

I-70 Shift – Communication Focus Group

January 3rd 2011 meeting

Those present:

Stuart Steers
Michael Sapp
Max Weyker
Kirk Webb

Karen Good
Kendra Sandoval
Steve Charbonneau

This was the second meeting of the communication workgroup. Our goal was to identify key locations for communication drop-off, format and process for the communication. Below is a brief summary of the conversation.

- I. January 19th, Focus Points Family Resource Center (Focus Points) will host “Learning Circles” dinner. This is a group of nonprofit representatives within the neighborhood. The format for the evening will be an informal dinner. Kirk Webb will represent CDOT, Karen Good will represent the City and Kendra Sandoval will represent the Mayor’s Office.
 - a. There will be a 15-20 minute presentation, followed by Q&A.
 - b. Focus Points will send out an invitation and will encourage all attendees to review the information at – www.denvergov.org/ccdI70, and come prepared to discuss the proposed Northern Shift.
 - c. Our anticipation is that the Learning Circle members can help us get information to the neighborhood.
- II. We agreed that an 11x17 folded “newsletter” would be the best way to get information out quickly and without a lot of expense. The format of the newsletter will be;
 - a. Background
 - i. The goal of this process (decision or consensus)
 - ii. Why we’re here
 - iii. How we got here
 - b. Process (November – March)
 - i. Neighborhood meeting
 - ii. Focus Groups (synopsis of group accomplishments)
 - iii. Neighborhood meeting (within the first two weeks of March)
 1. Reporting out by the focus groups
 - c. How to be involved
 - i. Check the website www.denvergov.org/ccdI70
 - ii. Come to a focus groups
 - iii. Talk with a focus group member
 - d. Feedback
 - i. Karen and Kirk
 - ii. Phone number to leave a message
 - iii. CDOT hotline
 - iv. Email to leave a comment
 - v. Talk with a communication focus group member
 1. Kendra – Mayors
 2. Sapp - Mayors
 3. Karen – City

4. Kirk – CDOT
 5. Max – Neighbor
 6. Stuart – Focus Points
- III. Key locations for communication
- a. Swansea Elementary School, Principal, Gilberto Muñoz
 - b. Garden Place Elementary School – Principal
 - c. Our Lady of Grace – Father Noe Carreon (Stuart will get alternative contact)
 - d. Pilgrim Church – Pastor Robert Quintant (303.398.1904), (Max)
 - e. Colorado Miner’s (Steve)
 - f. Focus Points *Family Resource Center* (Stuart)
 - g. Jim Mercado’s place (
 - h. Leo’s garage on Brighton & 47th (Max)
 - i. 24 Hour Auto, between York and Josephine . . .(Max)
 - j. Mini Market (Max)
 - k. Ice Cream Store (Max)
 - l. Margaret Escamilla (Sapp)
 - m. Boogie (Kendra)
 - n. Armando (Steve)
- IV. Our goal is to have the first newsletter translated and on the street by January 12th.