

VAIL PARK AND RECREATION DISTRICT  
d/b/a VAIL RECREATION DISTRICT  
BOARD OF DIRECTORS

5:00 P.M.  
Thursday, April 27 2017  
Town of Vail, Council Chambers  
AGENDA  
REGULAR MEETING

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1. Call to Order
2. Changes to Agenda;
3. Approval of Minutes;
  - a. March 9, 2017
  - b. March 30, 2017
4. Public Input (for matters not otherwise on Agenda/3 minute time limit/no disrupting, pursuant to § 18-9-108, C.R.S.);
5. Unfinished Business;
  - a. None
6. New Business and Special Orders;
  - a. None
7. Officers, Committees, Staff, and Professional Consultants;
  - a. March 2017 Financials-Mr. Eric Weaver
  - b. Executive Director Input
  - c. Board Member Input
8. Executive Session for the purpose(s):
  1. §24-6-402(4) (f), C.R.S., Personnel matters;  
Executive Director Mike Ortiz Evaluation Process  
Discussion with Moffet Consulting
9. Adjournment

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agenda.doc*

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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  
March 9, 2017

A Regular Meeting of the Board of Directors of the Vail Recreation District, Town of Vail, Eagle County, Colorado, was held on March 9, 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, Kevin Foley, Roland Kjesbo, Kim Newbury Rediker

2. MEMBERS ABSENT AND EXCUSED

2.1. None

3. STAFF PRESENT

3.1. Mike Ortiz, Jessie Klehfoth

4. OTHERS PRESENT

4.1. None

5. CONSULTANTS PRESENT

5.1. Eric Weaver

6. CALL TO ORDER

6.1. Director Saalfeld called the meeting to order at 5:00 p.m.

7. CHANGES TO AGENDA

7.1. None

8. APPROVAL OF MEETING MINUTES

8.1. By motion duly made and seconded it was unanimously RESOLVED to approve the minutes of the February 23, 2017 meeting.

9. PUBLIC INPUT FOR MATTERS NOT OTHERWISE ON AGENDA

9.1. None.

10. UPDATE ON GALLAGHER AMENDMENT

10.1. Mr. Weaver brought an article written by Mr. Randy Wyrick and published in the Vail Daily on March 6 to the attention of the Board. Mr. Weaver stated that

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it gave a good overview of the Gallagher Amendment and TABOR at a high level. Mr. Weaver stated that he feels the public is becoming more aware of the impact that these amendments are going to have on government and special districts around the state.

- 10.2. Director Foley asked if the VRD is de-Bruced under TABOR. Mr. Weaver confirmed that this is correct, and this means that the VRD can keep increases in assessed valuations, allowing a budget to grow under the same mill levy. Mr. Weaver stated however that this doesn't help VRD with the Gallagher Amendment issue.
  - 10.3. Director Suarez commented that many of his friends saw and read the article.
  - 10.4. Director Saalfeld said that due to the Gallagher Amendment and VRD funding shortfalls, the VRD may have to ask for a mill levy increase at an upcoming election and suggested that the Board hold a retreat to set a plan for moving forward.
  - 10.5. Mr. Ortiz recommended the Board also review the list of capital needs and set priorities.
  - 10.6. Director Saalfeld asked when we would need to finalize a ballot request.
  - 10.7. Mr. Weaver responded that the ballot wording would need to be adopted by August.
  - 10.8. Director Saalfeld asked if Mrs. April Heredia could send an email around asking for Board member schedules to schedule this retreat.
  - 10.9. Director Foley reminded the public that this is also a town council election year.
  - 10.10. Mr. Ortiz reminded the Board that this will have to be a mail ballot due to TABOR.
11. PRESENTATION OF VAIL RECREATION DISTRICT SCHOLAR-LETTER WINNER SCHOLARSHIP
- 11.1. Mr. Ortiz spoke about how the VRD, at the request of Director Rediker, would like to award a scholarship to one female and one male student at Vail Mountain School or Battle Mountain High School who have lettered in any activity or sport, in combination with their scholastic achievements and community involvement. Ideally, this would be a student who lives within the VRD tax district, and this scholarship will be funded from the Tom Slaughter, Jr. Memorial Fund at \$1,000 each. This scholarship will start this spring for graduating seniors.
  - 11.2. Director Saalfeld expressed his support of the scholarship.
  - 11.3. Director Rediker explained that she would like to award this scholarship to recognize local students who grew up and took part in Vail Recreation District programming.
  - 11.4. Director Foley asked if Mr. Ortiz would like help on reviewing the questionnaires. Mr. Ortiz responded affirmatively.

