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## RECORD OF PROCEEDINGS

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### **Minutes of the Regular Meeting Of the Board of Directors**

#### **Vail Park and Recreation District dba Vail Recreation District December 11, 2014**

A Regular Meeting of the Board of Directors of the Vail Recreation District, Town of Vail, Eagle County, Colorado, was held on December 11, 2014 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. Kevin Foley, Jeff Wiles, Bill Suarez, Tom Saalfeld
2. MEMBERS ABSENT AND EXCUSED
  - 2.1. Kim Newbury
3. STAFF PRESENT
  - 3.1. Mike Ortiz, Jamie Gunion
4. OTHERS PRESENT
  - 4.1. Chris Romer, Vail Valley Partnership
  - 4.2. Gabe Shalley, EGE Air Alliance
  - 4.3. Members of Battle Mountain High School Cross Country Team
5. CONSULTANTS PRESENT
  - 5.1. Eric Weaver, Marchetti & Weaver, LLC
6. CALL TO ORDER
  - 6.1. Director Wiles called the meeting to order at 5:03 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 November 13, 2014 meeting.
8. PUBLIC INPUT OF ITEMS NOT ON THE AGENDA
  - 8.1. None
9. BATTLE MOUNTAIN HIGH SCHOOL CROSS COUNTRY TEAM THANK YOU
  - 9.1. Members of the Battle Mountain High School Cross Country Team, with their coach Rob Parish, thanked the VRD Board for contributing \$2,000 to help the

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- team attend the Nike Regional Championships in Arizona. The athletes said the team had a successful season with 25 BMHS athletes attending the championships. The championships include the top 30 teams in the western U.S.
- 9.2. BMHS Coach Rob Parish explained the Nike race is a growing event. BMHS is unique with being able to fundraise and allow as many members as feasible to attend the championships. In addition to the competition, the team visited Sedona and various Arizona colleges. Fundraising allows the team to travel as a group.
- 9.3. Mr. Ortiz thanked the team for their community representation and volunteering for the VRD's summer events, including the trail running races and Kids Adventure Games.

#### 10. EGE AIR ALLIANCE PRESENTATION

- 10.1. Mr. Chris Romer, President of the Vail Valley Partnership, presented information about the Eagle County Regional Airport (EGE) Air Alliance. He explained the Air Alliance is a 501-c6 non-profit public-private partnership that provides funding to make the airport a vital part of the Eagle County economy. The EGE Air Alliance started in 2002 and now has over 60 organizations participating in the program. Outside of the Denver commuter flight, every flight into EGE has started with a minimum revenue guarantee. According to Mr. Romer, the Air Alliance is important as it impacts every town and municipality in Eagle County. He explained the airport employees nearly 600 employees. Approximately 47 percent of jobs in Eagle County are directly related to tourism and hospitality and one in four airport customers would consider a change in a vacation destination if the airport continues to decrease flights. Mr. Romer reported that competitive resort communities, such as Aspen and Steamboat, have approximately \$3.5 million to attract air service into their community. EGE Airport only has about \$400,000. EGE funding is not dedicated unlike competitor resort communities (Steamboat, Aspen, Telluride, Sun Valley, Mammoth, Jackson Hole, Crested Butte, etc.).
- 10.2. Ms. Gabe Shalley, EGE Air Alliance Board Member, also presented information about the airline industry. She explained airlines need to be "courted" and educated about opportunities available at EGE airport. Almost all small regional airports have experienced a decrease in seats/flights, unless there is a dedicated funding source. More than 1/3 of Eagle County's guests arrive via EGE airport. Additionally, I-70 congestion is a continued concern and EGE Airport continues to provide alternative transportation. Ms. Shalley also explained any revenues generated by EGE airport must be reinvested back into the airport in such a way that it benefits all users. She said, the current structure for EGE Airport is both unreliable and insufficient because it relies on the annual "variable" public and private funds, making it difficult to capitalize on all potential opportunities at the airport.

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- 10.3. Ms. Shalley explained the current funding model is insufficient and unsustainable. If the EGE Air Alliance fails it will have a tremendous impact on the tourism economy in the valley.
- 10.4. Mr. Romer commented that the alliance is not asking for money, but educating the VRD board and the community about the Air Alliance and its importance in the community.
- 10.5. Director Saalfeld questioned the primary funding entities.
- 10.5.1. Mr. Romer explained the largest funding partners are Eagle County Government, Town of Eagle, Town of Gypsum, Beaver Creek Resort Company and Vail Resorts. Many small businesses, retail shops, restaurants and lodges are also funding partners. There are about 65 partners overall.
- 10.6. Director Suarez questioned what the stumbling block is to implementing a funding source.
- 10.6.1. Mr. Romer explained there is need to look countywide for a solution, with everyone being part of the program.
- 10.7. Director Suarez questioned when the airport is busy and opportunities for growth.
- 10.7.1. Mr. Romer explained during the peak winter season on Saturdays, the airport is close to capacity. However, the rest of the time, there are plenty of opportunities to incur additional flights.
- 10.8. Mr. Ortiz questioned if the county had analyzed whether a tax increase would be feasible.
- 10.8.1. Mr. Romer explained a poll was done on a \$.25 and \$.35 cent sales tax, exempting groceries, etc. There was 96 percent recognition of the importance of the airport. The poll showed a 46 percent support at \$.25 and 54 percent against. The support dropped significantly at \$.35 sales tax increase.

