 2
  - o 13th/14th Ave. Bikeway Project
    - Ready to move forward – 14<sup>th</sup> Ave from Lincoln to Mariposa, and 13<sup>th</sup> Ave from Lincoln to the Platte River Trail
    - Will include protected bike lanes with bollards & rail
    - Final design: Spring 2020, Install: Summer/Fall 2020 (following paving)

- 14th Ave Bridge Replacement (over Cherry Creek and Trail)
  - Full bridge replacement within one low-flow season Construct within 1 season (Fall 2020 – Spring 2021)
  - Will include a raised cycle track and signal rebuilds at 14<sup>th</sup> Ave and Speer
- South Central Community Network
  - Denver is working with communities to create a complete transportation network in South Central Denver. This is the beginning of a new strategy for planning multimodal networks, and rapidly building out a high- comfort bikeways.
  - Upcoming virtual Open House meeting – late April
- Denver Moves: Downtown
  - An effort to re-envision downtown’s transportation system by identifying near-term and long-term improvements to increase safety, provide more travel options, and improve overall accessibility.
  - Public meeting June 10 to collect feedback on key project recommendations
- Paving
  - Paving projects identified in the Golden Triangle will be addressed April through late fall 2020
- Q&A
  - Q: What’s the procedure for requesting neighborhood 4-way stops? A: Neighborhood can help by identifying intersections and submitting requests to Denver 311. Every area has an engineer available to evaluate needs.

#### **Neighborhood and Member Support (Board Comments)**

- In conjunction with the EC, J Larsen has developed a GTCD Support & Resources webpage to share information on how to help neighborhood businesses and organizations, provide links to online experiences, and share relevant news and information regarding the COVID-19 pandemic.
- Board input on other ways to help:
  - EC suggestions: 1) Next Door presence 2) migrating events to video conference 3) hosting online community forums 4) online membership campaigns 5) continuing to advocate for member businesses online
  - Q: (S Rae) What is the GTBN group doing? Have they tried a virtual happy hour? A: (S Ilg) GTBN is hosting an online networking meeting tomorrow (4/3) at 8:30 am. Important to try to facilitate connections between community members and GTBN members. The team will be asking members how they can be supported.
  - Q: (K Barton) Are we sharing on social media? There are some smart promotions out there. Are there other places people can post information? Can we solicit feedback? A: (J Larsen) We are sharing information on social media, on the GTCD website, and in our e-newsletter. Will continue to solicit information across all areas.

#### **GTCD Budget and Membership Update (A. Chase/R. Knop/B. Zick)**

- Current financials:
  - February account activity was minimal, only major expense was payroll
  - \$139K in the bank
- Current membership:
  - Membership activity slow. A small number of membership checks received in Feb/March, nothing in the last few weeks.
  - B Synder has a \$500 membership check from Metro Lofts, will get to R Knop.

- Concern: According to the 2020 budget, \$60-70K is supposed to come from membership, and we are at \$17K in membership funds to date. We need a budget to stay relevant. Impact budget may need to fund operations.
- To consider: Do we want to discount GTCD memberships? Offer rebate for those who have already paid? Do we want to shift from a membership focus to a grant focus? April to talk with CNDC about procedures. Hold on any changes until we get grant writer in place.
- Discuss GTCD donation to Feed the Frontline Denver fundraiser
  - Spearheaded by Shift Workspaces to feed healthcare workers in the community, while supporting local restaurants.
  - A couple Golden Triangle restaurants are doing something similar. EC/Board to reconsider best allocation of resources to support neighborhood businesses. EC/Board should try to target funds to neighborhood more directly.

