

Guide to the Northern Colorado Latino Chamber of Commerce Collection – 2013.79

Reference Code US COGrCGM 2013.79
Title
Processed by Ali Gomez
Finding aid prepared by Ali Gomez
Name and location of repository Hazel E. Johnson Research Center
Greeley History Museum
714 8th Street
Greeley, CO 80631
Phone: (970)350-4187
Email: museums@greeleygov.com
URL: <http://greeleymuseums.com/>

Collection Summary

Dates 1992-2002
Bulk Dates 1997-2001
Level of Description Collection
Extent 1.65 cubic feet
Creators Northern Colorado Latino Chamber of Commerce

Administrative/Biographical History

Brief History of the Northern Colorado Latino Chamber of Commerce

The Northern Colorado Latino Chamber of Commerce (NCLCC) was created in 1994 as the Northern Colorado Hispanic Chamber of Commerce in order to better serve minority business owners and consumers in Northern Colorado, particularly in Greeley. Jorge Amaya and other founding members created the chamber after several failed attempts to create a Hispanic Council within the Greeley Chamber of Commerce due to a failure to attract Hispanic businesses. The chamber was intended to fill a niche in the community, providing resources and support to minority business owners who did not feel comfortable joining existing organizations.

With help from the Hispanic Chamber of Commerce in Denver, NCLCC began with 23 founding members comprised of local organizations and national companies that included the University of Northern Colorado, Bank One, and Pepsi Cola Co. By 1995, the Chamber had acquired 100 members, including the City of Greeley. By 1998, the Chamber had grown enough to justify a move of their headquarters to, and renovation of, the historic Norcross house in Greeley.

The main mission of the Chamber was to, in cooperation with other associations or groups, address the specific needs of all minorities, women, and Hispanic businesses. In addition to business support, the Chamber was also a resource to the community, providing a positive

function through community leadership and development. To achieve this mission, the Chamber placed specific emphasis on strengthening and expanding its network of professionals and businesses, identifying and communicating the needs of minority businesses, influencing legislation, policies, and programs that have a positive impact on the business community, and providing technical assistance to Chamber associates.

The Chamber undertook a number of projects in order to fulfill its mission and objectives, the largest being the redevelopment of Northeast Greeley into an urban renewal district named the Mercado District. This project was a focus of NCLCC for the larger part of the late 1990s and early 2000s and aimed to redevelop the largely Hispanic area of northeast Greeley, creating affordable housing and retail options for the Hispanic community, which has long comprised 30% of Greeley's population. As of 2014, the project has not been completed.

The Chamber also worked a great deal with local businesses, providing support, resources, and education to minority business owners and employees. Additionally, the Chamber worked with Anglo businesses to help these businesses attract minority customers.

By the late 1990s, the Chamber had replaced "Hispanic" with Latino in its name, rebranding itself the Northern Colorado Latino Chamber of Commerce. The organization still operates under this name and is still headquartered in Greeley, although members extend throughout the state of Colorado.

Biographical Note for Jorge Amaya

Born and raised in the San Luis Valley of Southern Colorado, Jorge Amaya came to Greeley in 1987 following the completion of his undergraduate degree at the University of Colorado at Boulder. Amaya worked as the Northern Colorado manager for 13 years at Rocky Mountain SER, a community organization dedicated to serving low-income and disadvantaged families through the administration of grant funds and the creation of community support programs. In 1994, he became a board member on the NCLCC's board and was named board chairman in 1995. Amaya also served as president of the Chamber for the larger part of the late 1990s and wrote a column for the Denver Post during this time.

Scope and Content

This collection is composed primarily of publications, clippings and photocopies of periodicals, correspondence, and other documents relating to the activities of the Northern Colorado Latino Chamber of Commerce. Many of the items in this collection document the effort to create the proposed Mercado project and other community activism projects undertaken by the NCLCC during the 1990s and early 2000s. The collection also documents the organization's efforts on behalf of the Latino community in Weld County and its day-to-day activities, such as the NCLCC's relocation to the historic Norcross House and correspondence, resumes, and business cards of its original members, particularly Jorge Amaya.

System of

arrangement Partial original order. For objects with discernable order, original order was maintained. For remaining objects, order imposed according to object type, then subject, and then date.

Conditions governing access There are no restrictions on the access of this collection.

Conditions governing reproduction and use There are no restrictions on the use of this collection.

Languages and scripts of the materials English, Spanish

Immediate source of acquisition Materials in this collection were donated by the Hispanic Chamber of Commerce

Notes Preferred citation: City of Greeley Museum's Permanent Collection #2013.79

Names Amaya, Jorge
Arvizu, Valerie
Ballard, Richard
Carillo, Larry
Castillo, Oscar
Conway, Rebecca Knoppes
Cure, Laurie
Diaz, Adolfo
Esquivel, Daniel
Fry, Roxanne
Garcia, Diedra
Geren, Rita Lira
Gomez, Jose Angel
Gonzalez, José A.
Greeley Urban Renewal Authority
Gutierrez, Fred L.
Jaramillo, Andrew
Le Doux, Mike
Leal, Vicki
Leland Consulting Group
Lezama, Nicolas G.
Lopez, Greg

Lopez, Juan J.
Lucero, Harry
Lujan, Herman
Maciel, Robert R.
Martinez, Randy
Martinez, Rutillo
Moncivais, Cruz
Montoya, Pres
Mora, James
Moreno, Phillip
Moreno, Steve
Northern Colorado Latino Chamber of Commerce
Palmarez, Candido, Jr.
Rael, Senida
Rembold, Michael D.
Rivera, Linda
Romero, Andrew
Rubi, Martha
Ruiz, Sandra J.
Salazar, Ken
Sanchez-Maaliki, Kathleen
Sanchez, Christina
Sanchez, David D.
Sandoval, Paul T.
Sears Real Estate
Shoneck, Fran L.
Small Business Administration (United States)
Torres-Winters, Linda
Trujillo-Young, Nadine
Ulibarri, Ray
University of Northern Colorado
Vallejo, Silvia M.
Vasquez, Diana

Places: Greeley (Colo.)
Weld County (Colo.)

Subjects: Business districts--Colorado--Greeley
Business people
Chambers of commerce--Colorado--Greeley
Minorities--Colorado--Greeley

Document forms: Correspondence
Flyers, Advertising
Invitations
Legal Documents

Manuals
Memorandums
Newsletters
Newspaper Clippings
Pamphlets
Photographic Prints
Publications
Reports

Contents

Series I: Publications

Subseries A: NCLCC Publications

Consists of publications created and disseminated by the Northern Colorado Latino Chamber of Commerce. Includes Chamber bylaws, directories, and community program packets.

Subseries B: Proposals and Plans

Consists of project proposals and plans relating to the activities of the Chamber. The bulk of items in this subseries focus on the Mercado project and includes several architectural and planning proposals at various stages of the project between 1995 and 2001. Also included are proposals to restructure the city administration to create a Downtown Development Authority to oversee the Mercado Project.

Subseries C: Reports

Consists of reports created for the City of Greeley or for the NCLCC by independent organizations that address and analyze various aspects of the community. Included are community trend reports, economic development strategy reports, and industry analysis reports. It appears that these reports were used in the development of the Mercado Project.

Subseries D: Manuals

Consists of member manuals for the Economic Action Development Partnership and the Weld County Workforce Development Board.

Series II: Periodicals

Subseries A: Hispanics in Weld County

Consists of clippings and photocopies of clippings relating to Hispanic organizations, groups, and individuals in Weld County, Colorado. Included are articles that discuss racial and ethnic discrimination experiences by Hispanics in the area as well profiles of prominent local Hispanics.

Subseries B: Jorge Amaya

Consists of newspaper clippings and photocopies of clippings relating to Jorge Amaya. Includes both pieces written by Jorge Amaya for his *Denver Post* and *Greeley Tribune* columns as well as pieces written about Amaya in various newspapers. Also includes a reader's response letter to one of Amaya's *Denver Post* columns.

Subseries C: Member and Related Organizations

Consists of newspaper clippings and photocopies of newspaper clippings relating to members of NCLCC and affiliated organizations. Included are profiles of members published in local papers as well as profiles of local organizations designed to serve Hispanic individuals. Also included are publications from groups closely affiliated with the NCLCC, such as the Hispanic League and the Latino/a Research & Policy Center.

