

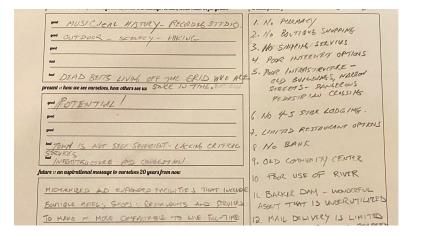
## october :: understand

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Community )) Lovingly A B		perse killine Pa Rosilient ineSpirited Supportive

#### October 3, 2023 Six-Word Stories

Things we heard:

- It's Nederland not Niiderland or Ned
- True history, 12 mining families • Tight knit community (know your neighbors well)
- Well known and loved tourist spot for generation
- Metamorphic town Rough around edges
- Welcoming (people are excited to meet new people) Community of second chances • The only bridge in town that connects to the wilder-
- Resilience
- Hardy
- Humorous- How many winters will you last? • Members of town deeply care about each other and
- their authentic culture They want to keep their "weirdness", without creat-
- ing fuss about it • Knowledge of history is important, town was creat-
- ed out of necessity
- It is made out of people who would rather not live in surrounding cities
- Nederland is oasis away from larger towns and
- They appreciate the unique nature of Nederland • Don't want too many tourist as it ruins the towns
- experience
- Music, community, privacy They are grounded and like to live more simply.
- Appreciating the hardships that come along living
- Town member would like to illuminate the mining
- history in a new way



#### October 14, 2023 Past // Present // Future

- Things we heard
- Resistant to change Like small festivals
- Want quiet luxury (compare to Evergreen, Colora-• What they mean by tourism, they mean traffic, when they mean more visitors they mean traffic, no
- parking • 90% business/land owners don't live in the city • Class divide (new money people vs old time locals) Prefere Peak to Peak visitors rather than people coming up via Canyon
- Musical history- Recording studio at caribou ranch Outdoors, serenity, hiking, surrendered by National
- forest Mining legacy (bad mineral rights)
- Too close to popular ski resort ( bad parking, traffic) Decrepit
- Ornery, disorganized
- Free creative spirits, creative thinking Fear of change

## Present:

- Potential • Town is not self sufficient-lacking critical services, infrastructures and congestion
- Most Phd per capita Too many different opinions (no unity)
- Gateway to outdoor fun
- Music, festival potential Blighted
- See ourselves successful • Outsiders see us a failures
- Future wishes:
- Modernized and expanded facilities that include a boutique hotel; shops; • Make town more comfortable to live full time,
- without constant need to travel down the mountain • Upscale, innovation, community of art, music,
- outdoor fun, great place to form business and raise family
- Recognize that what we aspire today may be obsolete in 20 years
- Think bigger, fear smaller, embrace innovation
- instead of doubting it Change is happening at an accelerated rate

#### October 17 & 18, 2023 Time Capsule

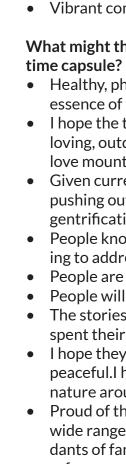
## Things we heard

- Movement towards alcohol free festivals/events (Cat bazaar,etc) People are missing Events/Festivals but not FDGD
- People are missing music (free form picks, street performers) • The people who made Nederland what it is today
- are being priced out. Kindness matters
- More people used to volunteer
- Keep the "creative" mountain lovers (artists, musicians, etc) Rich history (gatherings, rodeo, mining)
- Loss of Caribou ranch is felt through community • Tough times it's self sustainable (community comes together)
- Magpie the Bird of Nederland
- Exercise notes: It's the year 2053. This is my message to Nederland • A place with solid foundation on history; spanning mining, cowboys, hippies, musicians,
- Community support; Carousel of Happiness; Music filling streets; Surrounded by nature
- What is means to be small, mountain community with grit, neighborly care and innovation
- The tranquil majesty of the mountains is our home, we respect and honor our town, the community and
- the things that inhabit it. • Did you figure out how to control the wind? Enjoy the mountains.
- Build Infrastructure with indent Improve our economy, society+ values while thriving as we have turned the tide on climate change and paved the way to better present and future for
- When kindness matters and gentrification hasn't chased anyone away

