



National Western Center
Executive Oversight Committee Meeting Minutes

Date of Meeting:	June 18, 2015	Time:	1:00-2:30p
Minutes Prepared By:	Josh Roberts	Location:	Webb Building, Room 12.G.1
1. Meeting Objective			
EOC II			
2. Attendance at Meeting			
Name	Organization		
Kelly Leid	NDCC		
Paul Andrews	National Western Stock Show		
Jocelyn Hittle	Colorado State University	(proxy for Tony Frank)	
Cary Kennedy	Dept of Finance		
Cristal DeHerrera	City Attorney's Office		
Chy Montoya	City Council (Albus Brooks)		
Jeffrey Steinberg	Dept of Finance-Real Estate		
Barb Frommell	NDCC		
Eric Shafran	NDCC		
Katy Spritzer	NDCC		
Tricia Ortega	NDCC		
Erika Martinez	NDCC		
Jennifer Welborn	City Attorney's Office		
Josh Roberts	City Attorney's Office		
3. Agenda			
Topic	Owner	Time	
Call to order Quorum Present: Minutes of May 21, 2015 Meeting Approved	Kelly Leid	1:10p	
Ballot Measure Report There were minor non-substantive changes since council committee. The ballot question will be presented to council for first reading on June 22, 2015 with final reading on June 29, 2015. - City and CSU staff need to be aware and careful of campaigning rules. -This issue will be addressed via letter explaining the campaigning rules sent out to committee members. -Questions from Council have been answered. We had strong support in committee and expect strong support before Council. -There will be no public hearing for the ballot question by City Council.	Cary Kennedy		



National Western Center
Executive Oversight Committee Meeting Minutes

Date of Meeting:	June 18, 2015	Time:	1:00-2:30p
Minutes Prepared By:	Josh Roberts	Location:	Webb Building, Room 12.G.1
Project Update <p>Survey: In the process of getting surveyors on board and working on clarifying survey details over the campus.</p> <p>Parking management study: the scope is being developed now and the hope is for DRCOG money to investigate adding circulators to the area. There is some interest from other areas to participate as partners in a circulator system.</p> <p>Rail consolidation: We are working on getting contractors hired.</p> <p>Generation: We had a positive initial meeting with "NREL" for sustainability and regeneration potential of NWC. This will also be useful for generation of positive PR and there are lots of potential funding streams. The hope is to create something efficient and innovative.</p> <p>Public Realm Study: we are developing the scope now. There are 45 acres of public space on the campus and the goal is to determine how public space can be used for education and other uses.</p> <p>-Open Channel design: We are working to ensure that the drainage system is compatible with NWC goals. There will be an opportunity to comment on this.</p> <p>-Land Acquisition: We are currently working on funding for opportunistic land acquisition.</p> <p>- We are working on identifying critical and non-critical path items.</p> <p>The current goal is to have a distributable draft of a project schedule and a preliminary budget ready for the next EOC meeting which will allow us to plan better.</p>			Eric Shafran
RTA Application Update <p>-The RTA application is going well with positive feedback. Our presentation to the state Economic Development Commission is scheduled for October 5th. Work is being done on the possibility of increasing funding request by \$11 million. This will be presented after it is vetted by the 3rd party analyst.</p>			Kelly Leid/Cary Kennedy



National Western Center
Executive Oversight Committee Meeting Minutes

Date of Meeting:	June 18, 2015	Time:	1:00-2:30p
Minutes Prepared By:	Josh Roberts	Location:	Webb Building, Room 12.G.1

4. New Business

Topic	Owner	Time
<p>1. Economic Study RFP</p> <p>The study will focus on identifying ways to capitalize potential participation by agricultural partners. The goal is to have RFP out by the end of the month and a contractor on board by August, 2015. RFP edits are welcome from partners. Gretchen would like comments from Committee members by 6/24/2015. A discussion of funding participation by partners is also welcome.</p> <p>Committee discussion occurred on what they hope to see from the RFP and the committee suggested a focus on best practices that the Authority can apply to attract commercial development partners. RFP will look at financing tools and structures. The physical space design at the NWC is not complete and capacity for additional programming is being investigated.</p> <p>This RFP will not involve physical design work but will identify potential synergistic effects for partners on and off the site.</p> <p>If potential commercial partners approach Committee members' message should be that we are working on how opportunities will work and get their contact information for future use. We may also have interviews with potential commercial partners and entertainment partners to learn what they look for in a partner. This RFP process and the Committee should consider what type of hub we want to create.</p>	Gretchen Hollrah/All	
<p>2. Agri-business Science Forum: All committee members can dive right in on recruiting agricultural industry leaders to the NWC cause and get input on what the industry would like to see in Denver.</p>	Kelly Leid/All	
<p>3. Brand Development for National Western Center</p> <p>Committee members received copies of a proposed Request for Proposals for a design competition for branding development at the NWC. The plan is to select three (3) firms to compete and then select the winner to work on long term brand development. A suggestion was made that the competitors strongly consider public involvement in the branding. The goal is to distribute the RFP this summer.</p>	Kelly Leid /All	
<p>4. Term Sheets between City, WSSA, and CSU</p> <p>Work will continue on Terms sheets between the City, WSSA, and CSU over the next thirty days. The term sheets will become public after signing which will occur before the election on the ballot question. Partners will work together on talking points for release to the public.</p>	Cristal Deherrera /All	



National Western Center
Executive Oversight Committee Meeting Minutes

Date of Meeting:	June 18, 2015	Time:	1:00-2:30p		
Minutes Prepared By:	Josh Roberts	Location:	Webb Building, Room 12.G.1		
Next Meeting Agenda Preparation					Kelly Leid/All
<ul style="list-style-type: none"> • Project Update-Draft Schedule and Budget • RTA Update • Ballot Question Update • Lay out Calendar • Ongoing RFP's Progress Report • Capital Funding and alignment – get technical teams together • 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 					2:20p-2:25p
5. Action Items (ongoing)					
Action		Owner		Due Date	
Economic Study RFP - EOC comments on RFP due Wednesday 6/24/15		Gretchen Hollrah/ All		6/24/2015	
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	
Brand Development of National Western Center-send any comments to Kelly		Kelly Leid/ All		N/A	
Develop Draft Project Schedule and Budget		Eric Shaffran		7/30/2015	
Fundraising coordination – with CSU and NW – CFAS will handle that – team being established		Dept of Finance			
6. Adjournment					
Action		Owner		Time	
Kelly Leid adjourned the meeting at 2:25pm		Kelly Leid/All		2:25 p.m.	
7. Next Meeting:					
Date	07/30/2015	Time:	1:00-2:30p	Location:	Webb Building, Room 12.F.12
Objective:	Executive Oversight Committee III				