Subseries D: Northern Colorado Latino Chamber of Commerce

Consists of newspaper clippings and photocopies of newspaper clippings relating to the NCLCC. Included are articles documenting the activities of the organization and its initial creation.

Subseries E: Issues of the *Latino Chamber Update*

Consists of issues of the NCLCC's newsletter, known as the *Comercio del Norte* (until 1997), *Cámara de Comercio Latino* (1997-1998), and, most recently, as *Latino Chamber Update* (post-1998).

Subseries F: Community Issues

Consists of newspaper clippings and photocopies of clippings that illustrate the NCLCC's involvement in social issues on a local, state, and national level. Includes articles relating to efforts to combat gang violence, concern over diversity in hiring, and labor legislation.

Subseries G: EDAP

Consists of an issue of the *EDAP Update*, EDAP's quarterly newsletter and a photocopy of a news paper clipping documenting EDAP and NCLCC's efforts to include a Hispanic perspective in the EDAP's administration.

Subseries H: Mercado and Urban Renewal

Consists of newspaper clippings and photo copies of newspaper clippings relating to urban renewal efforts in North Greeley. The bulk of these items focus on the creation of the Mercado district.

Subseries I: Hispanic Funeral Home

Consists of two newspaper clippings documenting the creation of a Greeley funeral home that caters to Hispanic clients. Included is a Spanish language article.

Subseries J: Fiesta Day

Consists of newspaper clippings and photocopies of newspaper clippings that relate to the Fiesta Day event at the annual Greeley Stampede. Included are reports and editorials that document a disagreement over a planned pro wrestling event at Fiesta Day.

Subseries K: Norcross House

Consists of a photocopy of a newspaper clipping that documents the NCLCC's plans to relocate to the historic Norcross House.

Series III: Correspondence**Subseries A: Community Activism**

Consists of correspondence between members of NCLCC and other organizations in Greeley and Weld County relating to community issues affecting Latinos. Included are letters and faxes regarding discrimination in arrest practices by Greeley police officers and discriminatory practices undertaken by local organizations and individuals. Also includes a Spanish language letter from Oscar Castillo regarding his interactions with Rebecca Knoppes Conway (English language version also included).

Subseries B: Activities and Events

Consists of correspondence between members of NCLCC and other organizations documenting the activities of NCLCC and its members. Includes letters and faxes that relate the creation of community sponsored events. Also includes letters and faxes that demonstrate efforts to recruit members and funding for NCLCC.

Subseries C: Financial Correspondence

Consists of letters and notices sent to NCLCC by various organizations requesting payment for various services rendered. Includes past due notices from insurance companies, banks, and legal firms as well as tax notices.

Subseries D: Norcross House

Consists of memos, letters, and faxes documenting the NCLCC's move into the historic Norcross house and the subsequent effort to renovate the structure. Includes correspondence between City of Greeley officials and members of NCLCC regarding the negotiation and approval of the lease. Also included are items from historic preservation professionals to the city and NCLCC.

Subseries E: Urban Renewal and the Mercado Project

Consists of memos, faxes, and letters that document efforts on the part of the City of Greeley and NCLCC to create a Mercado District in North Greeley. Includes correspondence between members of NCLCC and city officials in which NCLCC members advocate for the creation of a renewal project in the area. Also includes form letter to NCLCC supporters and city officials explaining and petitioning for the project.

Subseries F: Jorge Amaya

Consists of documents sent to Jorge Amaya and organized by NCLCC. Includes three reports on urban and community development in Greeley from 1999.

Subseries G: Elections

Consists of letters and faxes that document NCLCC's involvement in local elections. Includes final and draft letters written by Jorge Amaya to mayoral and school board

candidates inviting them to participate in NCLCC sponsored community forums. Also includes a fax from Amaya to Roxanne Fry of the Greeley Chamber of Commerce informing her of NCLCC's election activities.

Subseries H: Phillip Moreno

Consists of emails and letters sent to and by Phillip Moreno regarding school board activities. Includes documentation of a 2001 proposed bond issue.

Series IV: Ephemera

Subseries A: Mercado and Urban Renewal

Consists of posters and flyers publicizing the Mercado project at various stages. Includes an oversize poster from 1995 outlining initial urban renewal plans. Also includes flyers advertising community meetings discussing the projects in 1998 and 2001.