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### Vail Recreation District March 9, 2017 Meeting Minutes

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11.5. The Board was in favor of moving forward with this scholarship fund.

#### 12. DISCUSSION OF ISSUES AT VAIL NORDIC CENTER

12.1. Mr. Ortiz stated that staff and Directors Saalfeld and Suarez met with the Nordic Center licensees and are talking about some ongoing items with the Vail Nordic Center in hopes of a resolution. Mr. Ortiz stated that more details would be forthcoming in future meetings.

#### 13. EXECUTIVE DIRECTOR INPUT

- 13.1. Mr. Ortiz stated that the Krueger Family Shamrock Shuffle will be next Saturday, March 18 at the Vail Golf & Nordic Clubhouse.
- 13.2. Mr. Ortiz wanted to remind the Board about a gymnastics parent who was hit by a car and will hopefully be well enough to travel back to Vail soon. He sends his thoughts to the mom and family. Mr. Ortiz also spoke about a young level 7 gymnast who recently entered her first meet and won with a 9.7 on the beam.
- 13.3. Mr. Ortiz talked about the sports department and the current High Country Hoops basketball program.
- 13.4. Mr. Ortiz said that community programming and Mr. Chad Young are busy with planning special events and working with Vail Resorts staff on using Golden Peak again for summer camps.
- 13.5. Mr. Ortiz talked about the upcoming Cocktails & Canvas painting event and how the VRD is happy to be doing adult art programming. This event is next Thursday in the community programming room.
- 13.6. Mr. Ortiz also spoke about planned work on the Vail Golf Club driving range.
- 13.6.1. Director Foley asked if there was a representative hired to oversee the progress on the clubhouse punch list. Mr. Ortiz stated that yes, the town has hired NV5 as their owner's representative and VRD has hired Jamie Pappas to help give direction and do quality control.
- 13.6.2. Director Foley asked how the EagleVail Derail winter fat bike race went. Mr. Ortiz stated that the event was small but fun and went well. Mr. Ortiz expects a big turnout at the Shamrock Shuffle.

#### 14. BOARD MEMBER INPUT

- 14.1. Director Foley stated that he saw Mr. Chad Young at Red Sandstone Elementary and wanted to let the Board know that there will not be any work done in the RSE gym this summer, so it will be available for Camp Vail. Director Foley would like to get a retreat date reserved as soon as possible, and encouraged the VRD to be talking about Dobson capital needs with a receptive Town Council interested in using TIFF money for some of these projects.
- 14.2. Director Saalfeld asked about the new Vail Golf Club logo. Mrs. Klehfoth responded that the marketing department has made some minor adjustments to the print logo that was being used to better align it with the embroidered logo

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being placed on VGC uniforms and merchandise. Director Saalfeld asked if there was a wedding occurring at the Vail Golf & Nordic Clubhouse, to which Mr. Ortiz responded that yes, there is one tomorrow night.

