



National Western Center
Authority Board Meeting Minutes

Date of Meeting:	February 20, 2020	Time:	9:00 a.m. – 12 p.m.
Minutes Prepared By:	Mark Williams	Location:	National Western Center Authority
1. Meeting Description			
National Western Center Authority Board Meeting			
2. Authority Board Member Attendance at Meeting			
Name	Present	Absent	Notes
John Ikard		x	
Lucia Guzman	x		
Steven McCarthy		x	
John Zapien	x		
Robb Brown	x		
Kelly Leid	x		
Monique Lovato		x	
Liliana Flores Amaro*		x	
Brendan Hanlon*	x		
Tony Frank	x		By phone
Amy Parsons	x		
Pat Grant		x	
Paul Andrews	x		
*Non-Voting Members			
Other attendees including members of the public are as recorded in any sign-in sheet(s) collected for the meeting.			

Action Items		
<ul style="list-style-type: none"> The Board had a discussion concerning John Ikard’s mother passing and he was in New Mexico for the funeral. Steven McCarthy was not present as he had his family dog euthanized. Liliana Flores had her baby boy who was born on January 16 weighing 3 pounds. Board appointments for Directors Lovato and Flores will expire, but they will serve through March until new appointments are received from the Mayor’s office for the 	Brad Buchanan	9:14 a.m.



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<p>City appointed Board members under the Framework Agreement. Plaques will be given to Monique Lovato and Liliana Flores for their service on the Board.</p>		
<ul style="list-style-type: none"> • A motion to approve the December 2019 Board Minutes (there was no Board meeting in January 2020) was made by Director Leid, with a second by Director Guzman. After a brief discussion, no changes were made and the minutes were unanimously approved. 		<p>9:15 a.m.</p> <p>9:18 a.m.</p>
<p>4. CEO Update</p>		
<ul style="list-style-type: none"> • The March 19, 2020 Board meeting will be at the Authority’s offices. • A job posting for Melody Ambrose’s replacement still continues. 300 resumes have been received. • Special thanks to Paul Andrews and the National Western Stock Show for a great Stock Show. In addition, thank you to Paul Andrews for badging a number of Authority staff to see behind the scenes of the Stock Show. • Congratulations to NEWCO for the partnership with the Stock Show. It occurred seamlessly. 	<p>Brad Buchanan</p>	<p>9:19 a.m.</p>
<p>5. Partner Reports</p>		
<ul style="list-style-type: none"> • <u>City and County of Denver:</u> Active procurement continues and an updated site plan slide show was shown. The team was up and running on the rail line relocation. Work continues on the stockyard exchange center drilling of caissons, and site work continues on pad sites and next to the building. Work has been ongoing for a year on the southern side of the rail line; a brief pause occurred during the Stock Show. • <u>CSU Report:</u> Development timeline was shown. The groundbreaking event will be on April 30. Lunch will be at noon and the groundbreaking will start at 1:30 p.m. One groundbreaking event for each building will incorporate all partners, including Denver Water, DMNS, and the Bruce Randolph School. Slides were shown. Community work: Youth Memory work – working with 60 students from Bruce Randolph Schools to hear their stories. CSU is celebrating 150 years. The Road to CSU event was at the Bruce Randolph School and 750 students participated. • <u>WSSA:</u> Discussed the Denver Scholarship Program, and the Stock Show results were shared. Five students were chosen to receive the Denver Scholarship Award and three of them were from the Bruce Randolph Schools. Doug Jones and 		<p>9:25 a.m.</p>



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<p>Paul Andrews went to San Antonio to study best practices at its stock show. There were 708,000 attendees at the Stock Show in Denver. Second highest of all time. There were 12,000 cars at Coors field. The average is 600. Rodeo changes occurred. Concessions were up \$15,000 to \$20,000 per day. Boots & Business had its largest attendance of all time – 1,200 people. Coors Arts sold \$800,000 worth of art. The Jr. Livestock raised \$1,069,000. The NWSS Capital Campaign as of February 19 has \$75,000,000 pledged.</p> <ul style="list-style-type: none"> • Paul Andrews met with the Bruce Randolph Foundation regarding its Denver Scholarship Program and WSSA will create an agriculture program in summer 2020 (to give scholarships through the Agriculture program). 		
6. Committee Reports		
<ul style="list-style-type: none"> • None to report. 		

7. Programming & Partnerships Update		
<ul style="list-style-type: none"> • <u>Matt Barry, the NWCA Chief Innovation Officer, reported:</u> that the team toured the state collecting information and engaged stakeholders. Key analysis: how do we take interests across the state and put them in shared, unified vision. Created: How the West was One – how we create a place of mutual respect between all of the constituencies in our state. Gross impact on scarce resources which is a huge issue. Food insecurity is an issue as well as soil degradation. • Authority is seeking a grant. Next week Authority hears about second round selections and will be disappointed if we don't make it to the second round. Goes from 100 applications to 10 applications. John Zapien commented on winning it. Commented on food and economic opportunities. Encourages Staff to continue the effort. Director Leid commented: kudos to the entire team. Represents hopefulness. Agrees with John Zapien about winning. Director Guzman commented: validated Matt Barry - good plan. • <u>Andrea Burns reported on Communications and Marketing:</u> Provided update and progress report. Great importance of driving awareness before the Authority doors open in 2023. Reported first on optimized assets and started with the website wherein the transferring of the domain name was discussed. A tour of changes to the website that were made was given, including making changes that were 		9:42 a.m.