#### 11. OCTOBER 2014 FINANCIAL REPORT

- 11.1. Mr. Weaver reviewed October 2014 financials as the district nears the end of the financial year.
- 11.1.1. He said the Vail Golf Club ended 2 percent lower than forecasted
- 11.1.2. Director Saalfeld questioned the reason that golf was down this summer.
- 11.1.2.1. Mr. Weaver explained the results are due to a later start in the season, late peak fees and rainy weather in July and August.
- 11.2. Director Suarez questioned Gymnastics being down 11 percent.
- 11.2.1. Mr. Weaver explained, this year the Gymnastics Center didn't have revenue and expenses from uniforms.
- 11.3. Overall, Mr. Weaver explained there are no surprises and financials are looking good through the end of the year.

#### 12. EXECUTIVE DIRECTOR'S INPUT

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- 12.1. Mr. Ortiz reviewed items from the Director's Report, which included:
- 12.1.1. Golf Maintenance: In a span from Nov. 11 to Nov. 25 accumulated 45" of snow at its weather station.
  - 12.1.2. Golf Operations has ordered an additional six golf bikes for 2015. Total golf rounds were down 494 over 2013. The Women's Golf and Yoga Retreat will return June 18-21. A Couples Golf Yoga Retreat is also being scheduled for next summer.
  - 12.1.3. The Sports Department is conducting interviews for a new sports coordinator. Steve Croucher left to take a position in Stratton, VT. Sports have also had discussions with Alpine Kayak in taking over the Town's whitewater series in 2015. Discussions are underway for two new large tournaments summer 2015- a soccer showcase, put on by the Colorado Storm and the Colorado Youth Baseball World Series.
    - 12.1.3.1. Director Wiles questioned a need for more staff within the sports department as the tournaments grow.
  - 12.1.4. Marketing, Sports and Community Programming hit the streets handing out information on winter programming to concierges and businesses. Marketing is also working on collateral and information about the Grill on the Gore.
  - 12.1.5. Gymnastics has had a several successful placements at the Level 5 and Level 4 state meets. Leah Sandberg placed 10<sup>th</sup> in the state on the bars for Level 5.
  - 12.1.6. School's Out Camp will take place Dec. 19 through Jan. 5 with Community Programming. There was an open house on Dec. 2 for concierges with low attendance. There are opportunities for holiday gift making and a Lanterns and Libation program coming up in December.
  - 12.1.7. Maintenance is working on a shade structure at the Nature Center with conceptual designs. There is also a conceptual design ready for storage for sports at the Athletic Field.
  - 12.1.8. The Sportsmanship Tournament took place the first three weeks in November and was highly successful. The Holiday Ice Show is also coming up at the end of December.
- 12.2. Director Foley questioned how the whitewater series would work.
- 12.2.1. Mr. Ortiz explained that discussions are continuing on how it will be managed. The Commission on Special Events funds the event. It takes place on Tuesday evenings in May/June.
- 12.3. Mr. Ortiz also reported that he presented the interpretive master plan of the Nature Center to the Vail Local Marketing District Advisory Council. The advisory council voted to fund the study at \$30,000 to include a hiking component. Mr. Ortiz thanked the advisory council for their support of the study. VLMDAC studies continue to show hiking as the number one activity for

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guests who visit Vail. A 3rd party will do the study and it will be coordinated with Walking Mountains and the VRD.

12.4. The English National Rugby Team will be practicing in Vail.

#### 13. BOARD MEMBER INPUT

13.1. Director Tom Saalfeld spoke about the golf bikes. He commented that the bikes were somewhat unstable when you park them.

13.1.1. Mr. Ortiz explained the manufacturer is working on fixing the issues and staff also is working on solutions.

13.2. Director Foley asked about the ice damn on the Nordic Track.

13.2.1. Mr. Ortiz explained staff is aware of the damn, which was created by a beaver, and are looking for solutions.

13.3. Director Suarez encouraged people to checkout the Nordic Center as the course is in great shape.

13.4. Director Wiles wished everyone happy holidays. He is looking forward to the two new tournaments this summer.

#### 14. ADJOURNMENT

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