#### 15. ADJOURNMENT

- 15.1. 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

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## RECORD OF PROCEEDINGS

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Minutes of the Special Meeting  
Of the Board of Directors

Vail Park and Recreation District  
dba Vail Recreation District  
March 30, 2017

A Special Meeting of the Board of Directors of the Vail Recreation District, Town of Vail, Eagle County, Colorado, was held on March 30, 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. Bill Suarez, Kevin Foley, Roland Kjesbo

2. MEMBERS ABSENT AND EXCUSED

2.1. Tom Saalfeld, Kim Newbury Rediker

3. STAFF PRESENT

3.1. Mike Ortiz, Jessie Klehfoth, April Heredia

4. OTHERS PRESENT

4.1. Jen Mason

5. CONSULTANTS PRESENT

5.1. None

6. CALL TO ORDER

6.1. Director Suarez called the meeting to order at 5:00 p.m.

7. CHANGES TO AGENDA

7.1. None

8. PUBLIC INPUT FOR MATTERS NOT OTHERWISE ON AGENDA

8.1. Ms. Jen Mason gave public input to say that she hopes the Board will consider snow biking on the Vail Nordic Center track. She said she has been going to EagleVail to snow bike and it worked well there with the skiers and hikers mixing.

8.2. Mr. Ortiz thought the track could coexist with the snowshoe track, and that VRD has been talking about having a separate bike track from the Nordic track.

CONSIDERATION OF AN APPROVAL OF SETTLEMENT AGREEMENT WITH  
NORDIC, INC.

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- 8.3. Mr. Ortiz stated that Ms. Mia Stockdale and Mr. Shane Sluder have been the operators of the Nordic Center for the past 12 years. The VRD approached them about taking over the operation of the Nordic Center, and the VRD has offered to purchase their inventory and some business assets, such as computer files and ski racks, plus the equipment that has already been ordered for next year. Mr. Ortiz stated the current operators are paid in full in rent and utilities.
- 8.4. After some discussion, by motion duly made and seconded it was unanimously RESOLVED to approve the settlement agreement.

#### 9. APPROVAL OF NEW VAIL GOLF CLUB AND NORDIC CENTER LEASE AGREEMENT

- 9.1. Mr. Ortiz explained to the Board that the current lease with the Town has one year left. The Town has proposed a new lease that will go through 2018, followed by two ten year renewal periods. In the new lease, the clubhouse rent would increase to 165K from 130K, and will be placed into a REF – recreation enhancement fund – which is an escrow account that can only be used for future improvements at the golf course.
- 9.2. After some discussion, Director Foley stated that he had no intention to sign a lease until the construction punch list on the new building has been completed satisfactorily. He stated he would bring up his concerns with the Town Council on Tuesday, and would like to table this discussion and approval until the next VRD board meeting. Director Foley would also like to see the recreation subcommittee established on a more regular basis between the VRD and Town Council. Mr. Ortiz agreed, and stated that once the new town manager is hired he would like to see this happen regularly, especially to get the new manager up to speed.
- 9.3. The Board decided to postpone the vote to approve the lease, and wants to wait to sign a new lease until the clubhouse construction is completely done.

