



National Western Center Citizens Advisory Committee

Thursday, October 27, 2016 – Meeting Summary

1. Welcome and Introductions

Liz Adams called the meeting to order and noted that Maria Garcia Berry was unable to attend due to a family issue and Terrance Carroll was returning from the City and County of Denver's trip to Dubai. Liz had members of the committee introduce themselves.

2. NWC Equity Partner Updates

WSSA/National Western Stock Show Association

Ron Rohr informed the CAC that the WSSA has begun preparations for the upcoming stock show. They are currently in process of hiring staff for the event in January 2017. He asked those in attendance to spread the word and invited anyone interested to apply for seasonal staffing positions with the stock show. There will also be a job fair held at the NWC on December 15th. Additionally, Fall Fest will be held at the NWC on Saturday, November 19th. The event will provide free food, entertainment and haircuts. Event planners are in the process of gathering volunteers and Rohr encouraged CAC members to get involved.

Rohr also provided a brief update on the Denver Rock Island dispute. DRI has been served with a formal letter demanding the removal of tracks that were laid on NWC land without proper authority or communication. The association is currently waiting on a response from DRI.

CSU

Jocelyn Hittle was unable to attend the CAC meeting. Hittle was in Dallas where she participated in the Urban Land Institute national conference representing CSU and the NWC. On Hittle's behalf, Liz Adams presented the CSU National Western Center Reimagined newsletter. She highlighted some of the key features in the current newsletter including the CSU collaboration with the Denver Museum of Nature and Science and the free pet clinic CSU hosted in October. Liz also announced that CIG has been selected to develop the branding, marketing and strategic communications for the NWC.

Nancy Walsh from the Denver Museum of Nature and Science informed the CAC that CSU will sponsor the upcoming Extreme Mammals exhibit. She reminded CAC members that all school and educational groups are granted free admission and asked anyone interested to contact her for more information.

NWC

Michael Sapp provided a brief update on behalf of the Mayors Office of the National Western Center. He reminded the CAC of the economic study being conducted by AECOM detailing the 2.0 Plan focused on

clusters of innovation around the NWC campus. He discussed the preliminary draft of the study, which highlights the triangle of innovation (CSU, NWC, DIA) and key areas of interest such as water use, aerospace and creative work and research spaces. The study included information from empirical research as well as feedback from the CAC. Sapp invited all members to the NWCO public meeting on Thursday, November 10th at the McNichols Civic Center Building from 1:30 to 3:30pm.

Questions and Comments

- Vernon Hill asked how the construction along Brighton Blvd would affect parking for participants in the stock show. Rohr explained that although several of the parking spaces were lost, the association is strategically planning to ensure congestion and overflow are mitigated.

3. Community Representative Reports

Executive Oversight Committee

Drew Dutcher was unable to attend the meeting.

Capital and Operating Funding Alignment Subcommittee

Armando Payan explained there was nothing new to report. The next meeting will be held in November.

Event Planning Advisory Subcommittee

AE acknowledged the EPAS has been suspended indefinitely but stressed the importance of maintaining a focus on short term programming for the NWC with respect to the community. She was optimistic about the marketing and strategic planning contract with CIG and advocated for continued efforts to engage the surrounding neighborhoods but stated her disappointment with the postponement of the committee. Before closing her statement she called for increased efforts by the NWC geared at activating GES. AE was pleased to report that several individuals have approached her seeking information on how to get involved.

4. NWC Project Updates

Michael Sapp reported that Kelly Leid was unable to attend because of his participation with the Mayor and the State's delegation on a trip to Dubai to explore how to build and cultivate an aerotropolis around Denver International Airport. Sapp then provided a brief update on the procurement process for the NWC. A company called Triunity has been hired to manage project reporting for the project and will officially begin on November 1st. Sapp reminded the CAC that Wilson & Associates has been selected to complete 100% of the design along Brighton Blvd. He added that Brighton Blvd redevelopment will include a careful consideration for the environment. He also emphasized the role CIG will have with the communications, branding and marketing for the NWC in order to integrate it into the greater conversation around Denver and the State of Colorado. Sapp then reminded CAC members the program management RFP will be awarded before the end of 2016 with the goal of beginning work early in the New Year. The campus place making RFP will be come out in the first quarter of 2017 and will reimagine how the NWC campus will look and function.

Questions and Comments

- AE asked for specific examples of what the program management RFP will address. Sapp explained that the program management selection will work with the equity partners to ensure that as the project progresses it remains honest to the original plan.
- One member asked for greater clarification on the new role of Chris Proud. Sapp explained that Chris Proud is now with Public Works and will continue to provide staff support for NDCC. Karen Good added that his role at Public Works is essentially the same position he held at Parks and Rec, just a different department.

- Vernon Hill asked what is being done with the National Western Program to address the loss of two stores along Brighton Blvd. He was concerned that the neighborhood might be adversely affected by the closing of two establishments (a 7-Eleven and a grocery store) and requested more information regarding the issue. Sapp was unable to answer specifically how NWCO is addressing the issue but informed Hill that it will be taken very seriously. He is going to relay Hill's concerns back to Kelly Leid so that he can discuss the issue at an upcoming meeting.
- AE expressed concerns about the direction of the NWC and the involvement of the neighborhoods and surrounding communities. She asked that the process be marked by greater transparency and civic involvement. She asserted that under current circumstances, the role and involvement of the EPAS should be reexamined so that programming for the community can be implemented in the near future, not just the long run.
- Mickey Zeppelin expressed concern that the local agricultural businesses have not been included in the Industry Study for NWC. Zeppelin noted that the issue was discussed at the most recent GES Business Association meeting whose members collectively felt they had been left out. Michael Sapp thanked Zeppelin for bringing the issue the attention of NWCO and explained that they had conducted a due diligence process. He informed that his office would be more than happy to reach out to stakeholders in the area in the case they missed any.

