
RECORD OF PROCEEDINGS

Mountain Recreation Metropolitan District – April 17, 2019 Meeting Minutes

Minutes of the Regular Meeting Of the Board of Directors Mountain Recreation Metropolitan District April 17, 2019

The regular meeting of the Board of Directors of the Mountain Recreation Metropolitan District, Eagle County, Colorado, was held on April 17, 2019, at 6:01pm, at the Edwards Field House, Edwards, Eagle County, Colorado, in accordance with the applicable statutes of the State of Colorado.

Attendance The following Directors were present and acting:

- Liz Jones
- Mikayla Curtis
- Chris Pryor
- Tom Pohl
- Mike McCormack

Also in attendance were:

- Ken Marchetti, Marchetti and Weaver
- Janet Bartnik, Executive Director
- Alethea Platter, Accounting Manager
- Cat Olson, Human Resources Manager
- Scott Robinson, Marketing & Communications manager
- Scott Ruff, Facilities Superintendent
- Stacey Todd, Outdoor Programs Supervisor
- Brad Johnson, Edwards Facility Supervisor
- Kacy Carmichael, Aquatics Supervisor
- Eddie Campos, Marketing Coordinator
- Zane Gard, Sport Programs Supervisor
- Ernest Saeger, Vail Valley Mountain Trails Alliance (VVMTA)
- Pete Siebert, VVMTA
- Kelsey Siggins, Art on the Rockies
- Travis Ward, Bald Eagle Wrestling
- Kyle Forte, Vail Mountaineers Hockey Club

1. Call to Order

The regular meeting of the Board of Directors of Mountain Recreation Metropolitan District was called to order by Chairperson Jones on April 17, 2019, at 6:00pm, noting a quorum was present.

2. Changes to the Agenda

Ms. Bartnik requested that the Employee Wellness Policy be removed from consideration following the advice of legal counsel.

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3. Minutes

Director Pryor made a motion to approve the March 20, 2019 minutes as presented. Director Curtis seconded the motion. It was unanimously

RESOLVED to approve the March 20, 2019 meeting minutes as presented.

4. Public Input and Presentations

- a. **VVMTA** – Mr. Saeger shared a report on the activities of the Vail Valley Mountain Trails Alliance, including the organization’s hiring of a first-ever Director and rebranding to Vail Valley Mountain Trails Alliance. The organization continue with a goal to create soft surface trails from Vail Pass all the way to the west end of Eagle County. Over 1,100 hours of volunteer work was conducted in 2018, not including the adopt-a-trail hours. The organization did acquire the new mini excavator planned for purchase in 2018. The VVMTA will be working more with the Hardscrabble Trails organization this year to produce even more trails in Eagle and Gypsum.
- b. **Bald Eagle Wrestling** – Mr. Ward thanked the board for their support of the youth wrestling program. Mr. Ward showed the new uniforms purchased with funds granted to the wrestling organization. The organization will be advertising through the schools this fall and will be building a new girls’ wrestling team. Mr. Ward distributed t-shirts to the board.
- c. **Marketing and Publicity Analytics** – Mr. Robinson and Mr. Campos delivered a report on the performance of various publicity strategies employed in the first quarter of 2019. Users, new users, and sessions are all up since brand launch. Large increases are expected in this first quarter of tracking since the marketing position was staffed beginning in January 2018. Increases are not anticipated to be quite as high in future quarterly reviews. Pageviews are up significantly, while referrals are down. Weaknesses include the calendar pages and working with our partners to make referrals stronger. Social referrals were surprisingly strong. Mr. Campos stated that he was beginning to build “like” audiences within social media channels. Board members noted their pleasure with the branding on the outdoor rec vans. The consensus of the board was to have this report presented twice per year, at key enrollment periods.
- d. **Pool Schedules** – Ms. Carmichael shared a draft schedule of pool hours for board review. She noted that the goal was to create a consistent set of hours that the public could count on and match the current uses. The new, year-round hours of pool operation will begin June 1. Chairperson Jones asked that Kacy return at the end of the season to report how the season went.

Director Pryor left the meeting for personal reasons.

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- e. **Vail Mountaineers Hockey Club** – Mr. Forte introduced himself and shared details on the reach of the Club. The Club’s goal is to grow the program including increasing participation of girls. The Club is working to increase its affordability, subsidizing approximately 60% of its operations and offering scholarships to youth in need of assistance to participate. The Club will be finding unique ways to grow the ice time available to accommodate the increasing number of participants. Director McCormack asked if Mr. Forte thought there was community interest in a hockey program that does not participate in traveling. Mr. Forte stated that might be the greatest opportunity to grow the sport.

5. Business

- a. **Freedom Park ServiceMaster Contract** – Mr. Johnson stated that the operation of Freedom Park includes the contracting of daily rest room servicing. ServiceMaster has served the park for the past two years. Staff worked with ServiceMaster to negotiate the scope of services, schedule, and fees for the 2019 season. Services are estimated to cost \$18,762 for FY 2019. Director Pryor stated prior to leaving the meeting that he was concerned about the number of cleaning visits seeming excessive. Staff feels that the proposal is appropriate for the level of use and will plan to monitor cleanings to determine whether the frequency should be reduced. Director Pohl moved to approve the contract with ServiceMaster for Freedom Park rest room cleaning for the 2019 season. Director McCormack seconded the motion. It was unanimously

RESOLVED to approve the contract with ServiceMaster as presented.

