

**NATIONAL WESTERN CENTER
EXECUTIVE OVERSIGHT COMMITTEE ("EOC") - SESSION #5**

September 24, 2015

1:00 pm- 2:30 pm Wellington Webb Building, Room 4.I.5

AGENDA

- **1:00 pm Call meeting to order** (*Kelly Leid, Chair*)
- **1:00 – 1:05 pm Review/approval of August 2015 meeting notes** (*Kelly Leid*)
- **1:05 – 1:20 pm NWC Project Plan Updates**
 - NWC Work Plan (*Eric Shafran*)
 - Opportunistic Land Acquisitions (*Jeff Steinberg*)
 - RTA Application; Prep for EDC Presentation (*Lotte Lieb Dula*)
- **1:20 – 2:00 pm New Business**
 - [30 minutes] NWC Econ Study Next Steps & Agri-Business Forum (*Scott Russell, AECOM*)
 - [10 Minutes] Memorandum of Understanding, Colorado Cattleman's Association
- **2:00 – 2:15 pm Partner Updates**
 - WSSA/NWSS (*Paul Andrews/Ron Williams*)
 - CSU (*Tony Frank/Amy Parsons*)
- **2:15 – 2:25 pm Public Comment/Announcements (All)**
 - PBS Event (October 8th); *Erika*
 - Prep for 110th NWSS (*Owl System, video, materials, etc*)
- **2:30 pm Meeting Adjournment**

Next EOC meeting: October 22, 2015 @ 1:00 pm



National Western Center
Executive Oversight Committee Meeting Minutes

DRAFT

Date of Meeting:	August 31, 2015	Time:	9:00-10:00 a.m.
Minutes Prepared By:	Josh Roberts	Location:	Webb Building, Room 12.G.1
1. Meeting Objective			
EOC IV			
2. Attendance at Meeting			
Name	Organization		
Kelly Leid	NDCC	Erika Martinez	NDCC
Paul Andrews	National Western Stock Show	Steve Nalley	Community Planning and Development
Diane Barrett	Denver Mayor's Office	Tricia Ortega	NDCC
Albus Brooks	Denver City Council	Amy Parsons	CSU
Cristal DeHerrera	City Attorney's Office	Josh Roberts	City Attorney's Office
Drew Dutcher	GES Neighborhood Representative	Andy Rutz	Community Planning and Development
Cary Kennedy	Department of Finance	Eric Shafran	NDCC
Tony Frank	Colorado State University	Roger Sherman	CRL Associates
Ron Williams	Western Stock Show Association	Katy Spritzer	NDCC
		Jeffrey Steinberg	Dept of Finance-Real Estate
Brad Buchanan	Community Planning and Development	Celia Vanderloop	Community Planning and Development
Lottie Lieb Dula	NDCC	Jennifer Welborn	City Attorney's Office
Barb Frommell	NDCC	Jason Whitlock	Community Planning and Development
Ann Hayes	Westfield		
Jocelyn Hittle	CSU	Ann Elizabeth	Interested Citizen
Topic	Owner		Time
Call to order	Kelly Leid		9:08 a.m.
Quorum Present: Minutes of July 31, 2015 Meeting Approved			

Date of Meeting:	August 31, 2015	Time:	9:00-10:00 a.m.
Minutes Prepared By:	Josh Roberts	Location:	Webb Building, Room 12.G.1
Project Update We are doing a deep dive on programming for the equestrian center with Partners and outside experts. Landmark work for local, state, and federal processes is ongoing. We are working on finalizing contract for consultant(s) for rail consolidation. Parking management RFP is being prepared for release in September. Anticipate circulation to group. Brighton Boulevard design review of 30% design is being conducted.		Eric Shafran	9:09 a.m.
Land Acquisition Moving forward with friendly acquisitions. One property has closed with a holding company that will transfer to us. We are under a purchase/lease back contract with another. Appraisals and negotiations for friendly acquisitions are ongoing. We are attempting to keep necessary relocations in Denver.		Jeff Steinberg	9:14 a.m.
RTA Application Update EPS (state analyst) report came back very low with an admission that they had difficulty understanding the model. This report is available upon request. Our presentation to the state is on October 5. A collective targeted message is very important for success.		Lotte Dula	9:20 a.m.
4. New Business			
Topic		Owner	Time
1. NWC Planning-Bringing the Master Plan Discussion to Design Standards and Guidelines An RFP will be issued for a public realm study to identify activation opportunities in the plazas and open areas of the NWC. The Master Plan is a starting point for a comprehensive design that will incorporate project management, public engagement, and existing building and site character into an integrated site plan. Work will take place for approximately eight (8) months in 2016. This will be an iterative process and public outreach to City Council and stakeholders will be an essential part of the process.		Brad Buchanan, Steve Nalley, Andy Rutz, Jason Whitlock	9:27 a.m.
2. Economic Study Team AECOM has been selected to perform the Economic Study by a selection committee made up of representatives from the NWC partners. The focus of the study is on how to engage private sector partners in and around the NWC. The final product is due in February 2016.		Kelly Leid	9:44 a.m.