Subseries B: Organized Events

Consists of flyers, programs and invitations publicizing various events sponsored by NCLCC. Includes a program for the 1995 NCLCC Annual Business Conference and flyers for barbecues, happy hours, speakers, and performers. Also includes invitations distributed by NCLCC for special events.

Subseries C: Activities

Consists of press releases, certificates, and flyers that document miscellaneous Chamber activities, including its interactions with EDAP and advertisements for membership recruitment. Also includes a certificate from the Greeley Parent Coalition Committee to NCLCC for its participation in an event.

Subseries D: Related Organizations

Consists of flyers, pamphlets, and invitations created and distributed to NCLCC by affiliated organizations advertising various events sponsored by these organizations.

Subseries E: Fiesta Day

Consists of a bilingual flyer advertising events taking place during the Fiesta Day celebration of the Greeley Stampede.

Subseries F: Jorge Amaya

Consists of certificates, advertisements, and greeting cards relating to Jorge Amaya's community activities. Includes a certificate of appreciation presented to Amaya from the Centennial BOCES program and Amaya's signed oath of office upon his induction to the board of the Greeley Urban Renewal board. Also includes an advertisement for one of Amaya's speaking events and a greeting card sent to Amaya.

Subseries G: Norcross House

Consists of flyers, pamphlets, and press releases advertising NCLCC's move into the Historic Norcross house and subsequent renovations efforts. Includes flyers and press releases announcing the Norcross Groundbreaking event. Also includes flyers and

pamphlets for the Norcross Buy A Brick Program, a program designed to raise funds to complete the renovation.

Subseries H: Elections

Consists of pamphlets and press releases documenting NCLCC member involvement in local and internal elections. Includes pamphlets advertising member candidacy in Weld and Larimer County elections as well as NCLCC press releases announcing NCLCC-hosted candidate forums. Also includes announcement of Chamber elections with advertisements from candidates for internal elected office.

Series V: Legal Documents

Consists of a Bank One loan agreement for a loan acquired by the Chamber, the lease agreement between the City of Greeley and the Chamber for the Historic Norcross House, and copies of court documents for Gutierrez v. Hop.

Series VI: Photographic Prints

Consists of five photographic prints. Three prints are of the Historic Norcross House, one with unidentified individuals standing in the yard of the house. Also includes one print of Andrew Romero. The final print is of three unidentified individuals.

Series VII: Other Documents

Subseries A: NCLCC Records

Consists of records and documentation gathered and organized by NCLCC. Includes documentation of membership requirements and benefits, board of director lists, and meeting minutes and agendas. Also includes documentation of community efforts and programs.

Subseries B: Grant Applications

Consists of one grant application completed for the Colorado Historic Society to fund the renovation of the Norcross House in 1997.

Subseries C: Resumes and Biographies

Consists of various member resumes and biographies.

Subseries D: Stationary and Business Cards

Consists of official NCLCC stationary and Jorge Amaya business cards during his tenure as president of the chamber.

Container List

Series I: Publications

Subseries A: NCLCC Publications

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Subseries B: Proposals and Plans

Box Folders

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Subseries I: Hispanic Funeral Home

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Subseries J: Fiesta Day

Box Folder

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Series III: Correspondence

Subseries A: Community Activism

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Subseries B: Activities and Events

Box Folder

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Subseries C: Financial Correspondence

Box Folder

1 39

Subseries D: Norcross House

Box Folder

1 40

Subseries E: Urban Renewal and the Mercado Project

Box Folder

1 41

Subseries F: Jorge Amaya

Box Folder

1 42

Subseries G: Elections

Box Folder

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Subseries H: Phillip Moreno

Box Folder

1 44

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Subseries B: Organized Events

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Subseries C: Activities

Box Folder

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Subseries D: Related Organizations

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Subseries E: Fiesta Day

Box Folder

1 49

Subseries F: Jorge Amaya

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Subseries G: Norcross House

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Series V: Legal Documents

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Series VI: Photographic Prints

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Series VII: Other Documents

Subseries A: NCLCC Records

Box Folders

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Subseries B: Grant Applications

Box Folder

2 8

Subseries C: Resumes and Biographies

Box Folder

2 9

Subseries D: Stationary and Business Cards

Box Folder

2 10