#### 10. ADJOURNMENT

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

Respectfully Submitted,  
Jessie Klehfoth  
Secretary to the Meeting

**VAIL RECREATION DISTRICT  
COMBINED BALANCE SHEET  
December 31, 2016 and March 31, 2017**

	12/31/16					03/31/17				
	General Fund	Enter-prise Fund	General Fixed Assets & LTD	Ent. Fund Fixed Assets & LTD	Total	General Fund	Enter-prise Fund	General Fixed Assets & LTD	Ent. Fund Fixed Assets & LTD	Total
<b>ASSETS</b>										
CASH- UNRESTRICTED	3,398,381	9,965			3,408,346	3,249,490	242,301			3,491,790
INVESTMENTS- RESTRICTED		294,507			294,507		294,875			294,875
ACCOUNTS RECEIVABLE	84,970	11,087			96,057	36,579	13,371			49,950
PROPERTY TAXES RECEIVABLE	2,782,872	273,246			3,056,117	1,782,950	175,065			1,958,015
PREPAIDS, DEPOSITS & INVENTORY	348	36,490			36,838	105,916	44,518			150,434
DUE (TO) FROM OTHER FUND	(222,361)	222,361			0	356,615	(588,951)			(232,336)
LOAN DUE (TO) FROM OTHER FUND	1,974	(1,974)			0	1,974	(1,974)			0
BUILDINGS			559,718	11,390,689	11,950,407			559,718	11,390,689	11,950,407
EQUIPMENT			820,463	1,547,845	2,368,308			820,463	1,547,845	2,368,308
ACCUM DEPR			(823,553)	(7,378,168)	(8,201,721)			(823,553)	(7,378,168)	(8,201,721)
<b>TOTAL ASSETS</b>	<b>6,046,184</b>	<b>845,682</b>	<b>556,628</b>	<b>5,560,366</b>	<b>13,008,859</b>	<b>5,533,524</b>	<b>179,205</b>	<b>556,628</b>	<b>5,560,366</b>	<b>11,829,723</b>
<b>LIABILITIES AND FUND EQUITY</b>										
ACCOUNTS PAYABLE	76,940	230,753			307,693	60,755	11,736			72,491
DEFERRED PROPERTY TAXES	2,782,872	273,246			3,056,117	1,782,950	175,065			1,958,015
DEFERRED REVENUE	13,402	15,001			28,403	8,675	45,597			54,272
ACCRUED COMPENSATED ABSENCES			49,245	30,589	79,834			49,245	30,589	79,834
ACCRUED INTEREST PAYABLE				17,238	17,238				17,238	17,238
DOBSON BONDS PAYABLE				985,000	985,000				985,000	985,000
<b>TOTAL LIABILITIES</b>	<b>2,873,214</b>	<b>519,000</b>	<b>49,245</b>	<b>1,032,827</b>	<b>4,474,286</b>	<b>1,852,380</b>	<b>232,398</b>	<b>49,245</b>	<b>1,032,827</b>	<b>3,166,850</b>
<b>NET ASSETS</b>										
INV IN FIXED ASSETS, NET OF DEBT			507,383	4,527,539	5,034,922			507,383	4,527,539	5,034,922
RESTRICTED	122,322	278,913			401,235	122,511	278,913			401,424
COMMITTED & ASSIGNED FOR CAPITAL	1,900,000	-			1,900,000	1,470,000	-			1,470,000
UNASSIGNED	1,150,647	47,769			1,198,416	2,088,633	(332,106)			1,756,527
<b>TOTAL NET ASSETS</b>	<b>3,172,969</b>	<b>326,682</b>	<b>507,383</b>	<b>4,527,539</b>	<b>8,534,573</b>	<b>3,681,144</b>	<b>(53,193)</b>	<b>507,383</b>	<b>4,527,539</b>	<b>8,662,873</b>
<b>TOTAL LIAB &amp; NET ASSETS</b>	<b>6,046,184</b>	<b>845,682</b>	<b>556,628</b>	<b>5,560,366</b>	<b>13,008,859</b>	<b>5,533,524</b>	<b>179,205</b>	<b>556,628</b>	<b>5,560,366</b>	<b>11,829,723</b>

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**VAIL RECREATION DISTRICT  
STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE  
ACTUAL, BUDGET AND FORECAST FOR THE PERIODS INDICATED**

