

**Minutes**  
**Regular Meeting of the Board of Directors**  
**METROPOLITAN FOOTBALL STADIUM DISTRICT**  
**Thursday, May 22, 2014**

Board members present:

Norm Early	Roy Palmer	Gabe Fenton (via phone)
Gene Ciancio	Ray Baker	Joy Burns
Don Johnson		

Agenda Item 1:

Call to Order

On Thursday, May 22, 2014, a meeting of the Board of Directors of the Metropolitan Football Stadium District was called to order at 10:04 a.m. by Ray Baker. As there was a quorum, the following business was conducted.

Agenda Item 2:

Approval of Minutes

A motion to approve the minutes of December 5, 2013 was made by Norm Early, seconded by Joy Burns and unanimously approved.

Agenda Item 3:

13<sup>th</sup> Avenue Realignment

Matt Sugar explained that Ryan Billings of the City and County of Denver was unable to attend as planned. The City is delaying the schedule for the proposed plan, but are still having an open house on June 4<sup>th</sup> at Fairview Elementary School. The idea behind the proposed plan is to better connect Sun Valley, the Decatur-Federal Station, adjacent neighborhoods and downtown. Roy Palmer asked what the implications will be for parking around the stadium and what is needed at this time from the Stadium District. Matt explained that the District's primary interests are the traffic flow around the stadium and the economic development in the area. The District is monitoring the reconfiguration of the direction of streets due to the additional traffic for retail and commercial improvements. Andy Gorcho of SMC mentioned that it is the City's goal is to recreate the street grid so it will allow improved access from the East side of the South Platte River to the stadium site. Matt also stated that we will know more about their plans after the open house.

Jefferson Park Playground

Matt introduced Jeff Archambeau who is President of JPUN (Jefferson Park United Neighbors). Jeff discussed how much is changing around the Jefferson Park area, and their plans for improving the

Jefferson Park Playground. There are currently 34 active projects in Jefferson Park. The overwhelming wish of the neighborhood is that the area maintains its balance and diversity. The positives aspects of the current park are the location and the abundance of the mature, large trees. JPUN has been working with the City to get the playground equipment replaced since 2008. The City has already contributed \$200,000 for the playground equipment, and they will start replacing it between September and December of this year. JPUN is trying to figure out how to fund some of the other proposed improvements. Jeff shared pictures of the playground which clearly shows how the stadium is a large visual part of the park. Their vision is to tie in a lot of the stadium elements into the park, including plans for a play area for smaller children with gridiron elements (rubberized play surface). JPUN would also like to add an element for adult fitness equipment including exercise stations. JPUN would appreciate any support possible from the Broncos and the Stadium District, which could include monetary help or help with pulling together some of the local developers in any matching programs available. Norm asked for an estimate on funds needed to complete the project and Jeff estimated \$100,000 for the total cost of the adult fitness areas.

Ray asked Jeff if Jefferson Park had any traffic issues. Jeff said JPUN has been talking with City Council and CDOT about the problems within the ½ mile of Jefferson Park and the exits going into the City off the 23<sup>rd</sup> Avenue bridge. Andy Gorchov stated that the Broncos will be meeting with each of the HOA's to develop game day parking plan pamphlets to be distributed to local residents. No action from the board is required at this time.

#### Agenda Item 4:

##### Suite Use Discussion and Policy

Ray Baker said questions had been raised about the District's policy on the use of the suite and asked Matt Sugar to discuss the suite ticket policy that the Baseball District had recently adopted. Matt stated that the Baseball District will give each county 4 game dates for use of the baseball suite. The first and last game of the year will be reserved for the Baseball District board members to attend. The rest of the dates for the suite will be donated to local nonprofit organizations and charities on a first-come/first served basis. The request form from these organizations wanting to apply for the suite will be through the Baseball District's website.

Ray pointed out that there is a large difference between the Baseball and Football districts regarding the number of games. He stated the current policy for the Football stadium district suite use is a rotation among board members so that they each have use of the suite for one game whether for donation to a charity or personally. Ray stated that he believes that about 40- 50% of the suite use is for charitable purposes. One question that was raised was identification of who actually uses the suite. Ray said one option is to adopt a policy similar to the Baseball District's policy. Another option is to keep the policy the way it is but add the disclosure of the names of those whom each board member invites to the suite. Norm asked how we would determine who qualifies as a charity. Matt stated that the Baseball District decided that they must be a 501c3 nonprofit organization or a Pre-K through 12<sup>th</sup> grade school within the District. Norm asked if there would be a restriction on the amount of times a charity could use the

suite. Matt stated that it would make sense to rotate the charities, but this would possibly need to be discussed further and then specified in the policy. Roy Palmer liked the idea of adopting a similar policy as Baseball, but realizing that some of the logistics of it are different. Ray suggested that the Football District adopt the same policy of having the board members attend the first and last game of the season, with the remaining dates being donated to local charities.

Gene Ciancio suggested that the suite policy remain the same whereby its usage rotates among each board member who could use the suite or designate it to a charity or school once each season. Gene proposed modifying the policy so that the board member would provide a list of the names of those who attended the game in order to provide the transparency of who is attending the games. Gene stated that it would be at the discretion of the board member if they would like to donate the suite to a charity or school. Roy suggested the board require each board member to donate their suite to a charity or school and a process be created for charities to apply for the suite. There was discussion regarding Roy's proposal.

