



National Western Center Citizens Advisory Committee

Thursday, August 25, 2016 – Meeting Summary

1. Welcome and Introductions

Terrance Carroll began the meeting. He informed those in attendance Maria Garcia Berry, Albus Brooks and Paul Andrews were at the VISIT Denver Retreat and would not be able to attend. CAC members were also introduced to Morgan Hartley, the new Director of Communications for the NDCC.

2. NWC Equity Partner Updates

WSSA/National Western Stock Show Association

Ron Rohr dispersed informational handouts about the upcoming Riot Fest held at the National Western Complex.

CSU

Jocelyn Hittle informed CAC members CSU will be hosting a pet wellness clinic at Focus Points on October 15th for the third straight year. The past two years they partnered with PetAid Colorado to provide subsidized care for qualified low income pet owners. This year the clinic is also partnering with Dumb Friends League to provide free neuter/spay procedures for low income owners.

NWC

The NWC was awarded a \$200,000 state grant to implement the initial planning process for the 1909 Stadium Arena. The formal process to secure the firm for complete the planning process will begin in the coming weeks. Kelly Leid thanked Barbara Frommell for her work spearheading the grant request effort.

Denver District 9 Update

Chy Montoya presented on behalf of Denver City Council President Albus Brooks. She reiterated Brooks' sincere gratitude for the love and support he received during his recovery to good health. Albus Brooks will attend September's CAC meeting.

3. Community Representative Reports

EOC

Drew Dutcher explained that the most recent EOC meeting had occurred just prior to the CAC. He informed members an economic study on the NWC has been completed. Additionally, the RFQ for parking and RFP's for project communications marketing and management and the campus place making framework have been released.

CoFAS

Armando Payan reminded the committee members that Kelly Leid met with the USDA in Washington D.C. several months prior to discuss the NWC. As a result of ongoing discussions/solicitations to the USDA, the NDCC has received a grant which will go towards Garden Place Elementary. Additionally, CSU will be working with Garden Place to help cultivate educational initiatives.

EPAS

AE informed the crowd that after a series of conversations regarding near-future events, up to four possible venues have been identified for programming prior to groundbreaking of the NWC with the goal of activating the neighborhood. She reminded the CAC the National Western Center is a nonprofit organization and she expressed the sincere hope that its budget play a role in generating cash flow within the surrounding neighborhoods. To her disappointment the EPAS will take a brief hiatus until more programming opportunities are available.

Questions and Comments

- CAC members suggested the EPAS distribute more information on each of the potential sites that have been identified for programming events in the near future.
- Terrance Carroll explained that although the EPAS will be taking a hiatus, the CAC will continue to play a major role providing feedback and suggestions for event programming.
- John Zapien cited the ballot initiative for DPS funding as an opportunity to leverage more improvements to Garden Place Elementary.

4. CAC Organizational Issues

Liz Adams reminded CAC members of the progress that was made to the adoption of a formal CAC procedural structure. Prior to the CAC meeting, Adams completed a formal document and emailed it to all members for review. Upon final consideration the document was adopted unanimously.

Questions and Comments

- Drew Dutcher felt as though the CAC's organizational document didn't contain any language declaring a degree of authority over the NWC project. It was explained that the members on each of the committees and subcommittees (EOC, EPAS, CoFAS) serve a key role within the structure of the NWC and that the CAC was not set up to have a level of formal authority over the NWC.
- AE acknowledged the informal nature of the CAC but suggested the committee maintain a thorough conversation about how to engage the city and ensure the voice of the community is heard. She also suggested the organizational document include language that highlights the elected community member participation on NWC governing committees to represent the residential constituency. AE urged CAC members to more aggressively advocate on behalf of the community for next year's budget cycle in collaboration with the NWCO staff.
- Kelly Leid explained the CAC does not have a formally defined place in the NWC governing body because of the huge investment coming from the public and private sectors and the need for accountability that doesn't exist within a citizen-based group. There are legal hurdles that must still be addressed before a public authority can be established.
- Armando Payan suggested the CAC organizational document include a neighborhood agreement to support the community. Terrance Carroll explained neighborhood agreements are typically created with RNO's which are legally binding and why one hasn't been made yet for the CAC.
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5. NWC Project Updates

Project Reporting

City funding through 2C and House Bill 1344, State funding in the form of PVC money over the next 36 years and federal and private funding will all require formalized reporting. The Regional Tourism Act (RTA) alone will require 12 different reporting measures. Leid reminded CAC members that the total Western Stock Show Association fundraising goals come out to \$125 million (\$50 million in cash). The reporting RFP selection process has zeroed in on two different firms and a formal reporting structure expected to be in place by the end of the year. Leid also informed members that NWCO is in the process of acquiring the 1916 Exchange Building which will become one of the center pieces of the campus although it was not a part of the original plans.

Program Management

The NWCO team will be supported by outside professionals to deliver and organize large projects. The RFP for outside support is making its way through the formal city process and will go out in mid-September. The selection process is expected to be complete prior to 2017.