Printed: 04/21/17

Modified Accrual Basis

	<b>2016 Prelim Actual</b>	<b>2017 Forecast</b>	<b>2017 Adopted Budget</b>	<b>Variance Favorable (Unfavor)</b>	<b>3 Months Ended 03/31/17 Actual</b>	<b>3 Months Ended 03/31/17 Budget</b>	<b>Variance Favorable (Unfavor)</b>	<b>Percentage Variance Favorable (Unfavor)</b>
<b>COMBINED REVENUES</b>								
PROPERTY AND OTHER TAXES, NET OF FEES	3,126,207	3,117,545	3,116,518	1,027	1,091,521	1,090,973	548	0%
OTHER NON-DEPARTMENTALIZED REVENUES	77,073	66,545	66,545	-	10,378	6,720	3,658	54%
SPORTS	379,490	398,336	398,336	-	66,264	66,485	(221)	0%
GYMNASTICS	210,759	216,320	216,320	-	30,703	49,953	(19,251)	-39%
COMMUNITY PROGRAMMING	404,966	399,833	399,833	-	44,333	64,182	(19,849)	-31%
NATURE CENTER & NORDIC	113,797	109,350	109,350	-	46,349	28,532	17,817	62%
GOLF COURSE	1,140,767	1,304,947	1,304,947	-	125	160	(35)	-22%
TENNIS	52,516	42,885	42,885	-	5,300	-	5,300	100%
DOBSON	671,962	647,679	647,679	-	235,498	185,547	49,952	27%
GOLF F&B / BANQUET ROOM, NET OF COGS	90,147	370,662	370,662	-	67,374	45,008	22,366	2%
<b>TOTAL REVENUES</b>	<b>6,267,683</b>	<b>6,674,103</b>	<b>6,673,076</b>	<b>1,027</b>	<b>1,597,845</b>	<b>1,537,561</b>	<b>60,284</b>	<b>4%</b>
<b>OPERATING EXPENSES</b>								
ADMINISTRATION	(632,957)	(694,474)	(681,989)	(12,484)	(251,132)	(246,117)	(5,015)	-2%
PUBLIC RELATIONS/MARKETING	(244,157)	(271,110)	(271,038)	(72)	(45,588)	(54,431)	8,843	16%
PARK MAINTENANCE	(198,735)	(218,456)	(217,163)	(1,293)	(29,255)	(28,027)	(1,228)	-4%
FACILITIES MAINTENANCE	(131,413)	(138,166)	(136,700)	(1,466)	(34,738)	(33,372)	(1,365)	-4%
SPORTS	(507,169)	(546,310)	(544,567)	(1,743)	(86,458)	(95,012)	8,555	9%
GYMNASTICS	(245,877)	(268,876)	(268,111)	(765)	(53,299)	(61,557)	8,258	13%
COMMUNITY PROGRAMMING	(482,619)	(522,349)	(520,482)	(1,867)	(71,871)	(84,286)	12,415	15%
NATURE CENTER & NORDIC	(79,551)	(131,004)	(75,470)	(55,534)	(54,756)	(13,094)	(41,662)	-318%
GOLF OPERATIONS	(647,331)	(733,556)	(694,872)	(38,684)	(75,691)	(51,203)	(24,487)	-48%
GOLF MAINTENANCE	(833,387)	(863,400)	(859,228)	(4,172)	(116,814)	(118,903)	2,089	2%
TENNIS	(93,236)	(92,265)	(97,918)	5,653	(8,701)	(3,682)	(5,019)	-136%
DOBSON	(700,430)	(792,908)	(789,486)	(3,422)	(205,960)	(191,130)	(14,829)	-8%
GOLF F&B / BANQUET ROOM	(150,971)	(485,014)	(483,923)	(1,090)	(108,692)	(85,770)	(22,922)	-27%
<b>TOTAL EXPENSES</b>	<b>(4,947,833)</b>	<b>(5,757,885)</b>	<b>(5,640,946)</b>	<b>(116,939)</b>	<b>(1,142,953)</b>	<b>(1,066,584)</b>	<b>(76,369)</b>	<b>-7%</b>
<b>CHANGE IN FUND BAL BEFORE DS &amp; CAP</b>	<b>1,319,850</b>	<b>916,218</b>	<b>1,032,130</b>	<b>(115,912)</b>	<b>454,892</b>	<b>470,977</b>	<b>(16,085)</b>	
DEBT SERVICE	(277,988)	(276,176)	(276,176)	-	(255,856)	(255,857)	1	0%
<b>CHANGE IN FUND BAL BEFORE CAP</b>	<b>1,041,862</b>	<b>640,042</b>	<b>755,954</b>	<b>(115,912)</b>	<b>199,036</b>	<b>215,120</b>	<b>(16,084)</b>	
DONATIONS, LOANS, & SALE OF ASSETS	-	-	-	-	-	-	-	0%
CAPITAL EXPENDITURES	(831,202)	(885,867)	(884,717)	(1,150)	(70,736)	(96,168)	25,432	26%
LESS UNFUNDED CAPITAL PROJECTS	-	-	-	-	-	-	-	
CONTINGENCY	-	(100,000)	(100,000)	-	-	-	-	0%
<b>TOTAL NET CAPITAL EXPENSES</b>	<b>(831,202)</b>	<b>(985,867)</b>	<b>(984,717)</b>	<b>(1,150)</b>	<b>(70,736)</b>	<b>(96,168)</b>	<b>25,432</b>	<b>26%</b>
<b>CHANGE IN FUND BALANCE</b>	<b>210,660</b>	<b>(345,825)</b>	<b>(228,763)</b>	<b>(117,062)</b>	<b>128,300</b>	<b>118,952</b>	<b>9,348</b>	
<b>BEGINNING FUND BALANCES</b>	<b>3,288,991</b>	<b>3,499,651</b>	<b>3,199,651</b>	<b>300,000</b>	<b>3,499,651</b>	<b>3,199,651</b>	<b>300,000</b>	
<b>ENDING FUND BALANCES</b>	<b>3,499,651</b>	<b>3,153,826</b>	<b>2,970,887</b>	<b>182,939</b>	<b>3,627,951</b>	<b>3,318,603</b>	<b>309,348</b>	