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3. PBS National Western Special			Kelly Leid/Paul Andrews	9:47
On October 8, PBS will screen a History of the National Western Special that will run in November. The screening is 25 minutes followed by a 30-minute panel of stakeholders and partners.				
Next Meeting Agenda Preparation			Kelly Leid/All	9:53
<ul style="list-style-type: none">• Project Update-Draft Schedule and Budget• RTA Update• Economic Study Update• Lay out Calendar• Ongoing RFPs Progress Report• Term Sheet Progress• Fundamental to this group to talk openly and honest with team<ul style="list-style-type: none">○ We are partners, need to be fully aligned to be successful○ Create lists of events for all partners to attend and share a uniform message				
5. Action Items (ongoing)				
Action	Owner		Due Date	
Agri-business/Science Forum Actively recruit Ag industry leaders to site and get input about what they would like to see in Denver.	All		N/A	
Read CSU The Emergence of an Innovation Cluster in the Agricultural Value Chain along Colorado's Front Range."	All		N/A	
6. Adjournment				
Action	Owner		Time	
Kelly Leid adjourned the meeting at 9:56 a.m.	Kelly Leid/All		9:56 a.m.	
7. Next Meeting:				
Date	9/24/2015	Time:	1:00-2:30pm	Location: Webb Building, Room 4.I.5.
Objective:	Executive Oversight Committee V			

MEMORANDUM OF UNDERSTANDING

National Western Center

&

Colorado Cattlemen's Association Partnership Offices

This memorandum of understanding ("MOU") is entered into this ____ day of _____, between and among the City of Denver's National Western Center Executive Oversight Committee ~~City and County of Denver~~ ("NWC-EOCCity"), ~~the Western Stock Show Association ("WSSA")~~, and ~~the~~ Colorado Cattlemen's ~~Association~~ ("CCA"); herein after referred to as the "Parties".

The Parties agree to make their best efforts on a collaborative, non-binding basis to jointly work on the redevelopment of the National Western Stock Show Complex and Denver Coliseum into City of Denver's's and WSSA's properties at I 70 and Brighton Boulevard as the National Western Center, hereinafter referred to as the "NWC". Commensurate with the redevelopment plan, the Parties envision the NWC as a year-round tourism destination, strategically aligning education, research, economic development, the arts, and tourism and entertainment uses in one location to celebrate and honor our western heritage.

Parties agree that one of the elements of a successful NWC is the engagement and co-location of agriculture production and agribusiness organizations that will contribute to, and represent the vision for, the NWC. Parties have an expectation that there will be an eventual agreement between CCA and, the NWC-CityEOC ~~and the WSSA~~ that facilitates a mutually-agreeable office arrangement for CCA.

In order to realize this agreement, the Parties herby agree as follows:

WHEREAS, the Western Stock Show Association (WSSA) has existed for over a hundred and ten years as a 501(c)3 charitable organization operating for the purposes of educating the general public regarding agriculture and related activities, promoting youth education and involvement in agriculture and the livestock industry, and providing a forum for an exchange of ideas by individuals in the agricultural industry; and,

WHEREAS, the City has created the North Denver Cornerstone Collaborative ("NDCC") to oversee, strategically coordinate, and implement the NWC to help sustain the National Western Stock Show ("NWSS"); and to create connectivity between the local communities through transportation systems and natural areas; and,

WHEREAS, the CCA is a nearly 150-year-old organization representing the interests of Colorado's beef cattle industry and its associated value chain as a unified voice and educational hub; and addresses issues of interest to Colorado's nearly 10,000 beef cattle producers and the generations that will foster this industry into the future.

NOW THEREFORE, the Parties commit to work together to advance the vision, mission and implementation of the NWC by undertaking the following planning and redevelopment efforts:

1. CCA agrees to engage in planning and execution processes with the other Parties related to the NWC on topics including community efforts, broader agriculture industry engagement, resource recruitment and allocation, and due diligence.
2. Parties agree to engage in the development and engagement plan that includes the vision for property build-out of the site.
3. Parties agree to develop and implement a mutually-agreeable plan, based on this MOU; for CCA participation in office/meeting/flex space as a gateway component to the NWC for state and national agribusiness engagement in the NWC to include:
 - CCA office/meeting/flex space ownership that meets existing and growth projections for organization's portfolio.
 - Ability to recognize CCA member investors in office/meeting/flex space ownership.
 - Parties' engagement in creating a historical, educational and societal place that communicates and represents the values of Colorado's beef cattle industry.
 - CCA will make financial investments in the NWC to facilitate ownership of the requisite office/meeting/flex space.
4. **NOW THEREFORE**, the Parties hereby agree to the terms outlined above in a joint commitment to substantially advance the vision of the NWC through mutually-agreed-upon conventions.
5. **NOW THEREFORE**, the Parties hereby agree to consistently meet and communicate ongoing efforts and future opportunities.

Chairman, NWC-EOC Mayor, City and County of Denver

Chairman, WSSA

President, CCA

Proposed Schedule for Regional Tourism Act Meeting on October 5, 2015

Applicant Presentations and Public Hearing

Time	Agenda Item
8:00 am to 8:10 am	Overview and House Keeping
8:15 am to 9:00 am	Go NOCO Presentation
9:00 am to 9:15 am	EDC Questions
9:15 am to 10:00 am	Third Party Analyst Presentation
10:00 am to 10:15 am	EDC Questions
10:15 am to 10:30 am	Break
10:30 am to Noon	Public Comments on Go NOCO Application
Noon to 12:15 pm	Break (EDC Picks Up Lunch)
12:15 pm to 1:10 pm	Public Comments on Go NOCO Application
1:15 pm to 2:00 pm	Denver Presentation
2:00 pm to 2:15 pm	EDC Questions
2:15 pm to 2:30 pm	Break
2:30 pm to 3:15 pm	Third Party Analyst Presentation
3:15 pm to 3:30 pm	EDC Question
3:30 pm to 5:50 pm	Public Comments on Denver Application

2 ½ minutes per public commentator

1:15 – 1:17	Mayor Hancock introductory remarks
1:17 – 1:20	RTA video
1:20 – 1:45	RTA PowerPoint