



# ***National Western Center Citizens Advisory Committee***

**Thursday, March 31, 2016 – Meeting Summary**

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## **1. Welcome and Introductions**

Co-moderators Terrance Carol and Maria Garcia Berry welcomed all members before beginning the meeting. First-time attendees were given the opportunity to introduce themselves and state their interest in the NWC.

## **2. NWC Equity Partner Updates**

Paul Andrews shared the latest news regarding the partnership with the National Western Stock Show Association. He noted that the NWC will host the Rodeo All-Star Weekend April 15-16 and that ticket sales have been strong. He encouraged any interested members to attend and added that the Brothers Osborne will have a concert after the rodeo semi-finals on the 15<sup>th</sup>. Additionally, Andrews explained that at the previous EOC meeting members unanimously voted to issue an RFP seeking a third party company to value the naming rights and sponsorship assets of the NWC complex. He also stated an email detailing the RFP was sent to CAC members and the RFP itself will be issued approximately one week into April. The RFP will be issued for about one month and after a third party company has been selected, their work is estimated to take another 120 days to complete.

Jocelyn Hittle updated members on CSU's involvement. She reminded everyone CSU has been working primarily on the Water Resource Center programming and will be back with a more specific update in June. Hittle is planning on meeting with CAC members to discuss some more ideas for the WRC and generate more conversation about the specifics of the space. She also explained that the Equine Assisted Therapy Group led by Adam Daurio has expressed a great deal of interest in the National Western Center, which appeals to them for the spaces NWC will have to offer and the diverse Denver population that will likely use and benefit from its services. The equine assisted therapy, which includes subsets such as physical therapy and occupational therapy, is something CSU is excited about exploring and making a part of the conversation.

### Questions and Comments

- Drew Dutcher asked how much of the planning for the Water Resource Center had been completed to which Jocelyn Hittle explained the preliminary planning process is well underway but reminded members the early WRC plans are less detail oriented and more focused on the greater picture.
- AE asked what a CSU approval of the Water Resource Center plans entails. Jocelyn explained a CSU board approval will only be in regard to the general uses and a rough cost estimate for the WRC and will allow for further due diligence and design features of the building. Hittle added that if some aspect of the WRC drastically changes, the plans for the WRC can go back to the board for reconsideration and approval.

### **3. Community Representative Reports**

Drew Dutcher reiterated the Executive Oversight Committee had voted to issue an RFP for NWC naming rights valuations at its most recent meeting. He also explained that the RFP will not be issued with the intent of granting or selling naming rights; it is just for the purpose of determining the worth of those rights. The process of forming partnerships for the purchase of naming rights is estimated to begin in November or December and will be handled with great sensitivity to ensure partnerships are only formed with companies that accurately represent the values and integrity of the NWC. Dutcher reminded CAC members the EOC had created its work plan for 2016 and he suggested community representatives meet to discuss the specific aspects of the work plan they would like to become involved in.

CAC members were reminded the Events Planning Advisory Subcommittee has an upcoming meeting on April 12<sup>th</sup> and AE urged attendees to get involved. She stated the importance of soft programming for promotions and events within the community that can help to inform the nature of the NWC before ground is even broken. AE also called for more cohesion between the EOC, its subcommittees and the CAC to ensure a more democratic process. She closed with the statement that the third party company selected in the RFP process for naming rights valuations should be pushed to consider nonconventional, creative partnership models.

### **4. Action Item**

Liz Adams distributed a draft letter to all attendees, which will be sent to the State Historical Fund. She explained the City is working to award the Stadium Arena historical designation. Thus far, the Historical Preservation Commission and a city council committee have unanimously approved the arena for historical designation and it will be sent to the Denver City Council for final consideration. A public hearing before the Denver city council will be held on April 18<sup>th</sup> and all CAC members were invited to attend and speak in support of the designation. The historical designation process for the Stadium Arena has been accelerated with the city in order to meet application deadlines for a grant with the State Historical Fund. Ideally the site will eventually be repurposed as a public market and serve as both a commerce center and events space. The CAC support letter is important to show that the historical designation process has been informed and influenced by the community and is not solely a bureaucratic effort.

