



National Western Center Advisory Committee

Thursday, January 29, 2015 – Meeting Summary

1. Welcome and Introductions

Maria Garcia Berry, co-chair, welcomed those in attendance.

2. NWCAC Updates

- There was a brief discussion about CSU's Ag Innovation Cluster report. CRL will distribute a link to the report. It was suggested that we invite the economist to a future NWCAC meeting.
- Paul Andrews reported this year was the second-highest attendance total since the show expanded to a 16-day run in 1996. They also set a new single-day attendance record on Jan. 17 and an opening-day high mark of 47,207.
- AE thank Paul for his strong comments supporting law enforcement activates focusing on sex trafficking rings. Paul noted none of the arrests or alleged criminal activity took place on the show's grounds.
- Jocelyn Hittle reported that the free pet wellness and vaccine clinic held on January 24 was very successful. 107 animals and 75 families were served.
- The next NWCAC meeting will be held on Thursday, February 26 from 5:30 to 7:30 p.m. at the National Western Club.

3. NWC Master Plan

Eric Anderson provided an update on the NWC Master Plan and reviewed comments and edits to the document.

Questions and Comments:

- CSU has prepared a study on the relationship of the agricultural industry to the health of the Colorado economic markets. A link to the study will be posted in the Round Up.
- AE would like us to track down and make available the NAIOP challenge documents for the Coliseum site.
- Images need to be updated for be more reflective of the ethnicity and culture of the neighborhood.
- Tom Anthony's building is not referenced correctly (year, name, etc.)
- There is concern about the environmental work and soils testing as part of the design and construction of the NWC. Phase I environmental testing on the land that the City and National Western own will commence in 2015.
- Pg. 30 Celebrate Western Heritage – the third bullet states “continual discovery...” There is a desire to wordsmith this statement.
- There is a desire to include additional photos of Native Americans especially in the timeline. One person suggested using photos from the Denver Pow Wow at the Coliseum site.
- Question as to how traffic will be studied for the Brighton/I-70 interchange.

- Mickey - Pg. 4 – Change the text under Plan Benefits – not only “update” infrastructure but “tie new infrastructure into the City’s network, enhancing connectivity.” Also under global, not just “addressing” world issues, but leading the discussion and becoming innovators in the field of global ag, water, energy issues.
- John Z. – mentioned using terms like “natural” and “organic” as it relates to food production to attract a certain demographic when it’s time to go to the voters.
- Patricia Carmody had a question regarding the status of the Riverside Cemetery in one of the Master Plan diagrams on page 58. Concern that it is shown in the same colors as public open space.
- CAC would like to see more definition regarding the commercial kitchen that would be in the Stadium Arena Marketplace. This is being studied to see how the building will lay out and what the potential uses may be in the building.

The Denver Planning Board will hold a public hearing on the National Western Center Master Plan at 3 p.m on Wednesday, February 4 at the Webb Municipal Office Building, 201 W. Colfax Ave., Room 4.F.6/4.G.2 Committee members were encouraged to attend and share your support for the plan.

4. RTA Application Update

Kelly Leid from the North Denver Cornerstone Collaborative provided an update City’s Regional Tourism Act (RTA) application for the National Western Center project. The RTA focuses on attracting new out-of-state visitors to the site. Therefore, the state funding would be allocated to the Equestrian Center, Stockyards/Outdoor Events Pavilion and the Livestock Center, the facilities that are instrumental in drawing new visitors through a variety of year-round programming elements. This investment lays the groundwork for Denver’s future by providing the infrastructure and vision that will launch further investment in and around the NWC campus and all along the Corridor of Opportunity. The third segment of the project will involve construction of the expo hall and arena.

The NWCAC was presented with a draft letter supporting the RTA Application. After some discussion, there was general consensus the Committee should submit a letter. The draft will be circulated for editing and approval by NWCAC members and the organizations they represent. We will only list names/organizations upon receiving a formal okay via email or phone.

5. In Attendance

Maria Garcia Berry (Co-Facilitator)
 Paul Andrews (NW)
 Jocelyn Hittle (CSU)
 Steve Nalley (City of Denver)
 Kelly Leid (City of Denver; NDCC)
 Lotte Dula (City of Denver; NDCC)
 Erika Martinez (City of Denver; NDCC)
 Nola Miguel (Office of Judy Montero)
 AE (Globeville)
 John Zapien (Globeville)
 Armando Payan (Globeville)
 Drew Dutcher (Elyria)
 Carrie Atiyeh (Visit Denver)
 Patricia Carmody (Riverside Cemetery)
 Liliana Flores Amaro (Swansea)

Bettie Cram (Elyria)
 Juan Veloz (Elyria-Swansea)
 Larry Burgess (E-S-G Business Association)
 Katie McKenna (Habitat for Humanity)
 Steven Moss (Focus Points)
 John Olson (Historic Denver)
 Mickey Zeppelin (Taxi)
 Marina Chotzinoff (Where Wood Meets Steel)
 Anne Hayes (Westfield)
 Vernon Hill (JJJ Properties)
 Eric Anderson (Master Plan team)
 Nohra Medina (Spanish language interpreter)
 Maria Bravo (Spanish language interpreter)
 Roger Sherman (CRL Associates)