



National Western Center Citizens Advisory Committee

Thursday, October 29, 2015 – Meeting Summary

1. Welcome and Introductions

Maria Garcia Berry and Terrance Carroll called the meeting to order and welcomed all attendees. Maria reminded all members to turn in their ballots as soon as possible. She explained that 354,000 ballots were mailed in the City of Denver and as of that morning, only 47,000 voters had turned in their ballot. She also noted that an individual can turn in as many as ten ballots at a time and encouraged members to help out neighbors, friends, and family by turning in their ballots.

2. Committee Community Representative Reports

Drew Dutcher updated members on the most recent Executive Oversight Committee (EOC) meeting. He kept his presentation short so the NDCC members could give a more in-depth update later in the meeting. Dutcher added the EOC is looking to gain better community representation and explained that he is always open to engaging in discussion with anyone interested in the EOC.

Community representative John Zapien led the update on the Campaign Executive Committee. He informed members the meeting with the Democratic Central Committee was a success. Zapien gave thanks to Anne Hayes for her well-delivered presentation before the Central Committee and explained the NWC presentation was well received by committee members. Anne Hayes noted the opposition to the NWC at the meeting was mostly fueled by misinformation, which has been the largest hurdle to overcome leading up to the election. Zapien then informed members about the Inter Neighborhood Cooperation (INC) meeting where Kelly Leid and Richard Scharf of VISIT Denver spoke. The INC did not take a public position but Zapien felt the NWC had garnered a great deal of support. AE noted that she has been very impressed by the neighborhood support for the NWC and efforts by community members to help out. Jake Martin explained that since the last NW CAC meeting, the Campaign has created yard signs and run three different TV ads in addition to online ads and presence on social media. Thus far the campaign team has knocked on over 32,000 doors. Martin informed members there would be a canvassing kick-off at the National Western Center with Larimer the Longhorn steer featured in the campaign commercials and encouraged CAC members to attend. He also noted that a party would be held on campaign night on November 3rd at the NWC in the Hall of Education.

Kelly Leid discussed the Capital Funding Alignment Subcommittee. The CFAS held their first meeting in the third week of October so real work has yet to begin. Leid explained subcommittee membership is very technical and requires the help of lawyers, a bond council, and outside council which is why it has taken so long to put together. The intent of the committee is to align the inflow of money from the State, the RTA, CSU, House Bill 1344 etc. so that it is collected and accounted for as the project accelerates. All members were given a calendar with the meeting dates for each committee. Additionally, each committee will have a phone line set up for all individuals who are unable to attend but would like to listen remotely.

The Event Programming Advisory Subcommittee will have its first meeting in early November prior to the next CAC meeting, at which time Leid will give members a more specific update. The EPAS will be the most diverse committee in terms of member expertise because of the wide range of events that will be hosted at the NWC. Leid stated the EPAS has already received a great deal of outside interest from individuals seeking to participate at the meetings, which will be held every two months. The discussion of first EPAS meeting will center on expanding committee membership so that all interested parties are represented, with both the NWC and the surrounding communities in mind.

Questions and Comments

- Lilliana Amaro Flores stated she had noticed some misconceptions about the NWC online through social media and was interested in what the campaign was doing to combat the misinformation. Martin responded that the campaign team had taken note of some online negativity and is working to inform individuals respectfully however some online negativity simply needs to be ignored. Maria Garcia Berry added that the online negativity has generally come from the same small group of individuals.
- Maria Garcia Berry noted the campaign had raised \$1.55M and that each dollar donated had been disclosed in terms of where it came from and how it was spent.
- AE briefly discussed the success she has had at reversing negative perceptions of ballot question 2C through her outreach efforts and noted that it was really very simple to reverse some of the voter concern for the fact that the tax extension has not been given a deadline.
- Committee members briefly discussed the possibility of changing some of the committee/subcommittee names to something a little more compelling.

3. NDCC Updates

The Water Resources Center program update was led by Jocelyn Hittle. The center will sit at the intersection of National Western Drive and the new Betty Cram Drive along the eastern side of the Platte. The planning process for the WRC building was initially forecasted to take place after further development of the NWC however due to external pressure, the planning process has been accelerated. Hittle's team is currently considering the logistics and operations of the WRC building prior to the building's construction. She noted that for the current planning phase, her team is requesting preliminary input in regard to the operations and function of the WRC building, with the consideration that it will be one of the first new buildings constructed on the NW site. Hittle explained that she has already received suggestions from CSU faculty, Denver Water, Metro Wastewater and the Greenway Foundation but would like community input as well. Some of the suggestions include an outdoor education center, an events center, and a research space. Hittle explained the current suggestions are all very broad and voiced the need for more specific plans so that community needs and interests can be incorporated into the center. She added that the WRC building operations should focus on certain themes such as the connection between water and food systems, water and social/environmental justice, water policy and

safety, the history of water in the West, and training the next generation of water professionals. It was explained that because the WRC will be one of the first buildings on the campus, it will serve several interim purposes prior to the construction of the NWC in its entirety, so it is important to keep both short-term and long-term uses in mind. In addition to serving National Western and community needs, Hittle added that the center should be used in a way that attracts people from outside of the surrounding neighborhoods in order to showcase the changes being made at the NWC. She suggested that a brainstorming and creative workshop be added to the agenda for a special meeting with CAC members in order to gather community input and welcomed suggestions for any other groups CAC members felt her team should reach out to for input.