No assurance is provided on these financial statements;  
substantially all disclosures required by GAAP omitted.

## **VAIL RECREATION DISTRICT DIRECTOR REPORTS**

April 27, 2017

### **GOLF**

- Golf staff (Alice, Nathan and George) attended the PGA West Chapter meeting on April 20 in Grand Junction at Book Cliff Country Club. Nathan Mead received the "Teacher of the Year" award and Alice received the "Horton Smith Award."
- Alice ran for the PGA West Chapter Board of Directors for the first time in her professional career. The voting took place at the meeting today, and there were five candidates for three positions. Alice was elected and will serve for a three-year term.
- We installed a new point of sale system at the golf course. We will be using the Golf Now reservations system for the next two seasons. The installer of the software came from Chicago for four days to set up the hardware and software.
- Alice conducted a live radio interview this week on XM Radio. She discussed bringing the golf bikes to the Vail Golf Course as well as teaching adaptive golf instruction. She was also asked about mentoring PGA PGM students since 2010.
- Merchandise has arrived for the golf shop. We plan to wait to set the shop up until the clubhouse spring work is complete. Season passes will go on sale beginning May 1 on [vailrec.com](http://vailrec.com). We will sell passes in the golf shop beginning May 15.
- We will be working with Cheryl Jensen and the Vail Veterans again this year in August.
- We are volunteering our time with Small Champions again this year offering instruction with the children in a camp format. This will be the third season of lessons and the juniors enjoy being together in a group setting versus private lessons.

### **GOLF MAINTENANCE**

- In the past ten days, we charged the irrigation system and ran several irrigation cycles between fairways, tees and greens to combat warm temperatures and winds. Only a couple of breaks were encountered upon charging the system, including a break on hole 18 that was the result of a beaver chewing through a two-inch HDPE line over the winter, a surprise I have never heard of in the course of my career.
- April has alternated between warm and windy days, and precipitation events of rain and/or snow, with only a few inches of snow measured at our station next to 3 green. Only holes 5 and 14 are retaining significant snow at this time, in the north facing roughs. More recent weather has brought needed moisture, and the forecast for the week of April 24 has multiple chances for more precipitation.
- Fairways, tees and greens have all been mowed once. Fairways are healing up nicely from snow mold damage, and now a moderate to rapid early season growth rate will challenge us to keep up with mowing until staff is available to start the first of May.
- It was a very high pressure year for snow mold, with a high water content snowpack, and favorable temperatures going into snow cover in November, and coming out of snow cover in March. More courses in the valley sustained above average snow mold damage this year. Thankfully, vole damage is minimal this year.

