



West Greeley Project Citizen Oversight Committee on Communication

June 25, 2026

4:30 – 6:00 pm

1001 11th Ave, Greeley, CO 80631

Agenda

Review FAQ

- Present the current set of FAQs
- Share any observations and feedback
- What are we missing? What can be improved?

Review Artifacts

- Example Brochure / One pager
- Share any observations and feedback
- What are we missing? What can be improved?

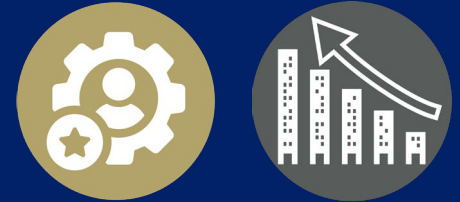
Comms Partner Selection

- City to provide an update on where we are in the process

Next Meeting – Tentatively scheduled for July 9th at 4:30 pm



West Greeley Project: Communication Next Steps



John Herge, *Senior Strategic Advisor*

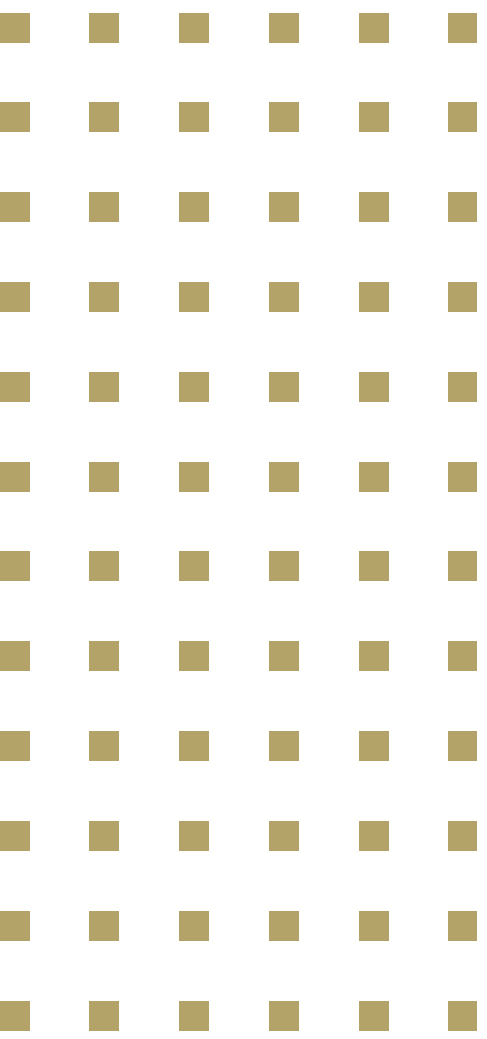
Jaqueline Villegas, *Interim Director of Communication & Engagement*

West Greeley Citizen Oversight Committee: June 25, 2026

Agenda

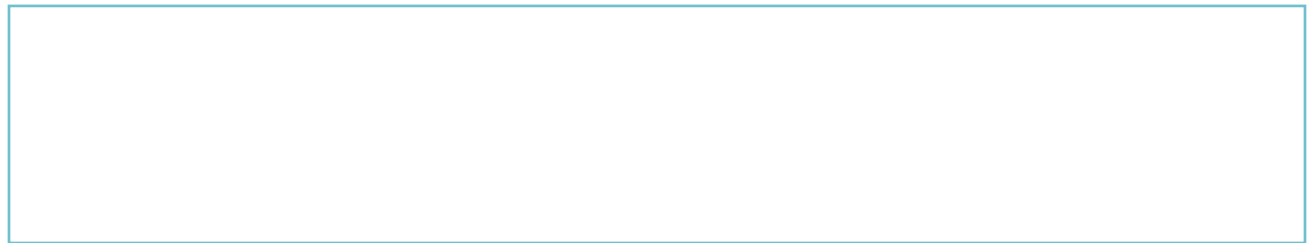
- Review FAQs
- Review Artifacts
- Update: Communication Partner Selection
- Next Meeting





FAQs

Review of West Greeley Project FAQs



FAQs

Goal

Identify what's missing, unclear, or most likely to be asked next by the public, and propose additional FAQ questions.

What's already covered?

