



## National Western Center - Citizens Advisory Committee

Thursday, May 31, 2018 from 5:30 pm – 8:00 PM  
Centennial Room – 4655 Humboldt St.

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**Welcome & Introductions** – Maria Garcia Berry and Terrance Carroll, Facilitators

### NWC Partner Updates

**NWCO** – Kelly Leid and Gretchen Hollrah

Kelly started by talking about the signing ceremony for the NWC framework agreement. He acknowledged that it's a historic moment that legally binds the partners and helps move the project forward. He then talked about how the NWCO's focus is on the demolition agreement, and moving it through the contracting process so they can start the site preparations in the near future. He also added that the preparations for the construction on Brighton are being finalized, and a procurement will be available soon. The last two things Kelly talked about were that they were able to come to terms for the Le Mouton building. They have immediate possession of the building, but still have to determine its value. He said that they are close to having all 38 parcels under control. The last thing that he talked about was Denver Rock Island Railroad and how his team will be meeting with them next week to talk about the track that they have on the site and a new alignment that they think will be put into place under the new agreement. Mr. Leid was optimistic that they would be able to come to an agreement with the company. Kelly lastly added that today was his last meeting, and that Gretchen Hollrah would be taking over with him after the meeting.

### Questions and Comments

- AE asked about what would happen to the stock yard office, and if it would be moved.
  - Kelly told her that there is no intention of it being moved.
- AE also asked about the Executive Oversight Committee being cancelled today, she asked about the signing on the permanent authority and what exactly it means since the committee was cancelled.
  - Kelly responded that the committee is working to meet with the mayor to work out those problems, and that the committee doesn't directly deal with that. Also, he added that because of the framework agreement and the mayor wanting to



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move quickly on the site work, there is no longer a need for the Executive Oversight Committee.

- Ray G from Globeville was surprised that the neighborhood and surrounding community was not present, and wanted to know who was in charge of informing them about the meeting and getting their input. He wanted to make sure that members of the communities were also meeting with the mayor, and not just the committee.
  - John answered the question by asking Ray why he was at the meeting, and how he found out about it. When Ray said he found out from a member of the GES coalition, John responded by saying that he thought that was one of the best ways people hear. He stressed that no one on the committee has shied away from interacting with the community, and that they are making sure that it's being done.
- AE added that their needs to be more conversation with the neighborhoods, but that everyone in the committee has been doing their best to inform the neighborhoods about the meetings, and even get them involved in the project.
- AE asked Kelly that under the new authority if a consulting firm has been selected to do a national search for permanent national director, and asked if that was true.
  - Kelly responded that there has been no firm hired to do that work. Gretchen has been appointed by the director for the job, so there will be no search for that. There will be a search for the president and CEO of the authority who will be the day to day manager and operator of the campus but that hasn't started yet.

## **WSSA**

No Report

## **CSU**

CSU Staff updated the committee on CSU's 4<sup>th</sup> annual pet wellness clinic, which will be held on October 14<sup>th</sup> at Focus Points. CSU students were also a part of the Extreme Community Night Program where CSU's construction management and students made efforts in the community. The hiring process for Denver Regional Director, which works with businesses and communities, is starting soon for CSU. He added they will have an impactful role in the NWC project as well on the CSU campus. He asked the CAC to think about potential candidates for the position. CSU has adopted the values to be accountable, promote civic responsibility, to employ a customer focus, freedom of expression, to be inclusive and have diversity, to encourage and reward innovation, to act with integrity and have mutual respect, to promote opportunity and access as well as promote excellence in research.

### Questions and Comments

- Armando Payan asked how you distinguish Jocelyn's role from the new director's role.
  - Jocelyn's role would be more logistical for the campus, while the director will focus on the community and importing the values he talked about into the program.

## **History Colorado** – Mark Robbin

Mark wanted to invite everyone to go see the new exhibit at History Colorado.