5. NDCC Updates

Karen Good with Denver Public Works came to present on the Washington Street Corridor. She informed those in attendance they have hired a consultant on the project and are in the early stages of community outreach. The study includes the area running along Washington Street from the Platte River all the way to Adams County but it will also take into account the 38th and Blake Station area in order to foster efficient transportation and connectivity. Her team will examine past and current studies to gain a comprehensive understanding of the area. One of the primary objectives of the study will be gathering and formulating a plan based heavily on community input. She reported that the consultant selection process was conducted by a panel that included city staff and members of the community.

Laura Aldrete presented on behalf of Matrix Design Group, the lead consultant for the Washington Street Study. She explained that her team will monitor progress and manage tasks required to successfully complete the study. She outlined four critical components of the study: land use/multimodal connectivity, urban design, public engagement, and drainage. She recognized that change in the area will largely be derived from the varying modes of transportation and options available in terms of connectivity. Based off early feedback, her team will work to ensure Washington maintains a "main street" feel and function. She explained that Matrix will coordinate with other management teams hired on studies throughout the metro area to ensure that the project is executed in an efficient and meaningful way. A few such examples are the the Heron Pond Master Plan and the Army Corps of Engineers Platte River study which Matrix will utilize to ensure they are considered during planning and implementation of the Washington Street project. Matrix will also evaluate the limits and constraints based on available funding for the project so that it remains feasible from a financial standpoint. One approach Matrix will take in the planning process is identifying different character zones and determining how to ensure those zones can be improved but also maintained in a way that remains true to the area. Afterwards, the conceptual design process and community engagement will begin. The street is going to be considered as a public realm with spaces that people can inhabit safely and move efficiently.

One of the major objectives Matrix has for the planning process is public outreach and involvement. Matrix aims to foster a sense of good will with the community with the intention of creating a space that reflects the neighborhood's needs. They acknowledged that a public involvement process cannot be conducted under a one-size-fits-all formula, so several different modes of communication will be established. In the coming weeks, Matrix will begin an interview process whereby individual stakeholders and groups within the community will

be identified and given the opportunity to voice their goals for the project. Additionally, Matrix will establish communication with the district and at-large councilmembers so that a bridge between community and government is formed. Matrix also intends to form a community work group after the initial interview process with key community leaders and stakeholders in order to continuously gauge public concerns throughout the process. It was explained that the open forum meeting style isn't favored by some individuals and community stakeholders so Matrix will also incorporate online communication and surveys to ensure everyone is able to participate.

Questions and Comments

- Mickey Zeppelin suggested the Washington Street Study include connections to the river and to the parks. He also feels the urban design element of the study should be given major consideration.
- Vernon Hill emphasized his support for the neighborhood inclusion aspect of the study but also suggested Matrix should involve business owners that are stakeholders in the corridor.
- AE voiced support for the Washington Street Study and underscored the objective of approaching connectivity holistically, not just along the corridor.
- It was suggested that the city or NDCC implement early-action tasks that will improve the corridor like street or mural art.
- John Zapien expressed concern involvement with the community and he suggested that the outreach process can be executed in a way that doesn't pit the neighbors against the businesses. Laura Aldrete responded that Zapien's concerns were identified when Matrix was in the process of determining whether to apply for the RFP and will continue to be a focus throughout the process.
- Nancy Grandby voiced concern on the issue of funding and transparency around financing for projects that impact the community. She asserted the community should be informed on each of the major financial decisions made by the NDCC on projects regarding the neighborhood.
- Mickey Zeppelin recalled approximately eight years ago the city had a bond issue however no money went to the GES neighborhoods. He asked whether the Washington Street project can be funded through the next Denver bond issue. The consultant explained that they are examining the use of city bonds as a potential funding stream. AE added that she would like another financial update on the funding of the NWC.

6. Holiday Meeting Schedule

Due to the upcoming holiday season, the CAC decided to hold its next meeting on **Thursday, November 17th**. After the meeting there will be a social gathering to discuss topics like the upcoming bond issue. There will be no meeting in December so the CAC will resume in January of 2017.

7. Community Announcements & Public Comments

Mickey Zeppelin asked if the next CAC meeting agenda could include a discussion about the 2017 City of Denver bond. Liz suggested that a subcommittee meet to discuss projects in GES that could be funded through the bond issue. Interested CAC members agreed to meet and report to CAC at the next meeting scheduled for November 17.

The 5 X 5 pass issued by the Denver Office of Children's Affairs includes free access to the National Western Stock Show this year and all community members with the pass were encouraged to attend and make use of the program.

8. Attendance

Liz Adams (Facilitator)

AE (Globeville)
Larry Burgess (ESG Business Association)
Bettie Cram (Swansea)
Patricia Carmody (Colorado Watershed)
Nancy Grandby (Globeville)
Pat Grant (NWSS)
Anne Hayes (Westfield)
Vernon Hill (JJJ Properties)
Nola Miguel (Focus Points)
Armando Payan (Globeville)
Ron Rohr (NWSS)
Michael Sapp (NWCO)
Juan Veloz (Elyria-Swansea)
Nancy Walsh (DMNS)
John Zapien (Globeville)
Mickey Zeppelin (TAXI)