

WeCAN Board Meeting Minutes

Wednesday, May 18, 2016 - 6:00pm
1400 Quitman St. Denver, CO 80204

Present: Leah Rounds, Josh Patrick, Diana Dietvorst, Jim Dietvorst, Alan Burch, Dave Justice

6:05pm – Call to Order

Vision Statement

The West Colfax Association of Neighbors (WeCAN) acts as a community steward to connect neighbors with information, resources, and one another in the West Colfax neighborhood. WeCAN brings awareness and a voice to issues facing our historic but fast-changing community, develops and leads award-winning sustainability and community-building projects, and works to enhance our neighborhood while preserving the unique character and diversity of West Colfax.

The new WeCAN vision statement was presented for adoption. Leah proposed that WeCAN adopt. Alan seconded. Unanimous vote in favor.

Budget Discussion

\$2000 in checking. Proposed that we move some from savings to checking. Many donations have been made or are coming due shortly.

Upcoming Expenditures:

Donation to Confluence Ministries

WeCAN typically makes a donation to Confluence Ministries every year. Past amounts were a \$1000 donation to Confluence Ministries. Josh motioned that we make the donation. Alan seconded. Unanimous vote in favor.

Marketing Intern

The Marketing Committee is proposing a \$750 stipend for an intern from Rocky Mountain College of Art and Design (RMCAD) over the summer. Concerns were raised that we need to ensure that the RMCAD program handles payments, contracting, etc. Jim proposed that we pay the stipend, contingent upon following up on the paperwork and an understanding with RMCAD. Alan seconded. Unanimous vote in favor. Dave will follow-up with Megan on contract, labor, etc.

Marketing Collateral

Another expense that is upcoming is printing the marketing collateral. WeCAN wants to soft launch the brand at the neighborhood festival in August with a hard launch at General Meeting. The Marketing/Engagement committee will come up with a list of the collateral that is needed so that we can go out for quote.

Alan brought up that we don't have a financial statement at every board meeting. There is concern that we don't have a defined budget, cashflow statement, etc. We need to have financial reporting. We'll put together a budget meeting. Jim, Dave, Alan, and Cindy will be involved. Diana will also look into whether we can get the needed reports out of a more recent version of Quicken.

Marketing/Engagement Committee Update

Karen Adams has been hired as the marketing intern. She's currently working on stakeholder interviews (BID, Confluence, etc.) to ascertain our brand perception in the community. We will be working with her to further refine our brand and visual identity. Karen will be assisting with logos, typography, and a styleguide. The Marketing Committee is going to be meeting every Wednesday while the project is ongoing in order to review progress.

The board adopted a \$750 stipend (details above under budget).

The committee wants to soft launch the brand at the neighborhood festival in August with a hard launch at General Meeting. The Marketing/Engagement committee will come up with a list of the collateral that is needed so that we can go out for quote.

For the soft launch at the neighborhood festival, there may be a lot of trash generated with any marketing collateral that is handed out. In order to avoid waste, we may want to have people sign up for the newsletter to win something instead of handing out materials.

West Colfax Clean-Up Day/Great Denver Clean-Up Update

Clean-up day is this coming weekend. We will have two teams from WeCAN plus one from ECM working on alleys. WeCAN and God's Grace will also be working on two other projects. For the alley trash teams, Leah will have one team, Dave will have the other. We do have some other teams from ECM that will be working on other projects (e.g. Community Gardens) so we may be able to shift folks around on tasks as they are needed.

General Meeting Planning

We need to develop an agenda for the August meeting.

August

- School Supply Drive
- WeCAN Brand Re-Launch
- Contact EFG to see if they will be willing to present an update about St. Anthony's.

September

- Josh will look into a Sustainability speaker for the fall.
 - Dave also suggested potentially inviting a rep from the utility companies to discuss sustainability rebates (e.g. rebates on WaterSense irrigation and toilets from Denver Water).
- Nadia wanted to put together a political forum for a future meeting. Sun Valley is interested in coordinating this as a joint forum.
 - The Denver DA and State Rep (Dan Pabon) positions are up for election. We will contact them to request their participation.

Alan suggested that we revisit the topic of moving the General Meeting to a later time as this may increase our attendance.

June Board/Business Meeting

Although General Meetings will not occur in June or July, we need to have a June board or business meeting. A tentative date for the week of June 21st was set. Dave will send out an email notice that the board meeting date/time has been moved once access to Mail Chimp is resolved.

We need to determine what we'll do for the neighborhood festival. This will be a discussion topic at the June board meeting. We typically have provided drinks (water and lemonade) but may want to consider doing something additional because we'll be re-launching the brand at that time.

Seedstock/BID Letter of Support

Dan Shah from the West Colfax Business Improvement District contacted WeCAN to request a letter of support for a variance allowing Seedstock to open an outdoor seating area. We would want to place this proposal before the zoning committee and general membership before taking a position. This may not work with the required timeline. Leah will contact Dan and let him know what our procedure and timeline are to see if it will align with their timing for requesting the zoning.

PS You Are Here Grant

Michael McKee is a local artist/musical and wants to apply for the PS You Are Here grant. He submitted his last year but because he wasn't attached to a place/space he was passed over. He wants to resubmit the project this year and would like WeCAN to support the application.

The project would install numerous wind chimes along the Lakewood/Dry Gulch. We are concerned regarding whether or not the neighbors along the gulch would support this due to noise concerns. We are going to invite him to the June board meeting to learn more about the project.

Street Light Update

We have one application and may have another submitted soon. Leah will give them to Dave who will drop them at the Webb building.

Licensing – Pig and Whistle

Pig and Whistle is going to apply for their recreational marijuana license. We have put announcements on Facebook and on the website.

Question from Membership

Question from Resident regarding whether we can take the alley space back. This is an easement with utility lines, sewer lines, homeowner garages, etc. This would be a very challenging request and we don't think it would be logistically possible.

Social Event

WeCAN wants to have a membership social event. Suggestions for location were Seedstock and the new community gardens in St. Anthony's. We will discuss this at the June board meeting.

7:28pm - Adjourn