Kelly Leid explained the restoration process for the Stadium Arena will be a long term effort that cannot begin until after land acquisition and rail consolidation have been completed. Additionally, work on the arena will not commence until after phase 1 and 2 efforts have begun. Leid explained one challenge to the construction process is ensuring it does not impede on major NWC events like the Stock Show. In order to prevent any planning/construction conflicts Leid's team will be contracting with a team of project managers to ensure the construction process is planned and executed efficiently. It was also noted the Stadium Arena currently has no funding, which is why it is crucial that the structure is awarded historical designation and the grant from the State Historical Fund.

#### Questions and Comments

- AE expressed support for the letter distributed by Liz Adams and suggested a few wording changes that were implemented/added.
- AE motioned for the CAC to approve the State Historical Fund Letter to be approved as amended. The motion was unanimously approved.

## 5. NWC Project updates

Kelly Leid distributed a handout to all attendees detailing the creation of the Mayor's office of the National Western Center, which was announced in early January. Leid has been appointed head of the new office and as he transitions to his new role the staff of the Mayor leading an ongoing process to determine a Leid's replacement as Executive Director of the North Denver Cornerstone Collaborative. The office of the Mayor will likely have a replacement selected within the next few weeks, prior to the upcoming April NWC-CAC meeting. Leid clarified the NWC portfolio will remain as a North Denver Cornerstone Collaborative project however his new team will focus on the delivery of the NWC. In his new role, Leid will meet monthly with Mayor Hancock and report specifically on the progress of the NWC. Despite the many changes that have occurred in the last several months, the NDCC Standing Committee will continue to meet every three weeks to discuss the strategic alignment of each of the NDCC portfolios.

Each year since the formation of the NDCC, it has created an annual work plan that includes all six of its portfolios. A handout summarizing the NDCC work plan for the 2016 calendar year was given to each of the CAC members. The work plan serves to help organize and prioritize for the year ahead, form budget expectations and maintain consistency with a 36-month planning cycle. The work plan includes efforts that will be undertaken this year, but does not necessarily mean those efforts will be completed in the coming year. Mickey Zeppelin expressed the concern that the work plan is lacking in efforts to integrate with the GES communities. Leid explained the NDCC fully intends to integrate its portfolios with the surrounding neighborhood/community plans through initiatives like Betty Cram Drive and the bridges across the Platte river to Washington Street. In order to quell any uncertainties about the NDCC's commitment to implementing the GES neighborhood plans, Leid stated he would be willing to strengthen the language of the plan to focus more on the community and is open for suggestions.

The parking study is well underway. In addition to on-campus parking, the study will explore transportation options from off campus. The intent of the study is to determine the most efficient use of parking and how parking will be structured on campus. Different types of parking to accommodate to various vehicles will also be taken into consideration.

CAC member feedback on the plan outlined by Kelly Leid should be sent to Liz Adams prior to the April CAC meeting.

### Questions and Comments

- AE asked for more transparency with the restructuring of roles at the NDCC, and the office of the National Western Center and each of the supporting committees in order to allow for as much community input as possible prior to the formation of a permanent governing body.
- AE requested more information on the soil testing process.
- John Zapien shared his concerns for lack of mention of the GES neighborhood plan within the work plan Leid presented to the CAC but also noted the limited time and resources and warned against slowing the progression of the NWC.
- Maria Garcia Berry suggested a discussion on revenue streams so that CAC members can develop an understanding of how funding becomes available and where it is allocated.
- Anne Hayes asked whether the parking study will assess the potential capacity future parking garages may have in the area due to the large amount of development in the area where garages are likely to be built. Leid stated the study will explore the role other garages in the area may play in terms of mitigating traffic and preventing vehicle overflow.
- Terrance Carol noted the importance of creating parking that accommodates to different vehicles.

