

National Western Center Authority Board Meeting Minutes

Date of Meeting:	March 19, 2025	Time:	9:00 am – 11:25 am
Minutes Prepared by:	Alexi Palazzari	Location:	Hybrid Meeting via Zoom and In Person
Meeting Description			
National Western Center Authority Board Meeting			
Authority Board Member Attendance at Meeting			
Name	Present (in person or virtual)	Absent	Notes
John Ikard	In person		
Steven McCarthy	In person		
Robb Brown	In person		
Diedra Garcia	In person		
Kelly Leid	Zoom		
Sandra Ruiz	In person		
Tony Frank	Zoom		
Bill Mosher	Zoom		
Doug Jones	In person		
Wes Allison	In person		
Ernest House	Zoom		
Caroline Acha	In person		
Nicole Doheny*	In person		
Other attendees including members of the public are as recorded registration for the meeting. Guests: Mark Williams, Mike Bouchard, Jeremy Davis, Rico Munn			



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Topic	Owner	Time
Call to Order		
Quorum Meeting was called to order by John Ikard, Chair. Quorum present.	John Ikard	9:01 am
Board Business/Action Items		
A Motion was made by Director Doug Jones and seconded by Director Steve McCarthy to approve the Minutes for Feb 19, 2026. Motion approved.	John Ikard	9:01 am
Chairman Update		
Chair John Ikard welcomed Rico Munn to the Board Meeting and explained that the CEO Search Committee would provide an update in Executive Session.	John Ikard	9:02 am
CEO Update		
<p>The CEO provided the following updates:</p> <p>Facilities Update</p> <ul style="list-style-type: none"> • Equestrian Center/Hotel • Livestock Center – successful launch and operational transition • FarmBox is growing food • CUP North parking structure – construction is underway • CSU O&M agreement in final review • WSSA Lease amendment for year-round use of M&O building and grounds in negotiations • Macro cell tower in discussion <p>Marketing Campaign Update Key Highlights: <i>Strong start across all channels!</i> Channel investments Summary:</p> <ol style="list-style-type: none"> 1. Paid search is top performer (8.84% CTR vs. 2% benchmark) 2. Meta traffic driving conversions (4.31% CTR) 3. Geofencing exceeding benchmark (0.16% CTR vs. 0.08%) <p>Community Outreach & Engagement 1st Fridays at the HUB We Don't Waste / Wee Cycle / Compost Colorado / More coming soon! -3k Individuals Served -18k lbs of food served and diverted from waste -22k Diapers -9 cubic yards of compost given out -200 Cans of Formula</p>	Brad Buchanan	9:03 am



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<p>Community Outreach-</p> <ul style="list-style-type: none"> -700 Tickets to Community -12 Community Events/Meetings attended <p>Community Activities-</p> <ul style="list-style-type: none"> -Movie Night at CSU SPUR with Valdez Perry Library -March Pow Wow field trip with Swansea DPS Community Hub <p>Market at the Center</p> <ul style="list-style-type: none"> -The Legacy -Focus Points-Farmbox -CANstruction -UCAN Homeownership Youth Workforce/Summer Series -Food Education -DMNS-Curiosity Cruiser -TNA Farms-Petting Zoo -Compost Colorado-Free Compost -Tepeyac Community Health -Youth/Adult Local Performers 		
Partner Reports		
<p>NWCO</p> <p>Update provided as part of the board packet with no additional updates.</p>	Mike Bouchard	9:30 am
<p>CSU:</p> <p>Update provided as part of the board meeting:</p> <p>CSU Spur continues to...</p> <ul style="list-style-type: none"> ▪ Connect people, ▪ Accelerate innovation, ▪ Motivate transformation. <p>Educational Highlights</p> <ul style="list-style-type: none"> ▪ Highlights: <ul style="list-style-type: none"> ▪ Summer field trip registration open. ▪ School programs on pace to serve 9,400 students in Spring 2026. ▪ Expanded VR programming with FFA. ▪ What's next: <ul style="list-style-type: none"> ▪ Fall field trip registration opens in August. ▪ MCA x Spur juried youth exhibition. ▪ Recruitment for Fall 2026 Spur Start cohort. <p>Anchor Institution & Community Engagement</p> <ul style="list-style-type: none"> ▪ Highlights: <ul style="list-style-type: none"> ▪ Blue Silo Studios Art Exhibition in Terra Building. 	Rico Munn & Jeremy Davis	9:31 am



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<ul style="list-style-type: none"> ▪ Outreach: Bruce Randolph Family Conferences, APS Career Fair, DMNS Girls & Science Night. ▪ Community cooking classes. ▪ What's next at Spur: ▪ Bruce & Beyond Career Fair at CSU Spur – March 27 ▪ Focus Points Annual Board Reception – April 16 ▪ Volunteering in GES – 6/13, 7/11, 8/15, 9/26. <p>Event Highlights February: 2nd Saturday: “Be My Neighbor Day” with PBS, Colorado Agrivoltaics Conference, Colorado Food Policy Summit, Colorado Agriculture Forum Reception. March: 2nd Saturday: “Girls & Science” with CBS, Colorado Envirothon State Competition, Leaders in Agriculture Awards, Arapahoe Language Symposium, DSST STEM and Creative Core Showcase.</p>		
<p>WSSA: Update provided as part of the board packet. WSSA shared the additional following updates: Crew moving in for CUP N Parking Garage. Ground breaking starts on Monday. The Parking Garage has 407 spaces.</p>	Wes Allison	9:50 am
<p>COMMUNITY UPDATE: Caroline provided the following update: Tortillas for Tepeyac is May 28th. NWC and CSU have tables. Caroline requested CIF to present at an upcoming board meeting. Chair John Ikard clarified the process and recommended CIF present at CBC.</p>	Caroline Acha	9:51 am
Committee Reports		
<p>Finance & Audit Update provided as part of the board packet with additional information provided during the board meeting.</p> <p>A Motion was made by Director Caroline Acha and seconded by Director Robb Brown for the Board of Directors to accept the 2025 Audit of Financial Statements. Motion approved.</p>	Mitzi Kissel	10:06 am



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Campus Services & Partnerships Update provided as part of the board packet.	Joe McCullough	10:12 am
Community Benefits No meeting this month, no update provided. The next meeting is April 8 th .	Lori Lorita & Ernest House	10:12 am
Public Comment		
There was no public comment.	John Ikard	10:13 am
Executive Session		
A Motion was made by Director Wes Allison and seconded by Director Steve McCarthy to enter Executive Session. Motion Approved. During Executive Session, Diedra Garcia recused herself.	John Ikard	10:13 am
A Motion was made by Director Doug Jones and seconded by Director Robb Brown to exit Executive Session. Motion Approved.	John Ikard	11:22 am
Motion		
A Motion was made by Director Doug Jones and seconded by Director Caroline Acha to approve the purchase of Livestock Center Furniture, Fixtures, & Equipment. Motion Approved.	John Ikard	11:25 am
Adjourn		
There being no further business, the Chair adjourned the meeting.	John Ikard	11:25 am

Next Board of Directors Meeting					
Date:	April 16, 2025	Time:	9:00 a.m.	Location:	Hybrid via Zoom * NWCA offices

Submitted by: Alexi Palazzari

Approved by: Board of Directors Date:

