



National Western Center Advisory Committee

Tuesday, November 12, 2013

Meeting Minutes

Welcome & Introductions

Advisory Committee members, guests, and other observers introduced themselves to the group. A total of 37 people were in attendance (see the full list below).

Vision Presentations

Each partner organization presented on their vision for the future National Western Center site.

Paul Andrews from National Western went first, and began with some of National Western's rich history, and an overview of the excellent production of various events that the NWSS handles, including the Stock Show, rodeos, livestock events, and many others. National Western is the "Super Bowl" of stock shows, and many different locations far outside of Colorado are well-represented. Outside of the Stock Show, NW brings in other events year-round such as concerts, MMA fights, horse shows, and RV/boat shows. National Western's horse shows bring in more entries than any other show in North America.

National Western also has a very robust scholarship trust fund, and contributes nearly \$150,000 every year at Colorado State University alone. Scholarships are also distributed to students at other Colorado and Wyoming institutions. These scholarships are funded through events like the annual "Boots and Business" event with the Denver Metro Chamber of Commerce, and the Junior Livestock Auction.

Paul then discussed some long range planning issues, including last year's announcement to stay in Denver, and NW's hope and intent to develop on their current site. This new vision includes a new name for the complex: the National Western Center, new partners (the five signatories to the MOU), and 3 pillars to build on: education, economic development, and tourism/entertainment.

The development process is first being informed by a feasibility study and other due diligence work. From there, a master planning team will be selected to develop concept plans, and we will work with the Advisory Committee to come up with a preferred option that will get City

Council's approval. Other on-going projects from the NW business & operations perspective include the RTD North Metro construction impacts, and the purchase of a nearby boarding house on Baldwin Court that continues to be operated by National Western.

Amy Parsons from Colorado State University then discussed CSU's long history with National Western and the Stock Show, including times in the early 1900's when CSU would shut down campus in order for students to travel to Denver and attend the Stock Show. Amy mentioned why CSU is a good fit for this project, which includes the prominent veterinary school program, CSU's "A&M" past (agricultural and mechanical focus), and the emphasis on STEM subjects (science, technology, engineering and math).

On the agriculture side, CSU has a program called Crops for Health that is identifying varieties of food that can prevent chronic diseases, and how to get farmers involved in this new endeavor. On the equine and veterinary side, CSU has the 3rd ranked veterinary medicine program, and they bring in approximately \$350 million yearly in grants. A recent grant was from the NFL, in order to study the impact on joints to athletes after their careers are over.

CSU's vision for the NWC project is to create a vibrant hub of year-round activity in a campus environment. This will become a great opportunity for CSU to teach about the agricultural history in Colorado, and it will highlight future agricultural needs such as how to feed a growing population and water access issues.

Ed Scholz from the Denver Museum of Nature and Science said that the Museum serves almost 1.4 million people yearly, but that about 25% of those individuals are served for free through initiatives in schools and other community events.

The vision for DMNS revolves around how to get people thinking about the impacts that we have on our land and on our communities. For DMNS, this means an experiential and interactive piece that centers around the South Platte River. A museum should teach about connectivity, and help guide people's understanding about the diversity of the natural world, and this will be DMNS's chance to do just that.

Ed Nichols from History Colorado briefly described the history and mission of his organization, including the recent rebranding from the "Colorado Historical Society" and the opening of the new downtown facility and museum.

In the National Western Center project, History Colorado's role will include the capturing of the culture and heritage of both Colorado and the West, a historical look at agriculture and ranching in this State, stories that personify National Western and its prominent events, and capturing the sense of place.

Ultimately, this will allow History Colorado to showcase Colorado artifacts, create a digital collection, and highlight preservation topics, all in an interactive form.

Kelly Leid from the City and County of Denver then presented on both the North Denver Cornerstone Collaborative (NDCC) and the Corridor of Opportunity. For the NDCC, 2013 has really been a year about organizing, and putting the pieces in place. Additionally, the Mayor's Corridor of Opportunity is a real chance to highlight multi-modal connections in the region, and to think of somewhere like the South Platte as a place or destination.

