
RECORD OF PROCEEDINGS

Minutes of the Regular Meeting Of the Board of Directors

Vail Park and Recreation District dba Vail Recreation District February 28, 2013

A Regular Meeting of the Board of Directors of the Vail Recreation District, Town of Vail, Eagle County, Colorado, was held on February 28, 2013 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. Jeff Wiles, Joe Hanlon, Rick Sackbauer and Billy Suarez

2. MEMBERS ABSENT AND EXCUSED

2.1. Ken Wilson

3. STAFF PRESENT

3.1. Mike Ortiz, Jamie Gunion, Alice Plain, Scott Todd, Scott O'Connell

4. OTHERS PRESENT

5. John Dunn, Mountain Law Group

6. CONSULTANTS PRESENT

6.1. Eric Weaver, Robertson & Marchetti, P.C.

6.2. Kevin Atkinson, Phelps-Atkinson Golf Course Design

6.3. Eric Jorgenson, Collins, Cockrel & Cole.

7. CALL TO ORDER

7.1. Director Hanlon called the meeting to order.

8. EXECUTIVE SESSION

8.1. By motion duly made and seconded it was unanimously RESOLVED to enter into Executive Session for the purpose(s) of: §24-6-402(4)(e), C.R.S., "For determining positions relative to matters that may be subject to negotiations, developing strategies for negotiations, and instructing negotiators concerning the scope of the Clubhouse Remodeling at the Vail Golf Course; and Section §24-6-402(4)(b), conference with an attorney for the public entity for the purpose of receiving legal advice on specific legal questions related to these negotiations"

8.2. Upon returning from executive session Mr. Eric Jorgenson left the meeting.

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9. APPROVAL OF MEETING MINUTES

9.1. By motion duly made and seconded it was RESOLVED to approve the minutes of the February 14, 2013 Regular Meeting as presented. Director Sackbauer abstained.

10. PUBLIC INPUT OF ITEMS NOT ON THE AGENDA

10.1. None

11. JANUARY 2013 FINANCIAL REPORT

11.1. Mr. Eric Weaver reviewed the financials and explained that revenues are ahead \$12,000 and expenses are favorable \$21,000. Much of this is timing.

12. EXECUTIVE SUMMARY AND ACTION PLAN FOR VAIL GOLF CLUB 2012 YEAR-END REPORT

12.1. Ms. Alice Plain explained an action plan in response to the 2012 Vail Golf Club Guest Satisfaction Survey that took place from May through September last summer. Ms. Plain broke down the results into areas of priorities to address needs including pace of play, telephone volume service, concierge reach and website improvements. The plan will not ignore areas that were successful last summer.

12.2. For pace of play, Ms. Plain said she is working with a consultant who will educate staff on topics such as conflict resolution. The goal is to have staff resolve issues with all parties leaving pleased. Ms. Plain is also researching an incentive program for rangers as they are a crucial component to operations. She is also researching educational stickers for the golf carts on how to improve pace of play. Ms. Plain, the head and assistant golf professionals will be more prevalent on the golf course to engage with guests to make sure they are having a good experience with one-on-one contact. Combined, they plan to be on the course six times per day.

12.2.1. Mr. Ortiz added that it is an opportunity to receive live feedback in addition to the guest satisfaction survey.

12.2.2. Director Wiles encouraged enabling employees by providing incentives for positive guest experiences. Ms. Plain explained her staff has the ability to do whatever is necessary so that guests who have a poor experience leave with a good experience. Those that go above and beyond are rewarded. The program has been underway for two years.

12.3. To address telephone volume, Ms. Plain explained there isn't an ideal location to have a reception position. In July and August, a designated person in the pro shop staff could be on phones for a six-hour block. This will ensure the person who answers the phone has the correct knowledge to answer the questions. Additionally, to limit the phone volume, staff will also direct guests to utilize the online booking system and Vail Golf Club App.