Campus Parking Management

Leid reminded the CAC that the NWC was awarded financial support from DRCOG to complete the parking management study. The RFQ will go out on September 8th, proposals are due September 30th, notice of selection will be complete October 21st and a formal contract will be signed in December. The campus' relationship to each of the four area commuter stations will be considered in a regional approach to ensure that necessary means of transportation. The hope is that visitors will be able to park in one area but have transportation access throughout the region. Parking will be managed through public works.

Strategic Communications and Marketing

The RFP is out and has generated a great deal of interest. Leid reminded CAC members there was a pre proposal meeting held at the NWC with up to 25 different firms represented. Proposals for the project will be due by the end of August. A shortlist will be created mid-September with a selection made by October. The marketing process will take into account the needs and goals of the surrounding GES neighborhoods.

Brighton Blvd 44th – Race Court

An RFP was issued for Brighton Blvd along the NW segment and has received two proposals. A firm will be selected in September. NDCC's goal is that Brighton Blvd will be completed along the same timeline as the North Metro Line. The team that is selected to complete the design process will be expected to attend CAC and community meetings as part of a thorough outreach process. Optimistically, the design process will be completed in 2017. The environmental cleanup of an old garbage dump at the site will need to be addressed prior to any construction.

Campus Place Making

The campus place making effort will create more specificity within the NWC Master Plan. Because the livestock center, the equestrian center and the stock yards are under state deadline, they will be included in phase one. Phase two will focus on the public realm with an emphasis on pedestrian, equestrian, and vehicular access. The energy, waste and water systems will be included in phase two as well. The campus place making RFP will be drafted in September with CAC input.

Delgany Interceptor Study

NWCO is collaborating with Metro Wastewater and exploring various options to move the pipes elsewhere. The study is intended to ensure Platte river reclamation will be a smooth process. The ongoing study being conducted by the Army Corps will be taken into consideration but there is no guarantee the wastewater pipes will be moved.

Economic Studies

In November 2014 CSU issued an Agricultural Innovation Cluster Study involving 14 different industries where Colorado has a strong presence and opportunity for growth. The Office of Economic Development (OED) used that study to focus on a smaller subset of industries that can be potentially integrated into the NWC. AECOM has been commissioned to complete a report, and it will release the results this October. It will be the first in a series of economic studies that will hone in on ways to attract outside business into the state and the NWC specifically.

Questions and Comments

- Vernon Hill was concerned about how the Delgany interceptor study will impact businesses along the river bank. He suggested an outreach process take place to ensure stakeholders along the Platte are able voice their concerns.
- Mickey Zeppelin called for more information on flood control and drainage around Globeville Landing Park. Zeppelin also suggested more outreach to local businesses on economic studies geared at attracting more industry growth.
- AE suggested the CAC be given more information on the program management process.

6. NDCC Updates

Kelly Leid informed the CAC that the city is in partnership with Mile High United Way to provide staffing at Garden Place Elementary because of a reduction in enrollment. He also informed the CAC there was a school backpacks program in August which helped to provide much needed support to the community thanks to the help of several community members who were integral in making it happen.

The Washington Street design team has been selected and a contract is being finalized. The outreach process expected to begin in October.

A Heron Pond Master Plan is being developed. Some of the goals outlined in the plan are to connect open spaces, recreational opportunities, create environmental educational opportunities, and engage the community to unify the area.

The Brighton Boulevard ground breaking date has been set for October 13th in the late morning, with a celebration in the afternoon.

Questions and Comments

- John Zapien requested that the NDCC conduct a more thorough outreach process on the Heron Pond Master Plan. He felt that the community had not been given an adequate seat at the table.

7. Community Announcements and Public Comments

AE gave personal thanks to Councilwoman Debbie Ortega and Susan Aldretti for their help with the Garden Place backpack drive in August.

8. Attendance

Terrance Carroll (Co-facilitator)

AE (Globeville)

Carrie Atiyeh (VISIT Denver)

Larry Burgess (ESG Business Association)

Candi CdeBaca (Swansea)

Maria Chotzinoff (Where Wood Meets Steel)

Bettie Cram (Swansea)

Patricia Carmody (Colorado Watershed)

Drew Dutcher (Elyria-Swansea)

Jim Garcia (Clinica Tepeyac)

Coby Gould (Growhaus)

Nancy Grandby (Globeville)

Anne Hayes (Westfield)

Vernon Hill (JJJ Properties)

Heather Lafferty (Habitat)

Kelly Leid (NDCC)

Annie Levinsky (Historic Denver)

Nola Miguel (Focus Points)

Armando Payan (Globeville)

Juan Veloz (Elyria-Swansea)

Nancy Walsh (DMNS)

Tracy Weil (RiNo Arts)

John Zapien (Globeville)

Jocelyn Hittle

Morgan Hartley

Ron Rohr