
RECORD OF PROCEEDINGS

Minutes of the Regular Meeting Of the Board of Directors

Vail Park and Recreation District dba Vail Recreation District July 23, 2015

A Regular Meeting of the Board of Directors of the Vail Recreation District, Town of Vail, Eagle County, Colorado, was held on July 23, 2015 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. Kim Newbury, Bill Suarez, Tom Saalfeld, Kevin Foley
2. MEMBERS ABSENT AND EXCUSED
 - 2.1. Jeff Wiles
3. STAFF PRESENT
 - 3.1. Mike Ortiz, Jamie Gunion
4. OTHERS PRESENT
 - 4.1. None
5. CONSULTANTS PRESENT
 - 5.1. Eric Weaver, Marchetti & Weaver, LLC
6. CALL TO ORDER
 - 6.1. Director Suarez called the meeting to order at 5:00 p.m.
7. APPROVAL OF MEETING MINUTES
 - 7.1. By motion duly made and seconded it was unanimously RESOLVED to approve the minutes of the July 9, 2015 meeting.
8. PUBLIC INPUT OF ITEMS NOT ON THE AGENDA
 - 8.1. None
9. REVIEW OF GOLF AND NORDIC CLUBHOUSE OPEN HOUSE
 - 9.1. Mr. Ortiz thanked the board members who attended the June 29 and July 20 open houses. He explained FAQs were provided to attendees at the July 20 open house regarding questions asked on June 29. Parking seems to be a general concern. Mr. Ortiz reviewed, per the operations plan, that there are currently 110

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parking spaces in the summer (striped) and 130 non-striped in the winter. In the new configuration, there will be 125 spaces with the ability to valet park for an additional 33 spaces. However, only 10 spaces will be allocated for events taking place during golf and Nordic operations. There have been two weddings at the clubhouse this summer. One was a 120 person wedding during which there were 230 golfers playing throughout the day. There were no parking issues.

Additionally, the only time valet parking will be used for events is when the facility is bought out. This will only take place during off-peak seasons when there is no affect on Nordic and golf operations. Next year there will be a fluid parking plan to work around construction taking place.

- 9.1.1. Director Suarez explained the VRD and town staff has spent a lot of time working and planning for the renovation and parking.
- 9.2. Mr. Ortiz also recapped other questions asked about the size of the parking lot and trees being removed. He said, the lot will expand slightly with some trees removed by the old 18th green. Many of these trees have been studied by town staff to determine which should stay and, due to tree-health issues, which should be removed.
- 9.3. Mr. Ortiz also noted Grill patrons will be able to see the Gore Range and finishing hole. There will be a railing, however furniture such as tall boys will be used to allow patrons to have a good view.
- 9.4. Director Saalfeld questioned expanding the deck, as was brought up by a community developer. Mr. Ortiz explained town staff is reviewing this proposal.
- 9.5. Director Foley questioned where plans for the project are located. Mr. Ortiz explained that information is available at www.vailgov.com/clubhouse. This site includes general information, FAQs, the operations management plan and contact information.

10. JUNE 2015 FINANCIAL REPORT

- 10.1. Mr. Weaver reviewed the financials through June.
 - 10.1.1. Overall, revenues are 4 percent and expenses are 6 percent favorable. Gymnastics continues to struggle with teams and regular classes. Gymnastics summer camps did very well and sold out through the remainder of the summer. Community Programming has struggled with Camp Eco Fun, but Camp Vail is doing well. Golf is doing well with an early season. Golf food and beverage revenues are up from budget resulting in fewer subsidies. Dobson continues to do well.
- 10.2. Regarding expenses, Mr. Weaver explained:
 - 10.2.1. Public Relations is favorable with timing. Gymnastics expenses are down as well. Dobson had to staff up through hiring of an employee.
 - 10.2.2. Capital expenses include replacement of the two bridges on the golf course partnering with the town. Plans are in to the Army Core of Engineering and it is likely this project will not take place until 2017.

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10.3. Concessions at softball through June have only brought in \$1k through June. It is not covering its costs for staffing and goods.

10.3.1. Director Suarez questioned if it will look bad if the VRD doesn't utilize the new facility for leagues.

10.3.1.1. Mr. Ortiz explained it is used during tournaments/events. He encouraged the board to review whether having concessions open during softball is fiscally responsible. Staff will be able to be employed into F&B at the clubhouse and for special events.

10.4. Ms. Gunion also explained that the schools in Mexico got out two weeks later than normal which may have affected some camp programming. They will be in town two weeks later/longer this fall.