#### What photos would you include? The forest

- The people; residents
- The ski area; mountains, snow, blue sky, sunsets • The schools; the arts program at the school • The dirt roads; trails; hiking; camping; MTB; Skiing
- (nordic+x-country) Children playing
- Safe streets for pedestrians
- Safe escapes for emergencies • Images of town from the reservoir, with the mountains and glaciers behind
- Carousel of Happiness; People enjoying it Steam Shovel
- Chipeta Park (golden aspens)
- Town Hall; especially after they put up light Disco Night at the rink
- Barker reservoir with people recreating
- Creek
- Wild Bear
- Moose; elk; magpies; hummingbirds
- Kathmandu





#### Mudd Lake Mining history

- Cozy rustic & historic cabins Indian Peaks wilderness • Live music performances; FDGD music photos; Ned fest
- Vibrant community What might the people look like and on finding your
- Healthy, physically active, Happy to find that the essence of the town hasn't change • I hope the town is still just as quirky, full of fun loving, outdoor enthusiast, artist, and creatives who
- love mountains • Given currents trends, lots of demographics change, pushing out the things that previously defined Ned gentrification; pet projects for few People know their Neighbors and work collaborat-
- ing to address town challenges • People are happy and proud of their community People will look casual and healthy • The stories were all the legends of people who have
- spent their lives here • I hope they are crunchy, outdoorsy, artistic, and peaceful.I hope they love the mountains and use the nature around them as inspiration. • Proud of their Nederland community. People of a
- wide range of socioeconomic status. Some descendants of families here for generations. They feel safe, connected and valued for what they contribute to the community! • Look like current residents, but different clothes+ technology, excited to learn about the past • I would hope people are excited and happy looking
- at the past, seeing where they came from. I would hope they cherish and honor the words of their citizens from 30 years ago.

- Things we heard • Sustainable Nederland!
- Fear of Nederland just becoming bedroom community to Boulder
- Access to outdoors positive • Wish that town down Nederland had easier flow to get around (Wish list to have a Boulder kinda
- multi-use bike bath through town) More growth • Need better infrastructure (lead pipes, pipes back-
- ing up etc)
- Arhitectural Ugliness • They are kinda lost in the "Old West" and Mining
- Heritage Logging and mining history
- Struggling music scene (musicians are not payed enough)
- Not struggling music scene • Some sort of balance between snowbirds, air b&B,
- and local residents • Nederland it's the people, no class distinction
- More respect from visitors (peeing behind buildings, illegal camping)
- Funky is a bad word to describe town (means run down, dirty, broken)
- Barker Res is hunted Burner culture equals LOCUSTS, drugs are defining
- the town
- Not enough indigenous culture Too many grow houses
- Deck is stacked in Netherlands favor
- Environmentally friendly • Inability to solve problems
- Exercise notes:
- Past: Mining Culture- Gold, Silver, Tungsten Music Culture- Caribou Recording Studio, FDGDthere is a strange history that trumps the festival,
- amazing music was recorded here.
- Hippies, carefree days Working class friendly
- Pioneering community, pioneer spirit • Outdoor Recreation, MTB, skiing, hiking,
- Established access to nature
- Friendly small town • Shared passion of nature, tranguil, grit
- Bad
- Mining, extractive industries and pollution, ecological impact on mining, Miners Day's isn't celebrated as it once was,
- Housing shortage, inequality, poverty, antagonistic Crime, homeless people
- Rough and tumble • Rowdy and funky at times, insular, disconnected
- group of anti- social hermits • Shoddy buildings, more grow house than people
- "Old West"- town should find balance between some oversight and isolation