The ultimate goal is to take advantage of each on-going project in North Denver and to have the end result be greater than the sum of their individual parts. For Kelly, this means working with many people both in the City and beyond to coordinate those planning efforts.

The Corridor of Opportunity is a 23-mile stretch between Denver Union Station and Denver International Airport that will be a true multi-modal corridor of impactful change. Connecting a major airport hub to the center of a city – along a major Interstate route and with a soon-to-be completed rail line – is a major advancement for Denver. The component along I-70 is very important as well, given the hundreds of businesses along the highway, and the thousands of people who work and drive economic impact along that very Corridor.

Open Discussion

The following questions and comments were brought up during the Open Discussion portion of the agenda:

- **Tony Curcio asked if the NWSS North Metro rail station will be operational by 2018.** It may be open as early as 2017.
- **Tom Anthony mentioned the ASARCO site in relation to this project, and whether CSU would be able to develop that property.** Adams County currently operates that site and perhaps they could be added to some opportunities here.
- **Tangier Barnes said that she was appreciative of the educational component of this project, and that CSU's agricultural idea here will be impactful.** Amy Parsons added that CSU envisions this project not just as an exhibit, but as an urban agriculture model for Community-Supported Agriculture (CSA's) and other enterprising businesses. They could very well take the lead as the incubator of ideas in that respect.
- **John Zapien said that from a neighborhood perspective, they aren't there yet. This is a window of opportunity but residents still need their own direction and that they shouldn't have to play by the City's politics.** Terrance Carroll added that this is the primary objective of this Advisory Committee, and Maria Garcia Berry asked that Advisory Committee members inform everyone else about the pieces that we're missing to fix that problem.
- **A-E said that the planning process seems unrealistic, and that preservation should be included in NW's pillars (this isn't about showcasing anything – it's about neighborhood preservation).** The goal here should be about job creation, and that's what NW should focus on. There are also internal neighborhood organizations that can help guide this project along like Angel Heart, but I would also like some clarification on where the figures came from for the economic impact that is generated by the Stock Show?
- **David Oletski asked a question about how the neighborhoods can get involved now to help stop some of the contamination issues that are occurring near the river, and what the City can do to help as well?** Armando Payan mentioned that the City should put a moratorium on zoning, and A-E asked if this is a task for the Advisory Committee? Maria Garcia Berry said that we need to be cognizant of our role in different pieces of this entire project, and where certain public entities play into it. Airing these types of concerns is definitely helpful though.
- **Mickey Zeppelin added that the visions presentation was fantastic and he's happy to see the agricultural and historical pieces being included. However, there is no art, design or architecture component being mentioned at all.** Maria

Garcia Berry noted that that's a fair assessment, and that perhaps we should look beyond just Western Art. Kelly Leid added that the master planning process will surely put forth design and character ideas that the NWC Advisory Committee will review. Tracy Weil noted that the RiNo arts community is growing, and arts education has become a critical piece of that.