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<p>more streamlined and user friendly and optimized user experience. Paul Andrews commented: it is critical to make sure we are not over-promising. NEWCO is sensitive to that. The marketing team wanted the Home Page to tell the story of the Authority.</p> <ul style="list-style-type: none"> Ms. Burns encourages all to sign up for the newsletters for updates. She said the Authority would be the controller of managing the Authority’s brand this year. She shared the logo and mockups and updated the brand guidelines. Brad Buchanan commented that the National Western Center brochure will show that. John Zapien commented that the gap between the rural communities and the urban communities has to be bridged with the Authority leading. Andrea Burns commented the team will try to appeal to all, but in different ways. Further, the team worked with Corona Insights to get reports to help understand demographics. Corona Insights would like existing data to help with the final report. Paul Andrews commented they have trademarked quite a bit of the names used for the National Western, but there should be coordination. Andrea Burns commented beyond 2020 they will create a formal marketing plan and will get further along on business development programs. There is a need for a more capable website to sell merchandise and support digital programming. Grand opening campaign. Paul Andrews commented looks great and John Zapien said thank you to Authority staff on good work. 		
8. New Business		
None		10:32 a.m.
9. Public Comment Periods		
No one signed up for public comment.		10:32 a.m.
10. Executive Session		
<ul style="list-style-type: none"> Announcement of Executive Session The Board desired to go into Executive Session pursuant to §§ 24-6-402(4) and (4) (a) and (e), C.R.S. to discuss, various matters related to: the purchase, acquisition, transfer, and sale of real property interests (§24-6-402(4)(a), C.R.S.); and to determine positions relative to matters that may be subject to negotiations, developing strategy for negotiations, and instructing negotiators (§ 24-4-406(4)(e), C.R.S.) related to the purpose of the meeting. The Board 		10:47 a.m.



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<p>may also confer with the attorney for the Authority on specific legal questions related to these topics (§ 24-6-402(4)(b), C.R.S.). The Board will not adopt any proposed policy, position, resolution, rule, regulation, or formal action during this Executive Session.</p> <ul style="list-style-type: none"> • Motion to go into Executive Session: <ul style="list-style-type: none"> ○ Motion by: Vice Chair Brown. ○ Seconded by: Director Zapien. ○ Counsel Mark Williams read the statutory requirements for Executive Session, reminded all that the session was – pursuant to statute – being recorded and the recording kept in the books and records of the NWCA, and stated that no policy or other decision or vote would occur in the Executive Session. • No further discussion by the Board. • Vote was unanimous to go into Executive Session. 		
<ul style="list-style-type: none"> • Motion to go out of Executive Session: <ul style="list-style-type: none"> ○ Motion: Director Leid. ○ Seconded: Director Zapien. ○ Discussion. ○ Unanimous vote to go out of Executive Session. 		11:26 a.m.
11. Action Items (ongoing)		
<ul style="list-style-type: none"> • Motion to approve Resolution No. 2020-01. <ul style="list-style-type: none"> ○ Motion by: Director Leid. ○ Seconded by: Director Guzman. ○ Discussion. ○ Vice Chair Brown called for a vote. • Seven (7) voting members of the Board are present. • The vote was unanimous. 		11:28 a.m.
<ul style="list-style-type: none"> • Motion to go into a second Executive Session was made by Director Leid, seconded by Director Guzman. • Announcement of Executive Session <ul style="list-style-type: none"> • The Board desired to go into Executive Session again pursuant to §§ 24-6-402(4) and (4) (a) and (e), C.R.S. to discuss, various matters related to: the purchase, acquisition, transfer, and sale of real property interests (§24-6-402(4)(a), C.R.S.); and to determine positions relative to matters that may be subject to negotiations, developing strategy for negotiations, and instructing negotiators (§ 24-4-406(4)(e), C.R.S.) related to the purpose of the meeting. The Board may also confer with the attorney for the Authority on specific legal 		11:33 a.m.



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questions related to these topics (§ 24-6-402(4)(b), C.R.S.). The Board will not adopt any proposed policy, position, resolution, rule, regulation, or formal action during this Executive Session.		
<ul style="list-style-type: none"> Vice Chair Brown called for a vote. All seven (7) voting members voted unanimously to go into Executive Session. 		11:34 a.m.
<ul style="list-style-type: none"> Motion to go out of Executive Session by Director Guzman, seconded by Director Zapien. After a brief discussion, there was a unanimous vote to go out of Executive Session. 		12:18 p.m. 12:19 p.m.
12. Next Meeting:		
<ul style="list-style-type: none"> March 19, 2020 at 9:00 am at the Authority offices. 		
Adjournment		
<ul style="list-style-type: none"> Vice Chair Brown adjourned the meeting. 		12:20 p.m.

12. Action Items (ongoing)					
Action				Owner	Due Date
13. Adjournment					
Meeting Adjourned. Motion to Adjourn by Lucia Guzman, seconded by Paul Andrews. Approved by a unanimous voice vote of quorum members present.				All	12:20 p.m.
14. Next Meeting:					
Date	March 20, 2020	Time:	9:00 a.m.- 12:00 p.m.	Location:	National Western Center Authority
Description:	Regular Monthly Meeting of National Western Center Authority Board for February 2020				