- A local contractor began the process of edging greenside traps on Monday, April 17. The edging is to remove grass that has encroached into the bunker sand interiors, or areas where sand has accumulated from play and our trap maintenance equipment. The intent is to restore the original trap perimeters and shape, enhancing playability and visual quality of each trap. Traps on all holes except 3-7 were completed, despite the loss of two days due to weather. The week of April 24 we hope to complete greenside traps and move on to fairway traps.
- Linksland Golf renovated the area on the driving range tee over the course of April 18-19, where the modular had resided in 2016. They did irrigation repairs and grading work, and they also stripped areas on the left and front of the tee that were weak at the end of 2016 from high traffic following sodding in 2016. Additional detail work will be completed in-house the week of April 24, and we will look to sod this area in the next week or two, weather dependent.
- Upper Colorado River Basin snowpack is now right around average year to date. We have seen that number, and snow-water equivalent as well, plummet since hitting our peak in the third week of March, roughly a month ahead of normal peak date, per historical records.
- Gore Creek has been flowing above 100-150 cfs range over the last week as a result of elevated temperatures and winds, up from its 12-20 cfs range through the winter.
- An RFP was submitted to the TOV Special Events Committee on Monday, April 17 seeking approval of funds, up to \$10,000, for the Affiliate Cup/RMGCSA event on August 25. A decision will be made in the next CSE meeting. The event is projected to draw an estimated 100-125 attendees, of which 30-40 will likely stay in Vail for the weekend following the Friday tournament.
- We have completed new hires for the coming season, but may need to hire temp labor the remainder of April, to comply with our seasonal status, and with the ski area personnel tied up through the closing day of April 23.
- We have been in contact with the asphalt plant to get on their list for cart path overlays. They have proposed coming out in the first two weeks of May.

## **SPORTS REPORT**

- Sports is busy.
- First bike race (short track) is in less than one week. We will have three short track races April 26 (Eagle Fairgrounds), May 3 (Eagle Ranch) and May 10 (Edwards open space), to help people get warmed up for their first series race on May 31.
- Lots of sponsorship renewals: Anthem Blue Cross and Blue Shield is back, met with the Steadman Clinic on a new five-year agreement, Renewal by Anderson is a new partner in the trail running series, and East West Destination Hospitality is back as the title sponsor of the mountain bike series
- Working on a three-way partnership between VRD, Vail Resorts Retail and The North Face for the trail series, which will include TNF shirts for all race participants.
- Planning a specialized first aid training for mountain bike and trail running race staff and other VRD staff with Backcountry Life Line on June 21. We will open any extra spots to the community.
- Spring youth soccer enrollment is up 15% over last year, and they start practice on April 24.

- Sports attended offsite meetings with Kids Adventure Games PR and a North Face rep in Snowmass as well as discussed event marketing collateral distribution in Roaring Fork Valley.
- Hired a FT summer sports coordinator, Gregory Olson, and are welcoming back to the team CoCo Andrade as our summer sports admin.
- Summer softball signups were held the other night with both Monday and Wednesday coed nights selling out with 14 teams in each league and another 10 signed up for Thursday men's league. We have a couple of coed teams on a waitlist and may add a Tuesday night league if we have some more interest.
- First whitewater race is on May 9.
- First trail running race, the Boneyard Boogie, will be on May 20.

## **MARKETING**

- The VRD summer guide has been printed and distributed. This was mailed to over 4,600 homes of past program participants. It is an all-inclusive guide of everything VRD summer (both adults and kids).
- A new trail running postcard has been created and mailed to 4,500 past participants. This year, we changed the postcard format a bit, and it now includes a magnet backing so it can be displayed easily. We also created smaller magnets with the trail running dates on them that have been distributed at local and front range running stores and will be passed out in athlete bags and at the Bolder Boulder and other races.
- The VRD was featured in the recent Vail Daily Summer Camp Guide, which is being distributed in the paper and in strategic locations around the valley.
- Jessie has contracted with a new digital marketing agency to manage the summer digital campaigns. Creative is being developed for these currently, and will start running shortly. We will have national, regional and local digital campaigns with targeted messaging and audiences.
- Posters were created by Nell and distributed for the trail running, mountain bike and whitewater series.
- The vailclubhouse.com website has been updated with 2017 summer golf information, and can also be accessed by going to [www.vail.golf](http://www.vail.golf), our new domain name that we will focus our golf marketing behind. This site will also serve as the new Nordic Center website, and already includes our clubhouse wedding and event information and Grill on the Gore menus and info.
- Nell has created some really neat t-shirt designs for the trail running series this year – look for their debut at the Boneyard Boogie on May 20.
- Vail Daily advertising has started for the summer, with ads running multiple times per week. We also are increasing our radio advertising and continue to do weekly interviews live on KZYR.
- Lots of collateral has been developed recently including a summer sports camp brochure, golf club rack cards and punch cards, golf camp flyers and more.
- The Businesses, Bogeys and Bragging Rights tournament has been scheduled for Sept. 14 this year, and sponsorship packets and registration forms are available. Look for a “save the date” to go out in May.
- Jessie and Nell had a fun time helping with the Vail Easter Egg Hunt and captured some great photos of the excited kids and parents.
- Jessie has been doing several updates around the VRD website including adding large slideshows to facility pages and updating to summer content. We've also built out a new pickleball facility page and are adding PB to online registration.