- **Bettie Cram noted that given the neighborhood's founding back in 1883, she was very pleased to hear each organization discuss history as a part of their vision.**
- **Tony Curcio asked to what extent Adams County could be involved, and it really struck home just how important the connectivity piece of this project is. We need to focus on all connections, including the river.** Maria Garcia Berry discussed whether Adams County or Denver could handle that, and if Adams County is in a position to do planning work in Denver.
- **Patricia Carmody was very appreciative of everyone's comments, but had one question: where is the money coming from for all of this?** Kelly Leid discussed the City's 3 Buckets to handle financing for this project, which are the short-term, mid-term, and long-term financing options. In the short-term, the City is using Capital Improvement Project funds for planning purposes (studies and due diligence work) within the NDCC project area, to the tune of about \$3 million. Beyond that, there will be a long-term planning committee that will focus on about a dozen different funding mechanisms. Planning will inform the funding, and the City is being very deliberate about getting estimates for plans first, and then leveraging them with other projects. Maria Garcia Berry added that this may also include a vote of the people later on, but that planning takes a very long time, and that when some projects are leveraged off of one another, hurdles are created.
- **Armando Payan asked whether this NWC project could become a tax increment financing (TIF) project.** Maria Garcia Berry noted that TIF projects are generated from a private entity, so that would have to be determined before anything else – if at all. It's clear though that we should review all possible funding mechanisms for this project with the Advisory Committee. Terrance Carroll added that TIF projects usually follow a "blighted" designation, and some community members take offense to that. Terrance just went through this with community members around Welton Street in Five Points.
- **Drew Dutcher stated that the neighborhood residents have been the greatest stakeholders in the I-70 project, but that they aren't very active in the neighborhood planning process. Their inclusion will help inform the connectivity issue.** Kelly Leid responded by saying that's a fair description at present, but that everything will eventually fit in, and this will take a long time. Everything is being prioritized right now.
- **Tangier Barnes noted that the 47th and Washington intersection becomes a mad house during the 16 days of Stock Show.**
- **A-E reminded the Advisory Committee that this planning process needs to be foundational and we need to see how everything interweaves.** When we eventually go to the Planning Board, we need to be able to respond to every outstanding question.
- **John Olson stated that the Master Planning team should have a great diversity of urban design work behind them, and that they must fit in the needs of the Globeville, Elyria and Swansea neighborhoods.** There needs to be more interactions between all of these parties.

- **Patricia Carmody asked about other large redevelopment projects to look back on as examples, both good and bad.** Kelly Leid and Maria Garcia Berry stated that we should examine that at a future Advisory Committee meeting. Tom Anthony noted that Stapleton and the Anschutz campus might be good examples, but Drew Dutcher commented that those projects are mono-cultural, and that here, there is a great diversity of projects.

Maria Garcia Berry and Terrance Carroll concluded the evening with a brief discussion about other potential topics, and prominent examples being utilized in other locations. This includes the areas of rail consolidation, urban agriculture, how other stock shows operate, etc.

In attendance

Terrance Carroll (Co-Facilitator)
 Maria Garcia Berry (Co-Facilitator)
 Ron Williams (National Western)
 Paul Andrews (National Western)
 Pat Grant (National Western)
 Audrey Hall (National Western)
 Jin Alexander Tsuchiya (CRL Associates)
 Kelly Leid (City of Denver; North Denver Cornerstone Collaborative)
 Erika Martinez (City of Denver; North Denver Cornerstone Collaborative)
 Tad Bowman (Denver Arts & Venues)
 Amy Parsons (Colorado State University)
 Kyle Henley (Colorado State University)
 Jocelyn Hittle (Colorado State University)
 Ed Nichols (History Colorado)
 Steve Turner (History Colorado)
 Ed Scholz (Denver Museum of Nature and Science)
 Susan Aldretti (Office of Councilmember Debbie Ortega)
 Jack Paterson (Office of Councilmember Debbie Ortega)
 Eric Anderson (Parsons Brinckerhoff)
 Robert Escamilla (Globeville)
 David Oletski (Globeville)
 Gilbert Herrera (Globeville)
 A-E (Globeville)
 John Zapien (Globeville)
 Armando Payan (Globeville)
 Drew Dutcher (Elyria)
 Tom Anthony (Elyria)
 Bettie Cram (Elyria-Swansea)
 Patricia Carmody (Fairmount Heritage/Riverside Cemetery)
 Tony Curcio (Family Environmental, Inc.) and his daughter
 Steven Moss (Focus Points Family Resource Center)
 Tangier Barnes (Groundwork Denver)
 Mickey Zeppelin (Taxi)
 Larry Burgess (E-S-G Business Association)
 John Olson (Historic Denver)
 Tracy Weil (RiNo Arts District)