

Agenda

embrace colorado

Members Meeting

May 18, 2009
4:00 p.m. – 5:30 p.m.
UNC Center at Centerra
2915 Rocky Mountain Avenue
Loveland, CO

- | | |
|---|--------|
| A. Introductions & Guests | 05 Min |
| B. Approval of Minutes (April 20, 2009) | 05 Min |
| C. CDOT Contract Execution Status (verbal) | 05 Min |
| D. Line of Credit (Information available prior to the meeting and verbal) | 10 Min |
| E. Federal Funding Opportunities Update (verbal) | 05 Min |
| a. Reauthorization of DOT | |
| b. Stimulus Opportunity | |
| F. Retreat Planning | 10 Min |
| G. Board - Draft Strategic Work Plan (facilitated discussion w/Peter Kenny) | 45 Min |
| a. Overall Singular Purpose or Desired Result from Embrace Colorado (REVIEW) | |
| What is the overall purpose or result that the plan is to achieve? | |
| b. Taking Stock Outside and Inside Embrace Colorado (REVIEW) | |
| Identify the various driving forces, or major influences, that might effect the organization. | |
| c. Analyze the Situation | |
| What are our strengths, weaknesses, opportunities, and threats? | |
| d. Set Goals | |
| H. Other Business | 05 Min |
| I. Adjourn | |

Next Meeting – Board Retreat, June 3, 2009 12:00 – 5:00 p.m.

Members welcome from 10:30 a.m. on.

**Governing Board Meeting
Summary**

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April 20, 2009

4:00 p.m. – 5:30 p.m.

UNC Center

2915 Rocky Mountain Avenue

Loveland, CO

Members Present:

Rocky Scott

Ed Starck

Dave Edwards

Angie Milewski

John Coppom

Members Absent:

John Kefalas

Bill Kaufman

Milan Karspeck

Louis Swanson

Glenn Vaad

Staff Present:

John Daggett

Guests:

Meg Corwin

Ken Bennett

Call to Order

The meeting was called to order at 4:05 p.m. by Treasurer Starck at Chairman Swanson's request.

Minutes from March 16 and March 30 (Special Meeting), 2009

Starck moved to approve the minutes. Scott seconded the motion. The minutes were approved unanimously.

CDOT Contract

Daggett briefly explained that the contract had been reviewed and approved by FHWA on in-kind support. It was expected that CDOT would finish the contract execution in approximately fourteen working days.

Working with the Colorado Congressional Delegation

Daggett explained that a reauthorization of US DOT was taking place in Congress this year that would determine transportation funding over the next six years 2010 - 2015. Bennett added that Representative Markey was accepting concept papers for the legislation through her office through Friday April 24th. Daggett committed to providing a one-page concept paper by that date.

Daggett also explained that the ARRA or stimulus bill had opportunities through the State of Colorado and through local jurisdictions from the US DOE. These sources had been identified by Director Karspeck previously. The Board encouraged Daggett to pursue this funding opportunity.

Retreat Planning

The Board discussed the challenges of holding a public event along with their retreat by June and decided to postpone any public event until at least September. Members felt that the Board should concentrate on developing and resolving more immediate and pressing issues at the retreat in June.

Daggett said he would survey the Board for an appropriate June date, find a location, and develop a program along with the help of a Board committee.

Board Discussions

Peter Kenny of Civic Results attended the meeting to help facilitate a discussion by Board members on the following discussion items:

- a. Overall Singular Purpose or Desired Result from Embrace Colorado** What is the overall purpose or result that the plan is to achieve?

- b. Taking Stock Outside and Inside Embrace Colorado** Identify the various driving forces, or major influences, that might effect the organization.

The following are notes from that discussion:

General Comments:

- Don't try to boil the ocean — be careful about trying to embrace too much
- What is Northern Colorado
 - Greeley, Loveland, Fort Collins
 - Poly-nuclear principal city
 - Include Boulder and North
- You have to accomplish something
- Is transportation the main focal point?
 - How does it play to the leaders and to the public
- Have some success, pick low hanging fruit and succeed and get people to where they experience being successful working together

- What can we learn from others who have tried and failed or tried and succeeded
- We need to have a thorough discussion of a full range of scenarios and the consequences of those choices
- Every potential desired future is to be respected — no right or wrong choice — but every choice has consequences and trade offs
- This is generational change
- People trust education, maybe the education leaders can be effective conveners

Bin:

- How do you define the geographic scope of this project

Overall Singular Purpose or Desired Result from Embrace Colorado

- The way we govern ourselves in the region is based on the things that unite us and not the things that divide us
 - Uniting
 - Water
 - Transportation
 - The economy
 - Energy
- Moving from parochial thinking and planning to regional thinking and planning
 - Start allocating resources on a regional basis
- Get people more attuned and more involved with what is going on in the region
 - Give the people of the region a look into the future and what's coming
 - Set things in motion that result in a better place to live in the future
- Actual projects that are regionally based and not locally based
- More about behavior than about things — if you have the right behavior you will have the right things
- Getting people's attention and identifying problems and then identifying solutions
- Getting people to the point where they want to do regional planning

Taking Stock Outside and Inside Embrace Colorado

Identify the various driving forces, or major influences, that might effect the organization or the effort to achieve the purposes stated above

- Mutual trust — in its absence it will be very difficult
 - RTA fell apart because of mistrust
- Quality versus quantity
 - At what point do changes in the region affect quality