- Present: • Outdoorsy, fit, recreational access all season, rise of ski touring, trail systems, Barker res, a hub to many adventures, fitness
- Family forward as a destination and as a home Emerging mountain community, not Vail
- Environmentally concerned Entrepreneurship
- Capable, hardy, tough, scrappy, adventurous, self sufficient community, weird, strange, quirky, full of character and history,
- Autonomy from BOCO • Lucky to live up there
- Good restaurants, convenience ie. markets, dispensaries Destination
- Stoners (good) • Music, lots of good artist and bands, artists, art
- Limited housing and small workforce,
- High taxes Weirdos, mountain folk, angry complainers West- Boulder, rich, entitled, exclusionary, insular,
- exclusive Resistant Burner culture, heavy drugs • Ragged, worn out, dirty (disheveled housing, crash-
- ing infrastructure, closed by 8pm, broken sidewalks, lacking resources, tuff sheds instead of buildings)
- Not a diverse community, set in it's ways. Backwards community without progressive policy, resistant to change
- Inability to solve problems easily, "Old West" there are no rules Social network miseries
- Housing woes, others think Ned is wealthy • Funky- individualism can be promoted without
- being run down Future: • A wonderful trail system, surrounding a thriving
- and vibrant town full of young families, long term residents and retirees. Great restaurants
- Businesses Music
- Recreating culture More sustainable, more public transportation,
- Residents are stewards of land
- Enjoy the work we have done to modernize Nederland. It's clean, safe, your job is secure and your worries are limited to where you'll ski ,hike, or spend time relaxing outside.Look up and enjoy the stars.
- Congrats! You figure out how to bring sustainability into focus.Electrification, solar gardens, affordable housing, well-paying locale jobs. Just keep swimming
- An inclusive community that provides its residents ample and convenient opportunities to recreate in the outdoors and ample opportunities for commu-

- nity connection. New trails connecting residents to
- dining scene. Gateway to water resources from continental divide to boulder
- Community that early on prioritized Sustainability
- A community that continues to care about it's individual members, its essential as Nederland
- continues in the future • More flow- access to city portions
- Incentives for locals to participate (locals discount) We are a town with strong community bonds. We enjoy the great outdoors and a strong economy of
- future. become as lucky as us.
- most of us are just fine.
- hippie town".
- the town does as there is so much opportunity to
- here
- I very much like the feel of Nederlands "dark green"
- Friendly

- tourism. We strive to be unique and not just viewed
- balance perseverance with welcoming others to still what it was.Some people are still bitching, but
- Someone once asked me on a chairlift, when I said I was from west of Boulder if I was from "that weird
- Sustainability with energy, water, diversity, waste etc, need to be expressed as priority in everything
- color being reminiscent of national forest type
- signage • National/State forest, Access to Wilderness,
- relative to Native Americans as well as nature

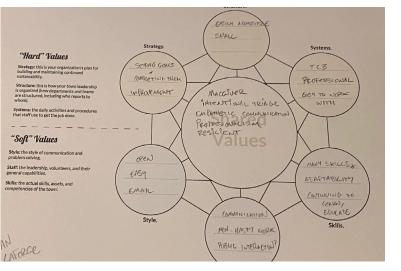
- art and innovation.
- A Town within a Park **Critical points:** • We thrive due to tourism but we are irritated by
- as Boulder- West. We have a cycle of boom and bust. Current boom is outdoor recreation. Finding a successful and healthy way to utilize and steer our tourist outdoor recreation is key to our successful
- We are so lucky to live here and our future needs to • Relax, The town is still here. Nothing got done. It's
- Good- A dog for every Subaru adventure
- make improvements in this area. • Every opportunity should be taken to make strides

## november :: refine

# town, new amphitheater/music venue, vibrant arts+

in its development and made it core to its identity

• We're poised to go anywhere We are all visitors,



October 20, 2023 Staff:

- Things we heard:
- Welcome to the Mountains, Now Behave! (Book) • Always strive to be better and maintain stuff
- Change is inevitable 30 years of Triage with intent
- Protective and inclusive
- Staff is open and easily accessible, responsive Self sustaining
- Utilitarian professionalism • Like weird, eccentric, unique

#### Exercise: Macgyvering

- Intentional triage Empathic communication
- Professionalism, responsive, competent, hard
- working • Resilient, determined, dedicated
- Care and Purpose
- Self sustaining
- Adaptable, Jack of Trades • Goal driven (daily goals), focused
- Willing to learn, open to new ideas Variable
- work as team

cannabis.