There being no further discussion, a motion was made by Gene Ciancio and seconded by Gabe Fenton that the district retain the current suite policy with the following amendments:

1. The board member who has the tickets to allocate for that game must provide the District with a list of the names of those who attended if the suite is for personal use. If it is a charity or school who attends, the name and location of that entity would be listed. This list shall be submitted no later than 10 days after the game.
2. If the Board member does not wish to use the suite and does not allocate it to a specific nonprofit, then a staff member of the District will assign it to a charity or school.
3. If the Board member does allocate the tickets to a nonprofit, the board member or a member of the staff must be present in the suite at the time of the game.

The motion was approved with a vote of 6 for the motion and 1 opposed (Roy Palmer).

Roy clarified that even though he opposed the resolution, he believes that this is a huge step forward and that the transparency requirement is an improvement from the previous policy.

Agenda Item 5:  
Sun Valley Redevelopment

Matt introduced Chris Parr who is the Director of Real Estate for the Denver Housing Authority. Chris updated the board on Denver Housing Authority activity in regards to the Sun Valley Redevelopment. According to Chris, the planning process has been going on for the last five years. The Station Area plan, which they have been working on for the last three years, has just been completed and the General Development plan is in progress. This brings more money in to dig into things like housing issues, bringing businesses into the area, and locating where the economic drivers are in the area. It brings it more down to earth on the planning. The Station Area plan included about 100 acres of impacted area

to be considered in the overall plan and shows hundreds of thousands of square feet of commercial space and about 4,000 residential uses. The 13<sup>th</sup> Avenue realignment is key to how the neighborhood moves and flows. The area is seen as an entertainment and industrial district with a focus on neighborhood activities such as the river and the transit system. Denver Housing Authority has 30 acres near the river front that could be on the table for other developments. DHA looking at ideas on how to change the stadium entertainment area by looking at the history of the stadium and trying to take advantage of that history. DHA is also looking at opportunities such as lower Colfax, which has a lot of possible entertainment district sites and deciding on how to activate them. Chris also talked about the importance of healthy food access and recognizing the inherent sports-related nature of the area. Other ideas include revitalizing the area around Brooklyn's restaurant, implementing the concept of high quality residential housing, and providing better direct access to the river. Chris commented that the Colfax interchange is still a very complicated issue. Chris noted that planners are looking at food hub concepts and how to bring the most businesses to the area. Chris said that moving forward there is a planning grant that will allow them to focus their efforts in the next 10 to 12 months. Ray and Gene invited Chris to come back to the board with anything that the board can do to support their efforts. There was no action needed from the board at this time.

#### Agenda Item 6:

##### Presentation of Museum Concept at Sun Valley Xcel Site

Matt Sugar introduced Jesse Lerner who has been working on a museum concept at the Xcel site in Sun Valley. Jesse works freelance with the Denver Art Museum and has recently returned to Denver from Europe where he has been working on projects there. He studies cultural, economic and political policies as they look for ways for art to be used in unique ways, including postindustrial sites. Jesse explained that they have been talking with Xcel and Denver Housing Authority regarding this concept. The exact acreage of the project is still being discussed but it was thought it could be about 15-20 acres. Jesse shared many photos of similar projects that have been done around the world. Most of them included old factory sites that have now been turned into food districts, night clubs, and other cultural venues. Ray Baker invited Jesse to come back to update the board as their planning for this project moves forward. Ray also asked Jesse to provide the board with an executive summary for them to review. There was no action required of the board at this time.

#### Agenda Item 7:

##### Stadium Updates

Andy Gorchoy provided the board with an update on stadium activities. Andy first discussed light rail and the usage of Lot M where SMC has seen around 50 cars using the lot daily. Game days have seen the biggest impact. In the past, the Broncos would see 20% of people using the bus to the stadium and 5% using the light rail. It is currently switched to 20% using the light rail and 5% using the bus. Average light rail ridership on game day for the Decatur/Federal stop was around 3,000 people.

Andy discussed the NFL Voice of the Fan Survey. This rates all of the different elements of Denver's game day experience. For 2013, the stadium was rated 5<sup>th</sup> in the NFL with a 7.9 ranking. The top Gameday satisfaction drivers are game entertainment, and the ingress and egress of the stadium. The impacts from the recent updates to the stadium have greatly impacted the fans' ratings of in-game enhancements. In 2012 Denver was ranked 9<sup>th</sup> overall and in 2013 Denver was ranked 2<sup>nd</sup>. Some of the specific feedback that the league had received about Denver was very positive. Examples were "Denver delivered a nearly flawless program" and "Among the highest ranked clubs for the level of crowd reaction". Andy mentioned that they are already working on plans for how to improve things for next year. For example they are working on how to better improve the use of the video and sound boards, and they are adding more stats to the North ribbon board.

Andy discussed the upcoming 2014 summer events at the stadium. There are no concert events this year, but the stadium will host the Guinness International Soccer Champions Cup on July 26, the Mile High 4<sup>th</sup> of July Outlaws game, the Vans Warped Tour, Drums along the Rockies, and the Rocky Mountain Showdown. Andy discussed that the NCAA has awarded the stadium the 2015 Quarterfinals for the NCAA Lacrosse Championships. This is the first time that this event has been held this far west and it is a big event for the City. Andy mentioned that the Broncos will hold three training camp practices at the stadium due to the construction at Dove Valley. These will be free and open to the public.

Agenda Item 8:

Comments from the Public -- None

Agenda Item 9:

Comments from the Board -- None

Agenda Item 10:

Other Matters -- None

Agenda Item 11:

Adjourn

There being no other business, a motion to adjourn was made by Ray Baker, and was seconded by Don Johnson and unanimously approved.

Next meeting TBD