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- 12.4. Ms. Plain said staff will continue to reach out to the concierge and frontline employees in the Vail Valley. The Vail Golf Club will host a concierge day again and also make more street visits. Staff is also researching offering free lessons for frontline and concierge staff.
- 12.5. Monetarily, Ms. Plain reviewed budget needs for the plan, which include a bonus program of approximately \$1,200; the designated receptionist would cost an additional \$7,000 or a designated pro shop employee to answer the telephone would be an additional \$3,000.
- 12.6. Director Sackbauer questioned how the action plan would be monitored and tracked to understand its success. He also expressed concern regarding a dedicated pro shop employee who can answer the phone in such a confined space.
- 12.7. Mr. Ortiz suggested staff research space needs for a receptionist. Director Wiles expressed he was in favor of a dedicated receptionist to answer calls.
- 12.8. Ms. Jamie Wilson explained the guest feedback survey would take place again this summer and offer weekly/monthly comparisons from 2012 for the Vail Golf Club staff.
- 12.9. The board congratulated Ms. Plain on her recent Bill Strausbaugh Award.
13. PRESENTATION OF 18TH HOLE RELOCATION PROJECT
- 13.1. Mr. Kevin Atkinson with Phelps-Atkinson Golf Course Design reviewed recent progress made on the design for the relocation of hole 18 at the Vail Golf Club. Mr. Atkinson explained the concepts are similar to what was shown in the past. The current approved concept, Concept F, is approximately 90 percent complete. He noted aesthetically, there is an added bunker to the left-hand side of the fairway. There are also a variety of tee locations that will allow the golfer to play the hole as either a Par 4 or a Par 5. Within the design there is flexibility to make choices and try the different tee boxes. Mr. Phelps reiterated, the hole itself remains similar to what was reviewed in July 2012. There continues to be added vegetation and trees to the left-hand side. The design intent also is for the golfer to not be able to see the farthest bunker, but golf club patrons will be able to view the green and farthest bunker at the clubhouse.
- 13.2. Mr. Atkinson reviewed lengths that would be added to the scorecard. The preliminary new yardage reflects changes on the relocated hole 18, as well as what changes to hole 13 would be.
- 13.3. Mr. Ortiz requested comments and suggestions from the board.
- 13.3.1. Director Sackbauer questioned the 90 percent level. He also questioned the contingency within the 90 percent. Mr. Atkinson explained construction documents have been submitted to the Town of Vail at the 90 percent level and the budget has only minor changes.
- 13.3.2. Director Hanlon commented that within the master plan and with the relocation of 18, the VRD is looking at increasing the yardage and PAR. Mr.

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Atkinson said the master plan process that was completed as a working document in October 2010 has served as a guideline. Staff is able to use the document to move ahead and look at the big picture for the golf course. The golf course is not shrinking in yardage when looking at the overall master plan.

14. EXECUTIVE DIRECTOR INPUT

- 14.1. Mr. Mike Ortiz reviewed that Ms. Plain and the Vail Golf Club is working with Red Sandstone Elementary School on a new youth golf program.
- 14.2. Ms. Plain commented on changes to the First Tee of Eagle County program. The Denver First Tee organization, which is the 6th largest in the country, will have a point-person dedicated to Eagle County to assist with running the program. Ms. Plain said she is excited about the changes and the ability to grow the program with new opportunities for Vail's visiting and local youth. Programs will not be interrupted from previous years, with new learning opportunities available.
- 14.3. Mr. Ortiz highlighted that Community Programming will be offering Cocktails and Canvas on March 15 and Chocolate Making is scheduled on March 29. Mr. Chad Young continues to work on expanding his programming.
- 14.4. Mr. Ortiz shared that Steve Croucher, Sports Intern from last summer, is the new Sports Coordinated for the VRD.

15. BOARD MEMBER INPUT

- 15.1. Director Wiles said the kids programs are going well. Dobson Ice Arena is busy getting set up for activities this weekend. He encouraged everyone to check out the Burton U.S. Open. Director Wiles requested a tour of Ford Park.
 - 15.1.1. Mr. Ortiz explained staff would look into the Ford Park tour. Mr. Ortiz explained there will be a lot of things going on at Ford Park and he and staff are excited about the changes and improvements. The Town, VVF, Alpine Gardens, VRD and other user groups are working on traffic management plan for the delivery road. The needs from when the park was established in 1970s to now have changed and Vail is continuing to change to continue its success. The VRD and Town have received letters of endorsements from various Vail tournament organizers that have been sent to the council and DRB regarding plans for artificial turf on the new infields.
- 15.2. Director Sackbauer explained he ran into local parents who expressed gratitude for the VRD hiring local kids for summer employment. He also questioned what percentage of artificial turf is currently being planned for the playing fields.
 - 15.2.1. Mr. Ortiz said currently it is planned to have 23 percent of the fields being artificial turf. The artificial turf surface will require less maintenance, lower costs and will be safer for ball players and sports players. It also is more environmentally-friendly and will eliminate drainage issues, dust issues, etc. The fields will be safety rated, including the artificial turf. The fields are not

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for the VRD but are being renovated to allow tournament producers more fields to allow for more team play in Vail. They will be a positive experience for VRD users, but event organizers will see tremendous improvements. No natural grass will be replaced with artificial turf, just the dirt infields.

15.2.2. Director Sackbauer requested an agenda item to view what the fields would look like with the artificial turf.

15.3. Director Hanlon said Ford Park is moving along and it is going to be an exciting and challenging summer. The entire Hanlon family has been out to the Nordic Center and the track and snowshoe trails are in great condition He also welcomed Steve Croucher to the VRD. The Sports Spectacular is also coming up in March and April on Thursday afternoons that will highlight a variety of sports.

16. ADJOURNAMENT

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,

Jamie Gunion
Secretary to the Meeting