#### October 20, 2023 Youth Group

- Thing we heard:
- Change is constant Yearning of small town
- Staying connected to the origins (history) Bright colors always around town
- Mountains are grounding
- People are less snobby than in city Ski culture
- Small down experience • Cultivated meaningful relationships, need to solve
- conflicts Learn to accept
- Nothing changes • Fear of character getting lost
- Left behind economically
- Exercise: • Color exercise is sealed away in envelops
- Some colors that stood out: Red- new beginning
- Neutral grounding tones of nature + frost (cold) Purple, Yellow/Orange

People come up here for the natural beauty that surrounds us; the 'open', casual, unpretentious atmosphere; the friendly helpful people; the old genuine, small mountain town feeling; and it's history from mining camps-supply town to renowned music community via Caribou Ranch to Eldora as a daytime front Range destination ski resort to ground zero in Colorado for the struggle to legalize

That's what I've been told and heard from visitors in my 40 years up here. The aforementioned has to continue, and not become lost somewhere along the way of revisionism. Unfortunately, most people (local and visitor alike) are probably ignorant of all that. They come up here without a clue and act out their stupid, disrespectful, ill-mannered, fantasies of who and what they think 'we' are; and pretend for a visit that they're 'a part of it', the fabric of our community.

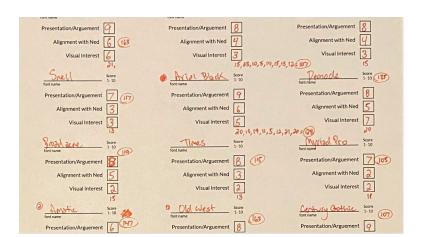
What resonated for me in the initial announcement are the (paraphrasing) emphasized phrases: respect / education / awareness / responsibility for-of our nature environment/wildlife/community values. October 20, 2023

#### Busey Brews Smokehouse & Brewery Making Soup

- We are here to access nature Wildflowers are breathtaking
- Wind- it carves us, it shapes us Very kind
- Atmosphere, air, feels different
- Trust in community, neighbors, someone will help you (not if but will)
- Freedom of happiness Robust
- Non traditional

#### Exercise: • Gateway to Indian Peaks wilderness; Access to nature, outdoors, makes people sane

- Nature (green coloring)
- Barker rez blue Music
- We are part of nature, the trails, the mountains, this makes us unique Colors- white, blue, green, brown
- Wildflowers and marijuana
- Mining history, music history Winds
- Lack of oxygen in air feels different Trust in community
- Unique, happiness, trust, security; happiness Breathtaking beauty
- Variety of people; artist, musicians, miners, • Casual, no dress code
- Landmark, Pioneer inn (musicians who recorded in Caribou Ranch would casually show up and jam with locals)
- Robust people in the mountains; altitude Moose
- Dichotomy of old vs new, past vs future Netherland = Lowlands



## October 24, 2023

- Things we heard
- Boulder is Doorway to Ned 60% of Nederland population has been replace in
- past 3 years (not sure if true)
- Native American Link; horse heritage Stewards of land, guardians of the land
- Artist
- Musicians, musical diversity
- Hearty town • Bitter, Foraged (need to know what your doing)
- Polarized (push and pull) applies to weather, people, projects, working in harmony
- Grounded • People are attracted to this without knowing the
- stories (passing knowledge) Commitment to stubbornness
- Low fi, People look each other instead being glued to their phone
- Regular ball sports not popular topic (that belongs down the hill)
- Community
- Presence
- Changing and accepting, live at let live • "I had to go down below"
- Weather is big deal • Conditions (Ice, fire, trail, road, snow, traffic, etc) Moose, bear
- Always in flux