- b. **Freedom Park Stevens Home Care Contract** – Mr. Johnson stated that Stevens Home Care has served as the park maintenance crew for Freedom park for the past few years. He detailed the scope of services included in the contract. Ms. Bartnik noted that legal counsel had noted a need to have the contract include the standard terms and conditions, which have been agreed to by Stevens Home Care. The estimated cost of the service contract is approximately \$80,000 for FY 2019. Director Curtis moved to approve the agreement with Stevens Home Care for park maintenance for the 2019 season. Director McCormack seconded the motion. It was unanimously

RESOLVED to approve the agreement with Stevens Home Care for park maintenance services for the 2019 season.

- c. **Freedom FC Operations** – Mr. Johnson stated that a semi-pro soccer team had been purchased in 2009 and was originally operated in-house by District staff. When the internal staff member resigned, and the program was no longer operated by full time staff, the program began to decline. Staff tracked information on the program for the 2018-19 season, including revenues and expenses, turf field use, details of the league games, and the like. The league has not had enough teams to operate properly, and the Freedom FC was only able to conduct one game for 2018-19. Staff

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would anticipate supporting the new organization development prior to the start of the 2019-20 season. Staff requested direction as to the future operation of the club. Chairperson Jones moved to direct staff to divest of the Freedom FC club ownership interest and to assist the Freedom FC in devising a plan for managing their own affairs going forward. Director McCormack second the motion. It was unanimously

RESOLVED to divest of Freedom FC club ownership.

- d. Community Partnership Grant Program** – Ms. Bartnik stated that she had received a single application for grant from the Art on the Rockies program supported by the Mountain Rec Board in previous years. She stated that the application was not complete due to the timing of the new quarterly application review process and the event's impending July schedule. Ms. Siggins thanked the board for their past support of the Art on the Rockies program. The Youth Art Discovery will be the second week in July in conjunction with Art on the Rockies in Edwards. The event offers four multi-layered arts and crafts for all ages, toddlers to teens. The support of Mountain Rec has allowed the program to offer a high level of art opportunity. Ms. Siggins expressed the courage it takes for community members to express themselves artistically. The art activity adjoined with the high-level art festival creates an opportunity for youth to have their passion sparked by the connections made and to find a fit in a non-sports community.

The four activities will include a large-scale mural with an illustration in black and white that allows youth to color on site. A second activity will include work with henna. The organization does not currently do anything with youth outside of this event. Director McCormack encouraged Ms. Siggins to stay in touch as the District moves through the facility planning processes currently under way. Director Pryor asked if Ms. Siggins would be willing to share marketing materials to the event participants.

Director Curtis asked for clarification on the budget request. The funding for staffing requested was in-kind Mountain Rec staff to assist with the event. Director Curtis requested that a follow up report offer information on participants from the area and out of area.

Chairperson Jones moved to approve the request from Art on the Rockies for funding in the amount of \$2,000 in art supplies an in-kind support provided that the organization submit remaining application materials. Director McCormack seconded the motion. It was unanimously

RESOLVED to approve a \$2,000 community partnership grant to Art on the Rockies for 2019.

- e. Employee Wellness Policy** - Ms. Bartnik requested that the item be removed from consideration following the advice of legal counsel.

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Financial Matters

- a. **Maintenance Trailer Purchase** - Ms. Bartnik stated that a maintenance trailer had been funded in the capital equipment budget in the amount of \$3,500. With new equipment needing more power and versatility, staff requests the authorization to purchase a trailer from Western Slope Trailer and RV that meets specifications in the amount of \$7,224. Director McCormack moved to approve the purchase of the trailer as presented. Director Pohl seconded the motion. It was unanimously

RESOLVED to authorize staff to purchase a trailer from Western Slope Trailer and RV in the amount of \$7,224, as presented.

- b. **Financial Statements and Accounts Payable** - Mr. Marchetti reported that the District received a very large Conservation Trust Fund distribution resulting a favorable variance. The interest income received for certificates of deposit was also positive and shows in the report. However, balances will likely end up where the projections were set.

Mr. Marchetti reported that Morgan Stanley has discontinued a series of certificates of deposit currently held by the District. One option for the certificates of deposit is to transfer those to Multi-Bank Securities (MBS), and to continue to keep half the funds in CDs with half in Colorado Statewide Investment Pool (CSIP). UMB Bank also is a viable alternative. Director Pohl moved to authorize Mr. Marchetti to move the investments to MBS. Director Curtis seconded. It was unanimously

RESOLVED to authorize Mr. Marchetti to move investments to MBS as those certificates of deposit mature.

Director Curtis moved to approve financials and accounts payable as presented. Director McCormack seconded the motion. It was unanimously

RESOLVED to approve financial and accounts payable reports.

Staff Reports

Director Curtis asked if the inclusion of the exploration of Home Rule in Eagle was for information only or if home rule would have an impact on the District's relationship with the Town. Ms. Bartnik stated that she did not feel that there would be any impact on the relationship with the Town if home rule were pursued. She asked if the public input process for the Edwards facility planning would include individuals in addition to the organizational stakeholders. Ms. Bartnik stated that the market assessment was being conducted and that community outreach would be comprehensive. She asked if there was an opportunity for the EPIR to be used for indoor roller skating during the summer. Mr. Ruff indicate that he would explore that with staff to see if it could work.

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Chairperson Jones asked when Lucas Rivera was planning to leave and if the position had been posted. Ms. Olson stated that interviews were in process and that Mr. Rivera's last day was scheduled in May.

Adjournment

Chairperson Jones moved to adjourn the meeting. Director Curtis seconded the motion. The meeting was adjourned at 8:31pm.