## **NWC Brand Presentation** – Marcy Loughran and Erika Martinez

Marcy and Erika talked about the brand exercise that they have been working on, and what they came to. They explained how branding is creating a representation from a real story so executive leadership, sales, marketing, products, operations and corporate culture all align and mature in a professional manner that is meaningful to anyone who encounters a brand. They thought that this definition was a perfect description of what they are trying to encompass. They explained that branding tells a story, and how they want to create the story of the NWC, and how that will make the brand and logo something special. They wanted the brand to represent the site, and speak to a diverse group of stakeholders. They hoped that it would inspire others to engage in the site.

Their list of considerations was gathered from years of listening to the committee and their feedback and vision for the NWC and surveying people. They balanced the spirit of the west with the future and innovating aspects of the site. People wanted the brand to be authentic and share their history and sense of regional pride. The learning environment of the center also came up, and cultural sensitivity for the center. They acknowledged that this was a lot to take into consideration, but they thought that they captured it with the brand promise: “Where heritage meets horizon.” Since its early days, Denver has been a vibrant crossroads of ideas and culture in the pioneering pursuit for something more. Adventure’s heart meets resourceful’s know-how; cutting-edge development meets rustic livelihood; wild innovating meets proud tradition. This convergence of hard working values and big-idea vision has long inspired the vision to chase the horizon together”. They then showed the new brand on the monitor. The brand included mountains, wheat stocks, a horizontal line in the middle for the regions long spirit, and a wagon wheel for the regions westers heritage.

Kelly Leid talked about coin collecting, and how every coin has stamps of origination (like the Denver mint’s coins). On the logo, there are the letters GES in the middle of the wagon wheel to represent its place of origin. They thought this was very important.

Marcy and Erika then talked about the words “Imagine, Discover, Cultivate” which were on the brand, and how those words represent the goals of the NWC campus. Different events would be shown with the logo in a different color, with the event name. Marcy then touched upon how they re-branded through the process, and how they are going to start using the brand and not have a grand unveiling of it.

### **Questions and Comments**

- Drew Dutcher was delighted about the mint mark on the logo.
- Another member talked about the GES stamp, and how he didn’t notice it until they pointed it out. He liked that aspect, but sometimes said it was impossible to see in other images they had shown. They talked about how a lot of popular companies have hidden meanings in the logo, and how that is a good thing for the logo.
- Another member asked to put a date on the logo. Erika and Marcy said that they tried that, but it just made the logo a little too crowded.
- AE said she was concerned that the mountain aspect of the logo will not have an effect on people that they had hoped, and that the history of the land was not expressed as well as she had hoped. They recognized those concerns and said that they had a lot of

discussion around the mountains, and other landmarks that they possibly could have put in.

- Another member commented on the color, and how it might not be the appropriate color to represent the stock show. She proposed a little more orange.
  - They responded by talking about all the colors that they tried, and how they kept going back to the green, Earthy traditional look.
- Another member asked about the images and color, and if they were going to use just one color, or multiple colors.
  - They said they will use gray for the lettering, but the logo colors will change based on the different events on the campus.

### **Railroad Update** – Eric Anderson

Eric Anderson talked about the rail relocation they are working on with Denver Rock Island, and how there are going to be changes to the master plan as they move forward. The first thing that he said they are looking at what the location of the railway, and how the location on the master plan cuts the campus in half. They are trying to find a way to make the NWC more of a campus, which could possibly be aligning the railroad directly adjacent to National Western Drive. Eric said that this would allow for the site to be a campus, as opposed to a split campus. This would eliminate the 200ft. underpass, and help improve the construction schedule as they would be able to build the railroad independent of the site. Eric pointed out that they still have to do a lot to get to that point. This plan would allow them to provide a much better campus he thought, and stressed how they needed to study how they use the river. Also, since the rail would be right next the river, Eric said that they needed to think about access to the water. Eric said they still need to study how the railroad would connect on the south end of the campus.

### **Questions and Comments**

- AE asked for Eric to address quiet zones with Rock Island, like Aurora did. She also asked if he could assess the appreciation of the community by Rock Island, and if there was any other things they could do with the railroad to work with the community.
  - Eric said that they are working on a procurement for design of the railroad, and quiet zone study is a part of that. He said that she should ask Rock Island directly, and didn't think it was appropriate for him to ask Rock Island.
- A man asked if Bettie Cram Drive was in jeopardy of being built.
  - Eric said that it was not.
- John said that our western heritage has been whistles from trains going across the prairie. Eric acknowledged that.

