

National Western Center Roundup Retreat
DRAFT Goals and Agenda, February 27, 2014

Logistics

- April 21st 9AM to April 22nd 12PM
- Likely a location outside Denver, will require overnight
- Will provide reading material and “homework” in advance

Goals:

- Create **more detailed vision** that is inspiring and integrates partner goals and ideas with each other and with neighborhood and Denver Metro needs
 - Look at outside examples and tap into innovative “**big thinking**” **expertise** to generate creative solutions and iconic concepts
- Provide Master Plan Team with information needed to **begin Master Plan**
- **Refine messaging** to create clear, simple way of talking about NWC

PRELIMINARY Draft Agenda

Day 1:

Morning:

1. Introductions, Meeting Goals and Expectations
2. Thinking Big
 - a. Keynote speaker to spur creative thinking
 - b. Generate list of public places that are well loved and why.
 - c. What is the opportunity?
 - d. Based on this, what does a successful NWC look like?
 - i. Education
 - ii. Economic Development
 - iii. Tourism and Entertainment

Afternoon:

3. Getting Specific—smaller group sessions on themes including:
 - a. Entrepreneurship and Innovation
 - b. Public Education
 - c. Job Creation and Training
 - d. History and Heritage
 - e. Food Access and Production
 - f. Place Making
 - g. Recreation and Entertainment
 - h. Etc. and themes identified in morning session
4. Summary of small group discussions—What are recurring themes? How might those inform design and “place making”?

Day 2:

1. Master Plan Team leads session on detailed questions
2. Refining the message—what are key points to communicate externally?
3. Summary and Next Steps: Have we created something that matches vision from Day 1?