



HISTORY *Colorado*



# **National Western Center Advisory Committee**

Thursday, March 27, 2014 – Meeting Notes

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## **1. Welcome and Introductions**

Total of 27 people were in attendance (see below). Terrance Carroll noted recent concerns about email communication. The facilitators will never censor emails, but everyone should think twice before hitting “send”. The NWCAC is an open and safe place for discussion, and it is important that we remain considerate and respect boundaries.

## **2. Neighborhood Tour Update**

AE is working with the City’s GIS team to refine her maps for the tour. The goal is to hold this tour before the Roundup Retreat, and AE will get potential dates out to the group during the first week of April. National Western has committed the use of a bus for this tour, and AE wants to make sure NW leadership is on this tour to help explain site access issues.

### Questions/Comments:

- Lilitiana Flores Amaro asked what feedback AE has already received? *Feedback includes wanting to move east-west through all three neighborhoods, highlighting the parks in the community, understanding the scientific “partnerships” happening nearby, and building a foundation for the Master Planning team.*
- Larry Burgess asked that the Elyria-Swansea-Globeville Business Association boundaries be overlaid onto the maps that AE has produced.

## **3. Roundup Retreat Vision Exercise**

Eric Anderson from Parsons Brinckerhoff and the Master Planning team facilitated the NWCAC Vision Exercise. The goal of this exercise is to understand how Globeville, Elyria and Swansea relate to the National Western, and to develop a common vision amongst the NWCAC. Three break-out groups were formed to discuss varying thought-provoking questions, and the group re-convened to share their insights.

### Questions/Comments:

*The notes from the three group’s report-back presentations are attached separately.*

## **4. NWCAC Representation at the Roundup Retreat**

Jocelyn Hittle reviewed the event details for the Roundup Retreat, which will occur over two days in Estes Park on April 21 and 22. The facilitator is currently developing the agenda, but this will really be

the first time in over a year where the partners have come together to discuss their vision for the NWC. Following the Retreat, a summary will be sent to the NWCAC.

Next, the NWCAC facilitators will send out a message asking that interested members express their intent to attend the Roundup Retreat, or that members nominate another member. Interested individuals are asked to state their reasons for attending the Roundup Retreat, and to share their expectations for their representatives.

#### Questions/Comments:

- Will there still be a chance to impact the vision even after the Retreat, or will it be set in stone?  
*There will still be opportunities to change things later on.*
- Will a carpool be setup for those who go to Estes Park? What about meals and lodging? *CSU will address those logistics.*

## **5. Financing Options**

Mayor Hancock is putting together a work group through the Department of Finance to begin examining financing options for the North Denver Cornerstone Collaborative project area. One of these options may be a Regional Tourism Act (RTA) opportunity through the State of Colorado. Terrance Carroll carried the RTA's enabling legislation while he was serving in the Legislature, and he noted that the intent is to increase tourism amenities within Colorado by incentivizing out of state tourists (or, by showing growth from out of state visitors). Much like a local urban renewal authorities' TIF capability, the RTA is similar in that it is a State sales tax rebate based upon a defined boundary, and the project must exhibit a financial need, also known as the "but for" analysis.

## **6. Feasibility Study**

Over one year in the making, this Feasibility Study has been jointly funded by the City (Arts and Venues), Visit Denver, and the National Western. The Study examines how to pursue new/updated tourism facilities at the Stock Show and at the Colorado Convention Center.

The special NWCAC meeting, set to take place on Tuesday, April 1 from 5:30 – 7pm, has been canceled, and the public release of the Feasibility Study has been postponed.

## **7. In Attendance**

Maria Garcia Berry (Co-Facilitator)	John Zapien (Globeville)
Terrance Carroll (Co-Facilitator)	Liliana Flores Amaro (Swansea & The GrowHaus)
Paul Andrews (National Western)	Drew Dutcher (Elyria)
Ron Rohr (National Western)	Tom Anthony (Elyria)
Steve Nalley (City of Denver)	Bettie Cram (Elyria-Swansea)
Erika Martinez (NDCC)	Juan Veloz (Elyria-Swansea)
Jocelyn Hittle (Colorado State University)	Patricia Carmody (Riverside Cemetery)
Ed Scholz (DMNS)	Mickey Zeppelin (Taxi)
Steve Turner (History Colorado)	Larry Burgess (E-S-G Business Association)
Jin A Tsuchiya (CRL Associates)	Katie McKenna (Habitat for Humanity)
Benjamin Roldan-Rojas (Office of Councilmember Montero)	Tangier Barnes (Groundwork Denver)
Susan Aldretti (Office of Councilmember Ortega)	Tracy Weil (RiNo Arts)
David Oletski (Globeville)	Eric Anderson (Parsons Brinckerhoff)
AE (Globeville)	Nohra Medina (Spanish language interpreter)