- Clear / good as-is
- Needs clarification (what's confusing?)
- Missing a related follow-up question

FAQs

? What is the West Greeley project?

? Why was this project proposed?

? What is the current status of the West Greeley project?

? Why is some work continuing during the project pause?

? What is the West Greeley Citizen Oversight Committee?

? What was the project's proposed financing structure?

? What are Certificates of Participation (COPs)?

? Why did the zoning repeal affect financing and bond ratings?

? Who owns the project and how is Mattel involved?

? What infrastructure work has already occurred?

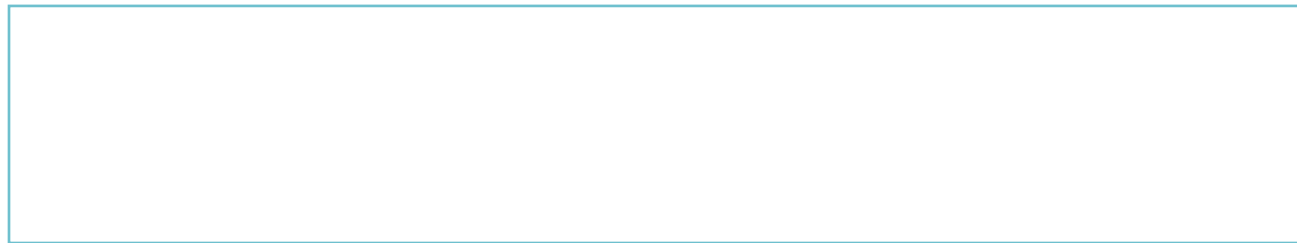
? Where can I find project documents and updates?

FAQ Example #1

What studies were done for the West Greeley/Catalyst project, and what questions were they trying to answer?

The City hired experts to do a series of studies about the West Greeley Catalyst project. The project includes an arena, an ice center, a resort hotel and waterpark, and a mixed-use area around it. These studies were designed to answer three main questions:

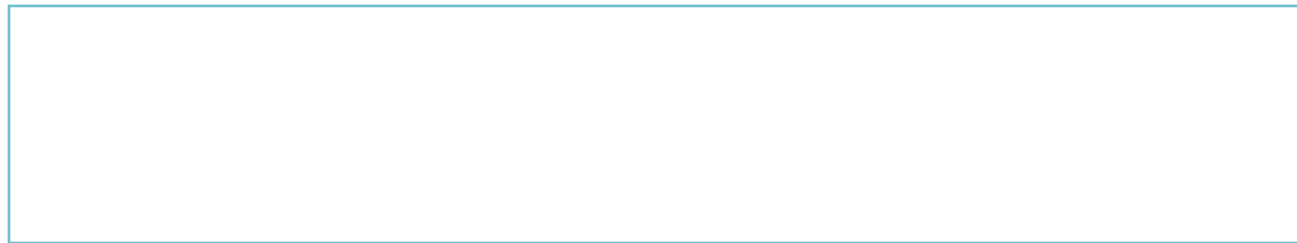
1. Is there enough demand from people for these projects?
2. Can the main parts of the project make money and work well?
3. Will this project bring benefits to the community while keeping the City's finances safe?



FAQ Example #2

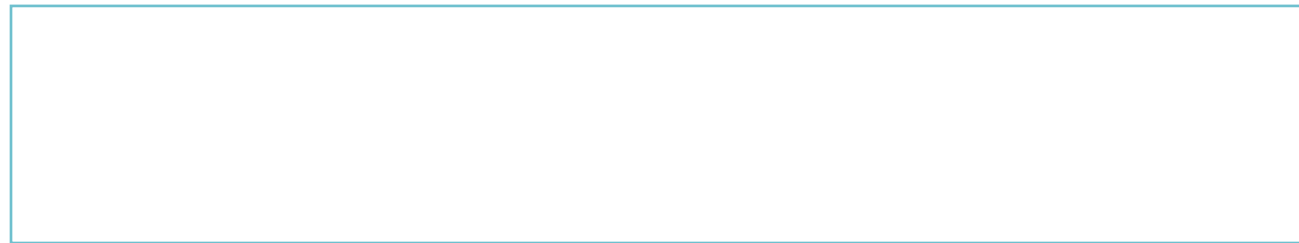
Will the Colorado Supreme Court's ruling in *Kavanaugh v. Telluride* on June 15, 2026, change what happened with Greeley's referendum in February 2026 that switched the Catalyst zoning back to 'Holding Agriculture'?