### October 26, 2023 Art at the Center

- Tie a memory to a color
- Amber- Chipeta Park on a snowy day • Daun- Aspen/ spruce forest against azure sky Mary- Ice skating at mud lake under a full moon
- Cla? and Lyla- The moose hiding in the woods and the snow covering the trees!
- William- Bike ride memory David- Last days of autumn
- Eric-Just a great combination of colors. Also ned has rivers, lakes= blue, amazing sunrise/sunset= orange, snow= white. The white and blue should be primary, Orange an accent
- Mark- green sun? • Anonymous- Bluebird skies, fluffy white clouds, 350 days of sunshine. Every good day in Nederland
- Anonymous- Tie dye art • Kayla- the blue of summer sky- a green to hurt your eye on ou beautiful trees and the an explosion of
- the golden banner of flowers- heaven • Anonymous- A sunset in the mountains (Nancy)
- Anonymous- Netherlands memories filled with sights, sounds of music, people and nature
- Anonymous- Endless Winter



October 28, 2023 virtual (rescheduled from Knotted root due weather)

Thing we heard • Don't Boulder my Nederland

- Wind is a big part of culture, to some people not
- even using the word "wind". To others only discuss ing how windy it always is.
- Reputation on being weird, but preference would
- be on unique • Visitors don't come up to see wildlife but to experi-
- ence nature • Flashy money turns locals off
- Strong volunteer presence, everything has roots that volunteers started (Carousel of Happiness, library, ice rink).
- Super community focused
- Someone glued their butt to toilet seat (not a important note but funny) • Nederland still means low land (inside joke) as the
- mine was located on higher ground 10k ft and miners lived in Nederland at 8k ft.
- Things that Piss Locals off Trash left outside
- Dog shit
- Feeding wildlife (it endender local life and well being of wildlife)
- Don't leave food wrappers in car (bears will get in) • Fly drones around
- Leaving dog in car
- People no aware how to use roundabout • Visitors park badly, rudely
- Lack of fire safety
- Where can we see the new visual identity?
- Bumper sticker, magnets, decals Welcome sign
- Tattoos, temporary tattoos
- Interfacing in library, book marks, coloring books • Logo on top of the community center so you could
- see it on google maps from space Maybe put N on a hill
- Under Ice Rink
- Solar panels Youth sports team
- Mural Cross walk

From comments "Thanks for letting me listen in - I have to run but tagline "Nederland, Here. Not There." I'm Secretary of the Peak to Peak Chamber of Commerce and participant in SAB Zero Waste as well as the web developer for The Mountain-Ear newspaper. So with these hats very interested in the feedback and how we at the Chamber, in particular, can help share the results of this effort with some of our collaborative products. "



december :: finalize

#### November 13, 2023 Community Center Al exercise to come up and defend a style

- Deb and Peter- more colorful, fantastical style • Andrew and Scott- vintage/ sepia and 1920 style ski poster (swiss chalet)
- Sepia- simplicity, shows history, like it was yesterday. People looking at old photos feel a connectior
- to the past. Curiosity of the past. • Colorful- Buffalo Moose, wistful serenity, style of
- old grateful dead poster, visually exhausting Polaroid- Sense of the absurd
- If Nederland was an animal it probably would be a cat, knocking stuff off table or fox stealing pizza
- from Crosscut Pizza Ferret thing?

# November 15, 2023 Teens Inc.

## Exercise: Art from middle ages to 1982

- There is always more what you see in first sight ( take a step back and look)
- Nederland is amalgamation. (Made of little pieces)
- That makes us whole Separate but also cohesive
- Simple life • Romanticism (what makes us better, and romatizing
- what is already there and has been) Counter culture
- Societal norms • Sometimes the obvious stuff we advertise covers up other attractions

#### November 16, 2023 Community Center Photography

- Vibrant colors stick more out, having sky included makes it feel more Nederland
- Having a person in picture feels like I could be there (preference is you can't see a face)
- Portrait was preferred black and white but other styles didn't get much push back
- Nederland was known as Cloud Land (maybe true) • When portraying action shots be more cautious of environmental impact (people reacted on mountain bikes destroying trails)
- Dramatic is better and adventure is not clean • Not seeing faces really makes it feel like your part of
- Better if focus is on nature and not on people Stay hyper local
- Wildflower fields, biodiversity
- Buildings: hunker down, historic, grungy Prefere pictures of romantic cold
- Precious, to be treasured • Sense of scale, feel insignificant in grand scheme of
- things Fastness and closeness
- Crisp and bright