### **Events - Final Fridays + COLORCON (S. Ilg. / A. Chase)**

- Discussion of signature events – what innovative and creative things are happening with digital/virtual events?
- Fundraiser:
  - Fundraising will probably look different this year. Our event can become a single online campaign, or several campaigns for focused projects.
  - Need fun activities to engage people. Can include short videos and activities people can do at home in conjunction with the group.
  - If we are looking at digital & visual experiences, we should seek out content creators to assist us in event planning. Who are the digital content creators in Denver? (See Visit Denver example of ways to have virtual experiences in Denver.)
  - Should we rethink our pending Event Coordinator contract position, and hire a content creator contractor instead?
  - Nightclubs have content creators on staff. Give back to these businesses by hiring content creators from the neighborhood?
  - Nightclubs might be good physical spaces for filming/content creation
  - Whole conferences of thousands of people are now moving online
  - We could live stream artists at work, followed by a call to action on a neighborhood project. (Reference Jimmy Fallon video followed by sharing a cause... donate.)
- COLORCON:
  - COLORCON could be a fun digital event, including artists, filming and live streaming
  - Final Fridays as a physical event is on hold – no event permits being issued by the City right now.
  - All contacted artists are still available a new potential date of August 28, 2020. CNDC can redo contract with updates.

### **Third Thursdays (M. Russo)**

- Can these events be moved online? Can GTBN help inform the format of these events? EC/Board to consider.

### **HOA Board Presentations (K. Bassuener / S. Ilg)**

- Table Board discussions regarding these meetings for a month

### **Grant Writer and Events Contractor Roles (K. Bassuener / S. Ilg)**

- Events Coordinator position is on hold for now.
  - Do we need a content creator instead?

- Board is moving forward with Grant Writer contractor (\$7,500 grant awarded to GTCD in 2019 for this position).
  - o Job posting to reside on GTCD website
  - o Hiring committee: Sydney and two others
  - o Call for volunteers to interview candidates. S Rae volunteered to help.

#### **CCI Grant (S. Ilg)**

- Board has applied for \$10k grant for neighborhood improvements and marketing.
  - o Allocations: \$5K – trash receptacle expansion, \$3K – focused marketing campaign for neighborhood businesses (like Visit Denver), \$2K – existing events, like COLORCON

#### **GTCD Website (B. Zick / J. Larsen / S. Ilg)**

- GTCD website is not currently receiving health and maintenance support. 2019 agreement with AOR expired at the end of December 2019. 2020 AOR proposal will cover website health services for 8 months at \$600/month for a total of \$4800, in exchange for a Founding Partner level membership. Charge for any additional months would be at \$500/month.
- Executive Committee has discussed migrating website from WordPress to Squarespace/Wix to allow for lower costs and greater updating flexibility. Ilg Marketing proposal presented to the Board for discussion. Board comments:
  - o Is the Ilg proposal a complete website rebuild? Yes.
  - o Two options presented, is there someone else we can reach out to for WordPress support? (Assistance available from technology group at library?)
  - o Do we want to look at changes long term, and not switch now? Important to change easily/fluidly.
  - o Web presence more important now, than ever.
  - o Do we want to redesign the website, or do we need to explore other options? More research needed.
  - o Do we need a short term AOR agreement, possibly \$2000 for next 3 months?
- Recommendation by Board to work with AOR on a short term arrangement. D Eichler will contact AOR to discuss options. B Synder, J Larsen and D Eichler will connect on this and move idea forward.

#### **Committee Reports**

##### Executive Committee updates

- Steamboat Springs Creative Districts summit postponed (September 2020 date proposed)

##### Golden Triangle Business Network

- See committee report document for details
- Online meeting scheduled for tomorrow (4/3)

##### Governance Committee

##### Community Affairs Committee

- See committee report document for details

##### Events Liaison Committee

- Community events have been cancelled – meetings on hold

##### Marketing Committee

- J Bragg has send an email to 2019 committee members – focused on retaining and transitioning members to Events and Membership committees, as well as identifying designers who can assist with design projects on an as needed basis.

##### Neighborhood Improvements Committee

##### Urban Design Committee

- Virtual meeting scheduled for May.
- Golden Triangle Zoning project has an online “Open House,” with a request for Golden Triangle stakeholders to complete a survey on the preliminary plan.

- J Larsen to send a single subject newsletter regarding survey. To deliver Friday (4/3).

**Staff Report (J. Larsen)**

- Focused on support of neighborhood businesses and organizations during COVID-19 Stay-at-Home orders. Request that Board sends ideas and suggestions for future outreach.

**Adjourn**

Meeting adjourned at 4:52PM