### **Review of Letter to RTD** – Kelly Leid

Kelly stayed on the railroad theme, saying that they were going to officially request a name change to the North Metro line to the National Western Center at Elyria. Kelly said that RTD has its own process about re-naming, but that they would send that letter of the behalf of the CAC. He said that this will be a destination, and so they will need a street destination on the name. He stressed that they will argue to change the name to National Western Center at Elyria without a street name in the title.

### Questions and Comments

- Albus asked that his name be added to the letter requesting a name change to RTD. Maria asked for the entire board to be on there.

### **Placemaking Process** –Jay Renkens, Principal, MIG

Jay talked about the first task order which is to develop an engagement plan, and said that it was still in draft form. Also for task order one, Jay said they did a market study on peripheral uses on phase one and phase two event spaces, and also worked on refining the program. This had to do with what's going in the buildings and the open space, as far as where events will take place. These are events other than stock show events, and other activities that would be hosted when the stock show was not going on. Jay also talked about the cultural plan and how they are working on making a detailed historic timeline, and seeing if historical items on the site can be used in some shape or form. He also touched upon the Rock Island Railroad re-alignment, and how they want to maintain access to the river because a lot of people were excited about that.

Julie Skeen from CIG took over and first talked about the placemaking study and how they want to let people know what it is and how they can get involved in it, as well as how they can give input to them from the community. The first component of the placemaking study that Julie talked about was the cultural plan, focusing on how to retain those pieces of history that are already on the site. The market study was the second element she talked about, which dealt with how the site was going to be used, and the third component being program refinement which deals with the technical side of the site (the design and how exactly buildings are going to be positioned). Julie wanted to share this information with other people in the community to get input so that they can make sure they are making the site authentic and as perfect as it can be. She told the CAC that dialogue about all of this would be the best way to make this project run smoothly and be successful. She specified that the input they are looking for is how they can make the campus interesting and engaging for 365 days, and how the river can be used. Additionally, she wanted feedback on the history of the site, and how they can display that content in a meaningful way.

### Questions and Comments

- Drew Dutcher asked if there would be work sessions, and said that he thought they would help. He also asked for the time period of the place making.
  - She said that they plan on doing that, and that the process takes about 18 months.
- Another member expressed concern about the length of the process, saying that there will be building on site that will already be demolished. He argued that it would decrease authenticity if it took this long and the input didn't mean as much.
  - Jay responded that the 18 month timeline is for the entire place making study, but that the cultural plan would only take about 6 months so that would be ready before the construction started.
- Eric said that by the end of October there would be an analysis for all the buildings on site so they could assess all their options before construction started.
- Anne Hayes said that the interface between the campus and the neighborhoods is crucial, and that they should make sure that the site is inclusive in every way it can be to the

community. Jay agreed and said that they are looking into what parts of the campus are always open, as they want the community to feel like they are a part of the community.

- Drew Dutcher also added that the building in the northwest corner is staged for demolition because of the work on Brighton Boulevard, and asked how that fell through the cracks as it has historical value and it could possibly be moved.
  - Eric responded that there will be a meeting on that next week to see if they can save it, and what are the options for moving and funding the building.
- Nola expressed her concern that all the participation of the neighbors are volunteer, and that there all a lot of folks in the neighborhood that need to be a part of it and should get paid.

### **Review of CAC Membership Guidelines** – Liz Adams, CRL Associates

Liz Adams talked about how they have always had members sign up on attendance sheets, and how she wants to pass around a member list so that people can initial that they were at the meeting. Liz also talked about how excused absences should be communicated through email, and that their alternates should initial they were there. She also asked for those to make corrections to the roster if needed. Moving to name plates, Liz talked about how some committee members might be taking their nameplates, and asked if they could leave them each meeting so they could be re-used. Liz asked if presentations need to be printed out each meeting, or if they wanted to just email her if they wanted a copy.

Maria Garcia Berry also brought up that they need to talk about the criteria for the authority member that they wanted to talk about with the mayor. She said their recommendation was to create a task force of the committee, or they could meet as a committee to go through information to consider.