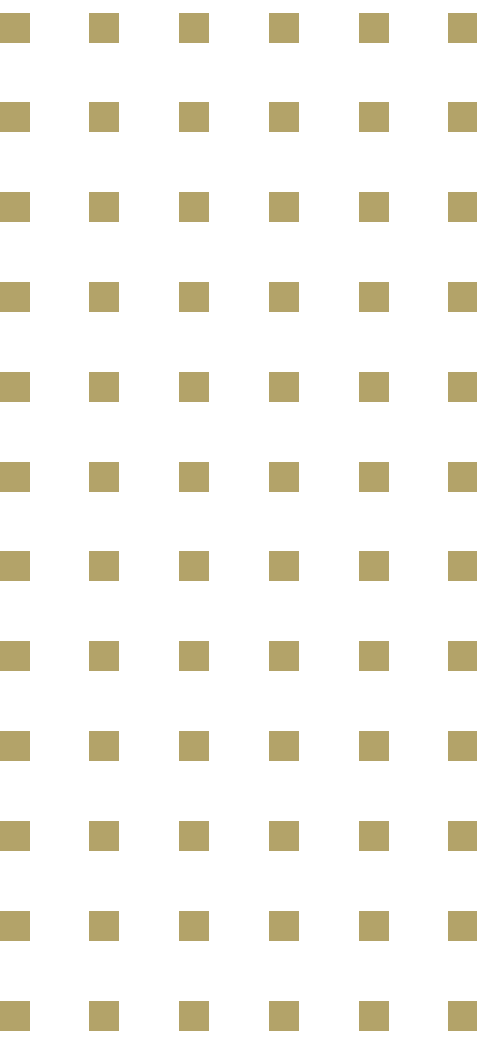
No, the *Kavanaugh v. Telluride* decision does not automatically change the result of Greeley's February 2026 election. The City has learned about the ruling and is looking into what it means. Any decision on whether the February 2026 vote should be canceled will be made in the ongoing court case in Weld County, which was put on hold pending the Supreme Court's ruling. Since the decision was made, the City can't say yet what impact, if any, it will have on the February 2026 vote or related projects. They will determine the next steps after completing a full review.



Considerations

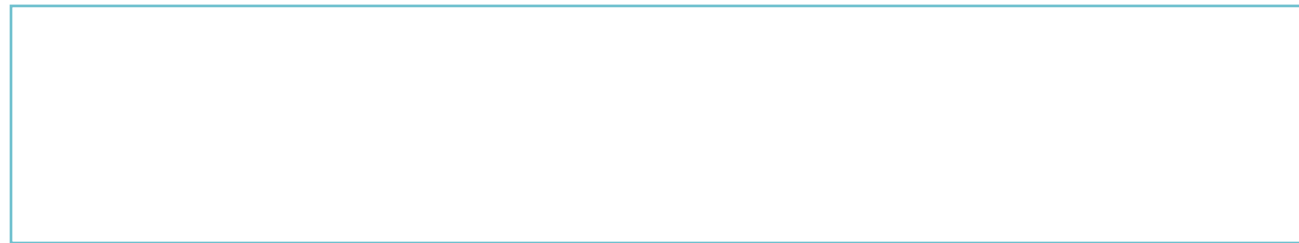
- If a resident only had five minutes to learn about this project, what would they need to know?
- What are the three most important facts the community should understand?
- What concerns do you believe are valid and deserve acknowledgment?
- What helped you understand the project, and what would have helped you sooner?
- Thinking back to when you first joined this committee, what information, experience, or conversation changed your understanding of the project the most?



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Artifact Discussions

What will help educate and inform our residents?

A large, empty rectangular box with a thin blue border, intended for notes or additional information.

