

# Jefferson Parkway Public Highway Authority Regular Board Meeting Minutes



Thursday, May 16, 2019  
Arvada City Hall  
8101 Ralston Road, Arvada, CO 80002

**Executive Session**  
**3:00 p.m.**  
**Council Conference Room, 3<sup>rd</sup> Floor**

Greg Johnson requested matters for discussion that required an Executive Session, pursuant to C.R.S., Section 24-6-402(4)(a), Section 24-6-402(4)(b) and Section 24-6-402(4)(e) for the purposes of discussing real property matters, receiving legal advice on specific legal questions and determining positions relative to matters that may be subject to negotiations and instructing negotiators related to FAA matters, right-of-way agreements, potential concession matters and professional services agreements.

Director Tighe made a motion to go into Executive Session for the purposes stated above.  
Director Ahrens seconded the motion.

The following votes were cast on the Motion:  
Those voting Yes: Ahrens, Jones, Tighe

Absent: Beacom, Szabo, Williams

**Regular Board Meeting immediately following Executive Session**  
**Council Chambers, 2<sup>nd</sup> Floor**

## I. Call to Order

Chairman David Jones called the meeting of the Jefferson Parkway Public Highway Authority (JPPHA) to order at 4:00 p.m. Present in addition to Chair David Jones were Director Randy Ahrens and Alternate Director Casey Tighe. Also in attendance: Bill Ray, Exec. Director; Tamara Seaver, Legal Counsel to the Board; Kevin Standbridge, Broomfield Deputy City and

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County Manager; Kim Sorrells, Jefferson County Attorney; and Chris Daly, Arvada City Attorney.

II. Pledge of Allegiance

III. Introductions

Chairman David Jones introduced Shelley Cook as RTD's representative to the JPPHA Board.

Director Tighe introduced Kim Sorrells, Jefferson County's new County Attorney.

Director Ahrens introduced Broomfield Councilmember Kim Groom.

IV. Approval of Minutes

A. April 18 Regular Board Meeting

Chairman Jones moved that the April 18 Regular Board Meeting minutes be approved. Director Ahrens seconded the motion.

The following votes were cast on the Motion:

Those voting Yes: Ahrens, Jones

Abstain: Tighe

V. Report from Executive Director

A. Bill Ray updated the Authority on the RFP process. He said the documents are presentable to the public and the proposers, understanding that there will be changes over time. He said for a number of reasons he is suggesting that we delay the conversation related to the issuance. He said a resampling process is ongoing related to Rocky Flats, with some initial results available tomorrow. He said he would like all of the member governments to have that information in hand before going forward and he would like to achieve those milestones before we move forward with the release of the RFP.

He said ultimately it will be up to the Board to approve a Resolution authorizing the release of the RFP and hopefully in the next six weeks we will be coming before you with that request.

B. Report on Communications Plan

Mr. Ray introduced Sheryl Machado with GBSM, the JPPHA's marketing consulting firm.

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Ms. Machado said she will be presenting their communications strategy and next steps. She reviewed the communications goals, the audiences and key message themes. Ms. Machado discussed the process and roles played by the Executive Director, GBSM and the JPPHA Board. She then talked about a phased approach with the Planning and Soft Launch for April – June 2019, the Procurement and Design from June 2019 to Mid-2020 and the Introduction of the Concessionaire for Mid-2020.

Ms. Machado went into detail about Phase 1 which will be the planning and soft launch. She said this first phase will encompass the core messaging and collateral; an online presence and engagement; media engagement; community and stakeholder engagement; and partner and elected coordination.

Ms. Machado talked about the role of the Local Working Group and said this would be a focus group to provide local perspectives and nuanced feedback on key topics influencing how the Parkway interfaces and integrates with local communities. She said eighteen applications were submitted and selection and criteria will be based on the group's focus and purpose. Criteria will include those local stakeholders residing in close proximity to the proposed alignment of the Parkway, geographic diversity to ensure all areas within the project area are equally represented, and their ability and willingness to use the forum to make the project the best it can be.

Ms. Machado said their next steps involve collateral development with a fact sheet and FAQ's, the RFP announcement and the Local Working Group identification and member selection.

Director Tighe suggested a couple of word changes for clarification.

Director Ahrens talked about how important it is to reply quickly to citizens' questions. Ms. Machado said 24 hours would be the most time you would want to wait to address questions.

C. Status on Local Working Group

Executive Director Bill Ray stated that we extended the application deadline to May 1 and that eighteen applicants was a great number to receive. He said he and Chairman Jones feel an appropriate committee size would be eleven and he would suggest that the applications be shared with the other two jurisdictions and then have the conversation at the next Board meeting.

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D. Mr. Ray said there are scheduling conflicts for the June meeting. He said he would like staff to query each jurisdiction and find a time that will work for all, with an appropriate notice to the public.

VI. Report of the General Counsel - None

VII. New Business - None

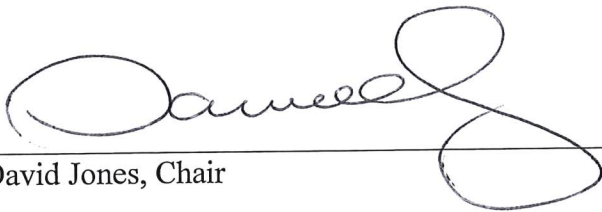
VIII. Report from the Board of Directors - None

IX. Public Comment

A. Ms. Karen Nelson, Leyden Rock talked about the environmental aspect of the highway and asked for trees, bushes and ground cover.

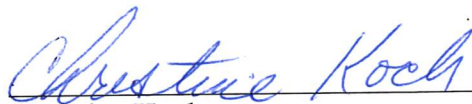
X. Adjournment

**Adjournment:** Meeting was adjourned at 4:29 p.m.



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David Jones, Chair



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Christine Koch  
Recording Secretary