10.5. Director Saalfeld questioned golf operations with the wet summer.

10.5.1. Mr. Weaver explained the last report is through July 12 saying, golf is down 600 rounds. However it is up overall in pass holder play, meaning the reduction is in daily fees. Greens fees through this time compared to last year are down \$20k with pass holder fees are up \$20k. There are many reasons for this, including rain, the way Fourth of July fell, the early opening of the course, etc. Golf is budgeted to be down this year due to the renovation.

10.5.2. Director Saalfeld expressed concerns about not having golf carts after Sept. 8 for those who do not want to walk the course. Mr. Ortiz explained it is a tough decision to not have carts. During the renovation, there will be no place to store or charge the carts. Gas carts are an option, but there is still no place to store them.

10.5.3. Director Saalfeld also expressed concerns regarding being down in June when the renovation has not even started.

10.5.3.1. Mr. Ortiz agreed saying although it is budgeted to be down, weather has been an issue. Director Saalfeld questioned group play and tourist business and reevaluating marketing. He encouraged more concierge reach out.

10.5.3.2. Mr. Ortiz explained the game of golf in general continues to decline. It is definitely something to look at and how to improve it.

11. REVIEW OF FOOD AND BEVERAGE OPERATIONS AT VAIL GOLF CLUB

11.1. Mr. Ortiz explained operations are budgeted to be subsidized through the end of June at \$8k and it has only been subsidized by \$2k thus far. Since the VRD has taken over operations, there have been improvements in customer service and food quality. Both facilities were brought up to code, hire all new staff, new computer systems, refurbishing of furniture, etc. before the facility could open. A lot of work when into opening the business.

11.2. Director Saalfeld questioned retention of employees for 2016-17. Mr. Ortiz explained next summer would be challenging with operating in the starter house.

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A lot of emphasis will be on the beverage cart and limited menu items. We'll continue to put emphasis on quality service and food.

11.3. Director Foley has been on the course quite a bit and the service, food, people have been much better than in the past.

12. EXECUTIVE DIRECTOR'S INPUT

12.1. Mr. Ortiz reviewed the following items:

12.1.1. Golf Maintenance is working on a new customer service program to have survey cards put on the carts about course conditions and how they feel about the course. He's using this as a motivational tool for his employees as well as real time information.

12.1.2. Golf Operations junior camps have been successful with an addition of another two day camp to accommodate a waiting list. Researching a limited caddy program for fall when there are no carts.

12.1.3. Sports is busy. Vail Grind last week was a huge success with partnering and planning with Vail Resorts. Mr. Ortiz thanked Vail Resorts for their help in providing support for the events. Staff met with VR last week to start planning for next year. Vail Soccer Invitational is this weekend with 18 teams. Kids Adventure Games is Aug. 5-9 and volunteers are needed.

12.1.4. Marketing is beginning to focus on fall programming.

12.1.5. Gymnastics is hosting a variety of out of town gymnasts from across the nation. They're doing drop-in and camps.

12.1.6. Imagination Station continues to be utilized for camp programming.

12.1.7. Vail Skatepark is moving forward to build a permanent park in the Lionshead parking structure atrium.

12.1.8. Dobson Ice Arena's Bob Johnson Hockey School is taking place this week and was sold out once again.

12.1.9. Park Maintenance is working hard with Jim Sanders out. Jim has been in and out of the office working with staff and providing direction.

12.1.9.1. Director Saalfeld questioned how the fields have rebounded. Mr. Ortiz said they are rebounding nicely after Lacrosse. They have been seeded, aerated, etc. They will be over seeded this fall for next season.

12.1.10. Tennis Center is booming with kid's camps. Dano and Adam are doing a great job this summer with the families. Steve Vivano joined the staff this year and is offering cardio tennis, lessons, clinics and more.

13. BOARD MEMBER INPUT

13.1. Director Foley reported that he and Director Suarez attended the recreation subcommittee meeting this week and the group, which includes councilmembers, toured the VRD facilities to review storage, restrooms and other needs. He also noted he had friends who ran in the Half Marathon and had a blast. He also spoke

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with quite a few families who participated in the Skating Invitational with all positive comments.

- 13.2. Director Suarez echoed Director Foley's comments regarding the recreation subcommittee meeting. Everything is looking great at Ford Park. He encouraged the board to go see Dano at the Tennis Center playing "frying pan" tennis with the kids on Fridays.

14. ADJOURNAMENT

- 14.1. 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