- Vern Hill highlighted the fact that the NWC parking study will need to consider the constraint to parking when events at the NWC coincide with other events in the Denver metro area (i.e. sporting, conventions etc.).
- For the April CAC meeting, Maria Garcia Berry requested that Kelly Leid present on his participation in the Dallas Public-Private Partnership Conference which he attended for the second straight year. The CAC should hear about potential opportunities and feedback Leid encountered while there as well as the buzz generated around the NWC.

## 6. NDCC Updates

Work on the outfall along 33<sup>rd</sup> Street and across Brighton Boulevard is coming to a close. The piping has been laid underground successfully and construction is wrapping up. For Brighton Boulevard, the NDCC is exploring construction schedule options to determine how the project will be delivered. The goal is to present those options to the construction bid in order to create a consensus around the delivery schedule. On 35<sup>th</sup> Street, the NDCC is considering various options that allow for both pedestrian and vehicle transportation. The RTD A Line is on schedule to officially open on April 22<sup>nd</sup> and will be free for the weekend. The A Line will open two new stations: one at 38<sup>th</sup> and Blake Street, and the other at 40<sup>th</sup> and Colorado Boulevard. The RTD Gold Line is scheduled to open in September with a station at 41<sup>st</sup> and Fox Street. Meanwhile, the Army Corps Engineers' study on the restoration of the South Platte is progressing and is projected to reach completion in approximately one year. The study will inform the NWC ecological restoration process and will have a lasting impact on the NWC campus and surrounding neighborhoods.

## 7. CAC Organizational Issues

Liz Adams explained the process that went into drafting a more formal committee policy. She met with a majority of the CAC members individually to gather information and get a feel for the overall sentiment in regard to committee organizational issues. The purpose of the document is to create a framework for committee policy based on a general consensus about the standard process the CAC should follow. Members were provided a copy of the document via email prior to the CAC meeting.

Members who have suggestions for the CAC Organizational document must send them to Liz before Friday, April 8<sup>th</sup>. A second draft can be expected by April 15<sup>th</sup>.

## 8. Community Announcements & Public Comments

Vern Hill informed members the Denver City Council will hold a committee meeting on Monday, April 4<sup>th</sup> at 3:00pm in regard to the marijuana ordinance. Initially a two-year moratorium was planned to explore the effects of the oversaturated marijuana business in the GES neighborhoods. However, the City Council has decided to explore some other ways to explore the issue. One solution is to create a cap on the number of businesses allowed within the neighborhood areas. Hill expressed mixed feelings on the implementation of a marijuana business cap. One issue with the cap is that all current business and license applications that currently pending approval, will still be eligible for entry into the area. Additionally, the ordinance does not take into consideration the GES neighborhood plans or the health impact assessment that was completed over three years. Hill encouraged CAC members to contact the Denver City Council by phone or email to express opposition to marijuana businesses in the area. Liz Adams will compile a list of the dates of important City Council meetings on the issue and send it to CAC members.

## **9. Attendance**

Maria Garcia Berry (Co-facilitator)  
Terrance Carroll (Co-facilitator)  
AE (Globeville)  
Liliana Flores Amaro (Swansea)  
Candi CdeBaca (Swansea)  
Drew Dutcher (Elyria-Swansea)  
Juan Espino (Clinica Tepeyac)  
Nancy Grandby (Globeville)  
Anne Hayes (Westfield)  
Kelly Leid (NDCC)  
Heather Lafferty (Habitat)  
Nola Miguel (Focus Points)  
Armando Payan (Globeville)  
Eric Shafran (NDCC)  
David Oletski (GCA)  
Juan Veloz (Elyria-Swansea)  
John Zapien (Globeville)  
Mickey Zeppelin (TAXI)  
Larry Burgess (E-S-G Business Association)  
Paul Andrews (NWSS)