- Stark political differences in the region
- Loss of personal and household wealth, at the state, local and regional levels reducing economic activity — it will not be recovered quickly
- Lack of recognition or perception of the crisis that is upon us
- Public wealth available for health, pension, infrastructure and other priorities is declining
 - Hard choices
- People don't pay attention until it is in their backyard
 - Solved by a carefully crafted plan of communication
- Who benefits and who pays — what is the fairness doctrine?
- The fight over water that is going on now is already driving people apart
- Absence of a forum in which these regional conversations can go on
 - Is there a neutral convener, a safe convener
 - This Board has to be careful about getting out in front or they will seem to have an agenda
- Economy of the future is more about knowledge workers than commodities and we have a lead on this
- Many of these issues are very divisive inherently

Next Meeting Date/Place/Agenda

- May 18 — 4:00 PM — Same location
- Agenda:
 - SWOT
 - Short-term goals
 - Lessons learned from other communities (send out what we have)
 - Like this region
 - Urban/rural
 - Agriculture

Next Meeting

The next meeting will be held in the UNC Center at Centerra from 4:00 – 5:30 p.m. on May 18, 2009.

Other Business

There was no other business.

The meeting adjourned at 5:40 pm.

Federal Transportation Reauthorization Bill - Project Request

Choosing Our Future - Northern Colorado

Project Overview

Choosing Our Future - Northern Colorado, an initiative of Embrace Colorado, Inc., is a principal scenario planning (regional visioning) project for the rapidly urbanizing two-county area in Larimer and Weld counties. The project is focused on developing a common framework for the future for transportation, land and economic development, water and energy use, housing and agriculture and taking action to affect positive change as the region grows.

Background

Northern Colorado is a rapidly urbanizing region of 15 towns & cities and 2 large counties located about 45 miles north of Denver along the Front Range of the Rocky Mountains. Today's regional population of more than 500,000 is projected to nearly triple in the next four decades and develop into a "poly nuclear principal city" of well over one million residents.

The area is rich in political and cultural heritage, but has yet to develop a sustainable structure or method of collaborative regional governance. As a result, the region and its family of communities are challenged with developing, managing and maintaining an adequate transportation infrastructure, creating sustainable land development patterns, and competing externally for economic development.

Objectives

The primary objective of **Choosing Our Future - Northern Colorado** is to enable citizens and public officials make better choices that improve the efficiency and effectiveness of public and private sector investment in transportation infrastructure and land development.

Methodology

Choosing Our Future - Northern Colorado is a complex form of regional scenario planning. It is an interactive and creative process, benefiting from a diversity of perspectives. The approach is multi-perspective and non-normative: it is not about what stakeholders want to happen, but about what could happen. The result is deeper insight into the driving forces shaping the future. Scenario planning has been widely used to inform strategic decision-making and public policy in many different regions of the country and is highly promoted by the US DOT. The process will be completed in 7 phases over 18 months. An extensive public outreach process will involve a minimum of 50,000 residents and reach across the breadth of all of the region's stakeholders at a total cost of approximately \$4.6 million.

This approach is supported by local public and private stakeholders and will be managed by Embrace Colorado, a non-partisan multi-issue 501(c)(3) Colorado non-profit organization (est. 2008) serving the region. It builds on the work, technology and successes found in other parts of the country such as Salt Lake City (UT), Austin (TX), Sacramento (CA), Portland (OR) and Orlando (FL), among others. A successful project of this type in the greater Traverse County, MI region is near completion and is funded using Federal Surface Transportation resources.

Outcomes for Northern Colorado

- Improve the quality, enhance the sustainability, and reduce the cost of transportation system and infrastructure development, construction, and maintenance
- Develop an ongoing process for appropriate-scale regional collaborative planning
- Identify and implement a quality growth strategy for regional land use and transportation
- Identify a common framework (vision) and create a collaborative regional governance model appropriate for regional scale decision-making
- Increase sound public and private investment in the region

Sponsors

- All local jurisdictions in the region are providing project development funding through the North Front Range Metropolitan Planning Organization, Colorado DOT and FHWA
- Citizens and businesses throughout the region are providing project development funding through monetary and in-kind contributions
- Formal action by area community foundations to provide support of the project is pending

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growing without losing who we are

Agenda Item Summary	Item: F
	Date: May 20, 2009
Embrace Colorado Board of Directors' Meeting	Staff: Daggett

Subject:

Review and discuss draft retreat schedule of activities.

Background:

A subcommittee of the Embrace Colorado Board met and discussed the layout and proposed schedule/agenda for the upcoming June 3rd Board retreat. The following is a record of that meeting and the committee's recommendation.

**Retreat Planning Meeting
Embrace Colorado Offices
May 13, 2009**

Committee Attending:

Dave Edwards
John Coppom
Ed Starck
John Daggett

Draft Retreat Schedule:

1. Who's at the table
 - a. How do we interface
 - b. Who are the players
 - c. Why are we each here?
 - d. Understanding each other

Draft Retreat Schedule of Activities for June 3rd

2. Role, function and responsibility of the Board and its members
 - a. Role of each of the members
 - b. Define Board of Trustees
 - c. Structure/Size
 - d. Engagement?
 - e. Authority of the Board – who gives you the authority to do this?
 - f. What is it that we're here to do?
 - g. Distinction between Board and Exec Dir?
3. Slide show – Challenges
4. Compare and Contrast Joint Venture and Envision Utah
5. Mission – ratify, amend, discuss
6. Goals & Objectives
7. Funding needs
 - a. Short term – 1st year
 - b. Project funding
 - c. Long term - nonprofit
8. Strategic Plan