Artifacts Reviewed

Material Overview

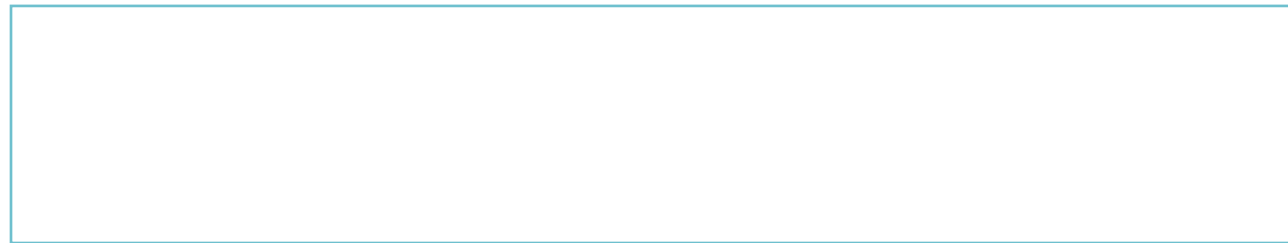
- [West Greeley Booklet v1.0 2025-10-10.pdf](#)
- [CoG West Greeley Project FAQ May 2026 v2 2026-06-15.pdf](#)
- [CoG Westside Project One Pager - 2025-01-08.pdf](#)

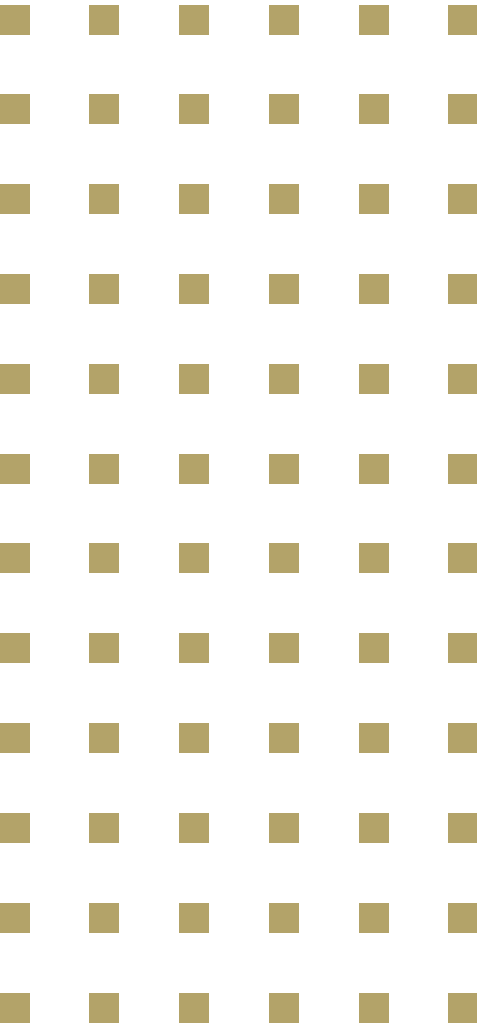
Moving Forward:

What materials does the committee believe it can assist in developing?

What would help you inform our fellow neighbors?

Share any observations and feedback. What are we missing? What can be improved?



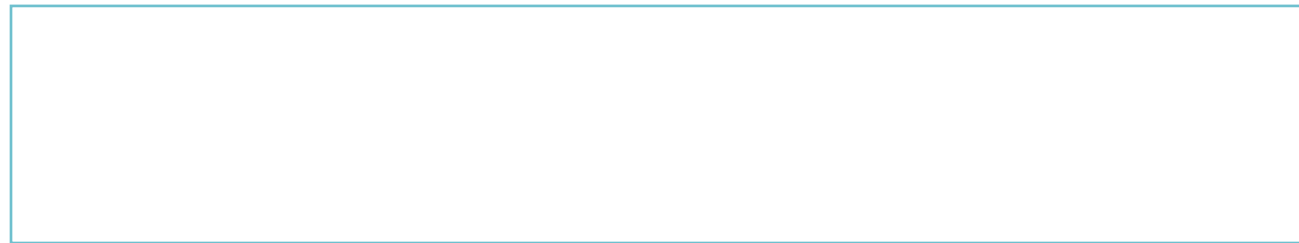


Updates on Communication Support



Next Steps

- Tentatively scheduled for July 9th at 4:30 pm
- Provide any additional thoughts and suggestions to project team



Thank you

