
RECORD OF PROCEEDINGS

Minutes of the Regular Meeting
Of the Board of Directors

Vail Park and Recreation District
dba Vail Recreation District
July 27, 2017

A Regular Meeting of the Board of Directors of the Vail Recreation District, Town of Vail, Eagle County, Colorado, was held on July 27, 2017 at 5:00 p.m. at the Vail Town Council Chambers, Town of Vail, Eagle County, Colorado, in accordance with the applicable statutes of the State of Colorado.

1. MEMBERS PRESENT

1.1. Tom Saalfeld, Bill Suarez, Kim Newbury Rediker

2. MEMBERS ABSENT AND EXCUSED

2.1. Kevin Foley, Roland Kjesbo

3. STAFF PRESENT

3.1. Mike Ortiz, Jessie Klehfoth, Nell Davis

4. OTHERS PRESENT

4.1. Zach Bloom

5. CONSULTANTS PRESENT

5.1. Eric Weaver

6. CALL TO ORDER

6.1. Director Saalfeld called the meeting to order at 5:05 p.m.

7. CHANGES TO AGENDA

7.1. Director Saalfeld and Mr. Ortiz announced that the marketing presentation (5.a) would move before the Nature Center discussion (5.c).

8. APPROVAL OF MEETING MINUTES

8.1. By motion duly made and seconded it was unanimously RESOLVED to approve the minutes of the June 22, 2017 meeting.

9. PUBLIC INPUT FOR MATTERS NOT OTHERWISE ON AGENDA

9.1. Zach Bloom, the new director of Vail Mountaineers Hockey Club, wanted to introduce himself since he is a tenant at Dobson Ice Arena. He stated his desire to build a stronger relationship between the Vail Mountaineers and the VRD, and wanted to make himself available in whatever capacity he can. Mr. Bloom

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said he grew up in Denver, and then moved to the Vail Valley in high school to join the elite level team. He played hockey at the University of Denver and was on the national championship winning team. He stated his goal for his involvement with the Mountaineers is to have kids in the community have a world-class experience and thinks sports is one of the places to really learn about life – be it successes and challenges. Mr. Bloom said he is prepared to be a teacher and community builder.

9.2. Director Suarez thanked Mr. Bloom for coming.

10. WHAT'S NEW WITH MARKETING?

- 10.1. Mrs. Klehfoth introduced Ms. Nell Davis, VRD's graphic designer, and talked to the board about all the projects that the marketing department has been up to this summer. The marketing department consists of two full-time staff and a summer intern, and serves all 13 of the other VRD departments. The marketing department helps with all communications, marketing and design needs, including media relations, advertising, customer relationship management, collateral development, digital communications, social media, surveys/data collection, community relations and outreach and other administrative duties. Mrs. Klehfoth showed examples of each of these areas and talked about how the marketing and communications strategies have evolved since she took over the position.
- 10.2. Director Saalfeld complimented Mrs. Klehfoth for the increased presence of VRD within the local media, and thanked both Ms. Davis and Mrs. Klehfoth for all of their hard work.
- 10.3. Director Newbury Rediker said she noticed how the VRD branding is much better aligned with the town and VMLD branding and appreciated how complementary the advertising is now.
- 10.4. Director Suarez asked if the printing was being done in house too, and Mrs. Klehfoth explained that all the layout and design is done in house, and the printing is contracted out to a local or internet print shop. Director Suarez was impressed with how much more we're getting our message out. He thanked Mrs. Klehfoth and Ms. Davis for the great job they're doing.
- 10.5. Mr. Ortiz said how Mrs. Klehfoth's skills and the quality of the material being put out are such a high caliber, and how well it aligns with the town efforts. He also was pleased to have Mrs. Klehfoth talk about the various digital efforts being done that aren't as obvious to the Board since they're not being seen locally.

11. VAIL NATURE CENTER FEASIBILITY ANALYSIS AND SKETCH PROGRAMING STUDY

- 11.1. Mr. Ortiz explained how the Vail Nature Center building in is need of some updates and repairs. Because of the Ford Park Master Plan, the repairs and

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updates need to be in alignment with what's best for all the stakeholders in that area. A feasibility study was done with Tom Braun a number of years ago to restore the building to what it looked like when it was originally built. The town has now put out an RFP for ideas on how to get it back to a historic sanctuary. Mr. Ortiz explained that if the town staff receives an interesting RFP and believes it's something worth pursuing, they will take the project to Town Council and there will be plenty of time for public input. Mr. Ortiz is excited to look at the possibility of what can be done. So far, three architects have submitted proposals.

12. RECREATION SUBCOMMITTEE RECAP

- 12.1. Mr. Ortiz stated that several items were talked about in a recent recreation subcommittee between members of the VRD Board and staff and Town Council Members and town staff. Beyond talking about the Vail Nature Center study, the biggest focus of the meeting was the parking issues at Ford Park during paid parking days. Mr. Ortiz felt they were successful in getting across to town that paid parking for events negatively impacts recreational programming at the Vail Tennis Center, Betty Ford Alpine Gardens and the Vail Nature Center. He talked about how paid parking is \$10 per entry, while one hour of tennis is only \$15. Mr. Ortiz thought they were able to convince Council that change is needed, and suggested some kind of validated parking for users of the Alpine Gardens, Nature Center and Tennis Center, as the paid parking has impacted the Tennis Center business. Mr. Ortiz also shared with council the amount of sales tax brought in through events at Ford Park, and felt that the town were good partners and are already trying something new this weekend.
- 12.2. Mr. Ortiz stated the subcommittee also talked about the clubhouse building and construction there, and the new lease agreement. He said the Council has approved the new agreement and VRD will look to sign it once the repairs in the building are completed, including the replacement of the floors in the restaurant area and fixing the showers in one of the locker rooms.
- 12.3. Director Suarez asked about parking for this weekend's three-on-three soccer tournament. Mr. Ortiz stated there will be a pre-paid ticket system, where users can pick up a ticket from the Tennis Center and return it to the parking staff when leaving. He hopes to move toward a validation system in the future.
- 12.4. Director Saalfeld said he was glad to take a step forward and thanked councilmembers Mr. Greg Moffet and Mr. Dick Cleveland for meeting and working with the VRD.