Prior to the CAC meeting, the NDCC team had a positive meeting with the Economic Development Commission who will ultimately rule on the NWC Regional Tourism Authority (RTA) funding on November 12th. Should the EDC decide to award the RTA to NWC, they will need to also determine whether it receives the \$81M suggested by the third party analyst or the \$128M originally requested. Kelly Leid expressed confidence that the NWC will receive an amount closer to the original request due to several miscalculations that were figured into the third party analyst's recommendation.

Kelly Leid informed members the NDCC held its first Design and Construction Industry Forum which attracted over three hundred participants and served as a great networking opportunity for NW as it takes on more projects. Additionally, a firm called AECOM was hired recently to execute an economic study which will explore the issue of how the NWC can successfully engage the private industry in bringing year round business to the site. AECOM's completed report will be submitted to the NDCC with recommendations on how to attract and grow new and existing businesses to the NWC from both in and out of state.

Recently, the NDCC signed a memorandum of understanding with the Colorado Cattleman's Association who will be relocating back to the NWC. The CCA has is committed to assisting the NWC in attracting other agricultural associations in order to create a centralized community of agriculturally based organizations. In addition to the CCA, a possible memorandum of understanding is in the works with the Arabian Horse Association who has also expressed an interest in relocating to the NWC.

Questions and Comments

- Anne Hayes suggested Hittle's team incorporate information on water rights and distribution across various populations.
- Members expressed support for an outdoor events space at the WRC and noted the opportunity for a continuing education program for water specialists, especially as a way to attract professionals on an international level.
- The Bruce Randolph School has expressed interest in getting involved with the NWC.
- Anne Hayes suggested a collaboration with Green Building Council and a program centered on the different uses of water and how it is allocated.
- MGB suggested Hittle's team use the Colorado Judicial Center as a resource to gain information on natural resources legislation/policy and create a platform for sharing such information in a way that regular people can understand.
- It was suggested the documentary "The Great Divide" be screened at the Museum of Nature and Science for CAC members on an upcoming date.

4. NWC Updates

Eric Shafran outlined the workflow plan for the next four years of NWC development. Included in the outline was land acquisition and rail consolidation, which Shafran explained could be a long and arduous process. The land acquisition process in particular will require the help of a relocation specialist who will assist individuals whose land was bought in the acquisition and consolidation process. After all property has been acquired, it will undergo a testing and remediation process before existing buildings can be torn down for new development. For the rail consolidation, Parsons Brinkerhoff has been brought on board to help in the negotiation process with Denver Rock Island Rail. Their first line of business is to create a negotiation strategy DRI. They will then draft the scope of work for the rail consolidation design and then finally issue an RFP for the building process. Shafran explained that at some point in the acquisition process, his team will complete a risk assessment before approving the further work due to financial constraints. Each of the sites that have yet to be acquired must still undergo a contamination testing process although Shafran explained the phase one process of land assessment process based on historical records is near completion and can be brought to an upcoming CAC meeting for presentation. One major priority for the NWC is energy use and sustainability. The NWC has net zero waste and water goals and a firm out of Portland has been hired as a consultant for that process. Additionally, the National Renewable Energy Laboratory has received approval to provide financial support for the NWC sustainable energy initiative.

The parking management study is underway and will ultimately determine the sort of structural and logistical characteristics of on campus parking. Kelly Leid announced parking management recently received a \$200K grant from DRCOG specifically for the regional transit solutions study.

Questions and Comments

- Drew Dutcher stated his interest in the public realm study and requested a general timeline of when and how long it will be implemented. Shafran explained he hopes to have an RFP out for the study during the first quarter of 2016 however the study will be broken into two parts, extending the amount of time it will take to complete.
- Dutcher noted his concern for the parking study, particularly in regard to the way it is subtly integrated into the campus so that valuable space is not wasted providing an unnecessary amount of parking spaces.
- Vernon Hill highlighted the fact that parking and simple entry/exit from the campus must be necessary in order to create an efficient system of transportation that doesn't frustrate campus goers during large events. People who have driven from afar to the NW are more likely to return if their experience with transportation is simple and efficient.

5. Open Discussion, Announcements and Public Comments

The next meeting date will take place on November 19th because of Thanksgiving. Maria Garcia Berry suggested CAC members set aside an hour or so at the next meeting to discuss all issues and concerns and organize efforts in preparation for 2016.

6. Attendance

Maria Garcia Berry (Co-facilitator)
Terrance Carroll (Co-facilitator)

Kelly Leid (NDCC)
Eric Shafran (NDCC)

AE (Globeville)
John Zapien (Globeville)
Drew Dutcher (Elyria)
Bettie Cram (Swansea)
Juan Veloz (Elyria)
Armando Payan (Globeville)
Liliana Flores Amaro (Swansea)
Mickey Zeppelin (TAXI)
David Oletski (GCA)
Anne Hayes (Westfield)
Larry Burgess (ESGBA)
Katie McKenna (Habitat)
Jocelyn Hittle (CSU)
Vernon Hill (JJJ Properties)
Carrie Atiyeh (Visit Denver)
Marina Chotzinoff (RiNo)
Nancy Grandys-Jones (JJJ Properties)
Nola Miguel (Focus Points)
Jake Martin (Smart Deal for Denver)
Henry Dubose (Great Harvest)
Shadra Morales
Nohra Medina (Spanish translator)
Miguel Martinez (Spanish translator)