### **Questions and Comments**

- AE talked about how she wanted a monitor instead of a screen, as she thought that it would help others to see it.
- Another member asked if those who don't have access should be printed off copies. Liz responded that she will bring a few extras next meeting and that they could see how that worked.
- Dave felt that the committee had an obligation to put people that wanted to be on the committed to do extensive background checks before they join. Terrance said that it was a good point, but then they have to set rules as far as what disqualifies someone from the committee
- AE strongly object getting into a conversation about the criteria for these appointments, and asked that they do not personalize anything with potential representatives, as they need to refresh their understanding of the criteria of filling in the CAC.
- Nola asked about how the body can become more dynamic, and why they don't have any new people coming into the CAC.
  - Terrance said that he doesn't think they have been aggressive enough in the process for new members, and that it is a fair question they need to look at.
- John said that it depends on which discipline you are involved in as far as new members, and that he didn't think they needed more people four years into the process.

- Candi C deBaca proposed that her seat as a resident be filled with members from the community, since she doesn't think she will continue holding a seat on the committee.
- AE supported resident positions, but disagreed that the committee does not have a real impact. Even though it's an advisory committee, she thought there was a platform for voices on the committee. Other CAC members agreed and reiterated her point.
- Maria asked if there needed to be a meeting next week to discuss all of this.

### **NDCC Community Report** – Tim Sandos, Executive Director, NDCC

Tim Sandos talked about the three upcoming events that were coming up, including the Globeville Recreational Meeting at 6pm on October 4<sup>th</sup>. The second meeting was at Herond Pond from 10am-12pm on October 7<sup>th</sup> to show the options they want input on for the pond. He also informed the CAC that the Brighton Ground-Breaking was on October 12<sup>th</sup> at 5pm to look at the second phase of Brighton.

### **Questions and Comments**

- John made an announcement that Northside Park's name will be changed to Carpio-Sanguinette. He was very happy about this as he has spent a lot of time trying to get this changed. Public hearing for the name change will be held on Monday night at City Council.
- Mickey talked about how Amazon is looking for a new home, and how National Western met that criteria. He wrote to Gretchen to see if she would look at that idea. He said he did not get a response, highlighting communication errors within the CAC. He also expressed that he thought there wasn't enough talk about the global aspects of the NWC, and how everyone is so consumed with making the campus fit the western feel instead of an iconic global feel. He read from the goals of the NWC outlined by the CAC which highlighted the global hope for the center, which worked to his point that there is a lack of focus on global issues and communication within the NWC-CAC.
  - Gretchen responded by saying she was sorry she did not have time to respond, as that she has been in a big transition because of Kelly stepping down. She said that she has a meeting already planned with Mickey's team, and so not being able to get in touch with her is not accurate. She then talked about the Amazon issue, and how the Office of Economic Development is working with Amazon to get back to them so that they can try and bring Amazon's headquarters to Denver.
- A man involved in the of Economic Development talked about how Denver is working with Amazon, and that it is still quiet, but that they are in fact working on bringing Amazon's headquarters to the regional Denver area.
- Maria added that there are multiple sites that Denver is offering, and that there are some time constraints that create problems for bringing Amazon to Denver. She also agreed about the communication issues and that they are working on them.
- AE said that the GO bond has been launched, and asked for everyone to try and get the word out for the October 4<sup>th</sup> Globeville meeting.

## **ATTENDANCE**

### **CAC Members**

AE (Globeville)

Carrie Atiyeh (VISIT Denver)

Bettie Cram (Swansea)

Drew Dutcher (Elyria-Swansea)

Lilliana Flores Amaro (Elyria-Swansea)

Anne Hayes (Westfield)

Vernon Hill (JJJ Properties)

Michael Long (Riverside Cemetary)

Dave Oletski (Globeville)

John Olson (Historic Denver)

Armando Payan (Globeville)

Slavica Park (Focus Points)

Jeremy Rowland (Family Environmental)

Juan Veloz (Elyria-Swansea)

John Zapien (Globeville)

Mickey Zeppelin

Maria Garcia Berry (Co-Chair)

Terrance Carroll (Co-Chair)

Liz Adams (CRL Associates)