13. JUNE 2017 FINANCIALS

- 13.1. Mr. Weaver explained how he and Mr. Ortiz have been meeting with staff over the past two days to do adjustments to the budgets and forecasts. Overall, he's happy with everything he's seeing – revenues are 2% favorable, especially with

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F&B and events doing well. He believes July and August will be pretty close to budget and then September will be full of events. He talked about a recent meeting with the F&B team that went well, and that they are up in revenue but also up in expenses. On the expense side, the District is 3% unfavorable, which given the unknowns at the time the budget was adopted he is pleased to see and will continue to monitor closely. Mr. Weaver stated the golf course is doing well, as are the youth services camps, and he expects a lot of the trends that are being seen to continue. On the capital side, he reminded the Board how VRD finished ahead of forecast last year, and after looking at capital priorities, they have decided to replace the snowcat this year instead of waiting one more year, due to manufacturer availability and the projected costs to repair and maintain the current one, which should save VRD money in the long run. Overall, Mr. Weaver was very happy, and considering all the new programming, said the VRD is right on track.

14. EXECUTIVE DIRECTOR REPORT

- 14.1. Mr. Ortiz stated that the Vail Golf Club is averaging 200 golfers a day, it's been very busy at the clubhouse. Locally, he said they have 45-50 men's league participants.
- 14.2. Mr. Ortiz stated that the course is in great condition, thanks to the golf maintenance staff of Scott, Justin, Kirk, Bob and team all doing a great job. The department is focused on managing water.
- 14.3. Mr. Ortiz stated the VRD took part in the sustainability audit last week with Walking Mountains and the Town of Vail. Both Mr. Scott O'Connell and Mr. Scott Todd went out with the auditor and talked about what VRD is doing in regard to water conservation and quality. The overall goal is to try and get Vail certified as a sustainable destination resort.
- 14.4. Mr. Ortiz mentioned that he had asked for a presentation from the sports department, but they're just too busy. They timed a race down in Gypsum on Sunday in addition to the Camp Hale races on Saturday. They still have some sports camps yet this summer.
- 14.5. Mr. Ortiz talked about the community programming department and how the camps are going very well. They've been very busy and have had plenty of visitors to the Imagination Station.
- 14.6. Mr. Ortiz spoke about the Gymnastics Center camps that are going well, this week they have a team camp and next week is a themed recreational camp. School will be starting soon with after-school programming.
- 14.7. Mr. Ortiz then gave a shoutout to Mr. Jim Sanders, parks maintenance director, who works his tail off. All the tournaments have put a lot of pressure on the facilities, and the way he manages water is amazing. Mr. Ortiz said he has to let the grass dry out so it is not torn up during events if too wet. The lacrosse tournament promoter said it's the best the field has ever been. The three-on-

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three soccer tournament will give the fields heavy usage this weekend, plus Mr. Sanders is at every event and helps out the sports and community programming departments.

- 14.8. Mr. Ortiz talked about how F&B is doing quite well, just some challenges with staffing. The survey comments are great, showing customer satisfaction. He's very proud of the effort out there and is hopeful to try to break even or exceed the overall budget by end of year while providing a great product. He also mentioned they have a new banquet chef who will be helping with events.
- 14.9. Finally, Mr. Ortiz mentioned tennis is having the Bill Wright Clay Court Championships next weekend and pickleball has had strong numbers between 40-60 players every day. He stated Misters Jerry and Jonny Stevens are doing a great job organizing play. He's also happy to have a new AED at the pickleball facility and is trying to get them at all facilities.

15. BOARD MEMBER INPUT

- 15.1. Director Newbury Rediker stated she was glad Mr. Joel Rabinowitz was not bitten by a rabid fox, as stated in the director's reports.
 - 15.1.1. Mr. Ortiz explained that Mr. Rabinowitz was out very early prepping for one of the tournaments and came across a fox going through the trash.
- 15.2. Director Newbury Rediker wanted to apologize for not being able to volunteer for the Kids Adventure Games because she is taking her oldest child to college that weekend, but did want the public to know the VRD is looking for volunteers, and that it's a great event, so please help out.
- 15.3. Director Suarez commented that the staff at the golf course are unbelievable and the course looks phenomenal. He said he's been getting positive feedback on the Grill on the Gore restaurant and believes it will be more popular than we ever thought. He also said people keep wanting expanded hours. He also reiterated that the Bill Wright Clay Court Tennis Championships will be taking place next weekend with players from all over the country coming, including some notable ranked players.
- 15.4. Director Saalfeld stated that next weekend is also the inaugural Vail Pickleball Tournament at the Golden Peak Pickleball Center.

16. ADJOURNMENT

- 16.1. Upon a motion duly made and seconded it was unanimously RESOLVED to adjourn the Regular Meeting of the Vail Recreation District Board of Directors.

Respectfully Submitted,
Jessie Klehfoth
Secretary to the Meeting