## **COMMUNITY PROGRAMMING**

### Community Programming

- Imagination Station has slowed down considerably in April. We were busy through March, but are down to three to five families per day in April. Still, we are doing a fair amount of pottery.
- We continue Gentle Yoga, TRX and Aikido.
- The AcroYoga: Celebrate Children workshop on Friday, April 14 was canceled due to lack of interest. Many families were starting their spring break holidays early and were not in town for the afternoon.

### KidZone

- We hosted five days of School's Out Camp from April 17-21. We had high teens and low twenties every day, which is typical attendance for this time of year.
- We completed the last days of PwrHrs enrichment with Nordic skiing. Christian Kloser and Chad took the children up to the campground to get just enough snow to have quite a great time!

### Other

- We have had quite a few interviews in the past two weeks, and we are continuing to seek employees for all camps and Imagination Station this summer.
- Fortunately, there will not be any construction at Red Sandstone Elementary this summer. We are expecting to be completely displaced in 2018. We have started discussions regarding solutions to this issue; we will begin work in earnest come September.
- Camp registration opened on Monday, April 3 and we are off to a great start. The website and database seem to be running smoothly; we are trained and our customers are trained.
- The Easter Egg Hunt took place Saturday, April 15 in Lionshead. We had about 300 children and the same number (or more) adults. We were anticipating lower numbers since some of the other local egg hunts have re-started. We did not see a decrease in numbers compared to the last couple years.
- Chad put some brooms in the skatepark (and removed some steel shovels) on March 20. Skaters have been using them to clear the park and skate. The entire park is clear, but the Town is still considering the park closed. They will clean and open the park in the beginning of May as they clean the parking structures. They start with the Village structure, move to the Lionshead structure and will clean the skatepark last.

### Marketing/Photos

- We sent a mass email regarding the Cocktails & Canvas on April 25.

## **PICKLEBALL**

- We continue to offer split drop-in sessions with good attendance at RSES. Two sessions on each of the four days weekly have drawn 15-20 players per session with over 200 different players participating so far this year.
- More than 60 annual pickleball passes have been purchased this year and both annual and summer season passes can now be purchased online at [vailrec.com](http://vailrec.com). The summer season passes are good June through August and the annual passes are good October through September.

- Vail Club 50 and Game Creek Club clinics and round robin play will be continued into the outdoor summer season at Golden Peak.
- This month, we offered five clinic sessions with visiting pro Laura Fenton Kovanda, four of which were offered on four indoor courts at VMS and one clinic that was held on the three indoor courts at RSES. The Clinics were March 17-21. Kovanda is an accomplished athlete, coach and college professor who has won national championships in four different sports – basketball, tennis, racquetball and softball. She was a five-time world Titleist in racquetball and a two-time gold medal and women’s pro finalist at the 2016 US Open Pickleball Tournament.
- Jerry is making plans for the outdoor summer pickleball schedule and special events at the Golden Peak Pickleball Center at Vail.
- Jerry is working on securing new start up items needed for the new Golden Peak Pickleball Center at Vail including benches and tables, signage, ball machine, an AED unit and court maintenance tools.