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## RECORD OF PROCEEDINGS

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Mountain Recreation Metropolitan District – April 20, 2022 Meeting Minutes

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### **Minutes of the Regular Meeting Of the Board of Directors Mountain Recreation Metropolitan District April 20, 2022**

The regular meeting of the Board of Directors of the Mountain Recreation Metropolitan District, Eagle County, Colorado, was held on April 20, 2022, at 6:00pm, in the Edwards Field House, 450 Miller Ranch Road, Edwards, Colorado, and via Zoom platform, in accordance with the applicable statutes of the State of Colorado.

**Attendance** The following Directors were present and acting:

- Liz Jones
- Mike McCormack
- Mikayla Curtis
- Chris Pryor

Director Tom Pohl was absent.

Also in attendance were:

- Janet Bartnik, Executive Director
- Scott Robinson, Superintendent of Business Operations (attending remotely)
- Eddie Campos, Marketing and Communications Manager
- Cat Olson, Human Resources Manager
- Brad Johnson, Facility Supervisor – Edwards
- Amy Burford, Administrative Assistant
- Ken Marchetti, Marchetti and Weaver
- Tracy Erickson, Board candidate
- Kris Miller (attending remotely)
- Joanna Kerwin (attending remotely)
- Seth Levy (attending remotely)
- Magon Callis, Wolfpack Basketball (attending remotely)
- Chandler Deimund, Skating Club of Vail

#### **1. Call to Order**

The regular meeting of the Board of Directors of Mountain Recreation Metropolitan District was called to order by Chairperson Jones on April 20, 2022, at 6:00pm, noting a quorum was present to conduct business.

Ton Pohl was excused from the meeting. Director McCormack will be joining late.

#### **2. Changes to the Agenda**

There were none.

#### **3. Minutes**

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Director Jones asked the Board to consider the March 16 meeting minutes.

Director Pryor moved to approve the March 16, 2022, meeting minutes as amended.  
Director Jones seconded the motion. It was unanimously

RESOLVED to approve the March 16, 2022, meeting minutes as amended

#### 4. Public Input

Director Jones asked for anyone from the public wishing to share comments with the board to do so at this time. She asked members of the public in person to share comments first and then members of the public joining virtually.

Chandler Deimund (Skating Club of Vail) advocated for an additional sheet of ice in the valley. Skate Club of Vail partnered with Mountain Rec to host a theater program at the Eagle Ice Rink which was a more popular zone for that activity than Vail. He stated that the skate club parents prefer times on weeknights between 4-8pm.

Kris Miller (Edwards) shared concerns that information on the District website and information shared via newsletter are in violation of the campaign practices law.

Joanna Kerwin (Edwards) asked that if public input is limited to three minutes that all participants be limited equally.

#### 5. Presentations

Director Jones invited Eddie Campos to share an update on Marketing and Communications efforts. Mr. Campos shared marketing analytics related to the website and both registration software programs. Page views reached a milestone of 1.1 million across English and Spanish platforms. Web traffic is up over 40% in each category from 2020 to 2021. There was a small decrease in sessions per user. Visits to the website in Spanish are increasing, indicating a potential need for greater investment in Spanish.

Mr. Campos provided first quarter comparisons that included 2022 data. He also shared high profile campaigns, top visited pages, media buys, media coverage, social media analytics, and email metrics.

Director Pryor asked if Mr. Campos had seen any seasonality related to web page visits. Mr. Campos said that there appeared to be second homeowner visits at the time of summer camp advertisement.

Director Pryor asked how often inactive subscribers were removed from the distribution list. Mr. Campos stated that had not yet been done and was due to be completed this year.

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Board members thanked Mr. Campos for his report.

Ms. Miller asked why Mountain Rec advertises to out-of-town tourists when programs are at capacity. She asked if the tracking for All Access Rec was done on staff work time. Mr. Campos responded that there was only a single Facebook posting to support a new startup program. Analytics related to All Access Rec were a part of information sharing process. Ms. Bartnik will set up a meeting for Ms. Miller with legal counsel to review fair campaign practices and steps taken by the District to ensure the District's actions are in compliance with the law.

Director McCormack joined the meeting.

### 6. Business

#### a. **McCoy Wildcat Park Maintenance Services Agreement - 2022**

Ms. Bartnik stated that staff has been working in partnership with non-profit McCoy Wildcats for several years to maintain and operate McCoy Wildcat Park in McCoy. Presented is the same agreement as has been used to memorialize the agreement between the District and the non-profit. Mountain Rec provides a stipend to the volunteer organization that assists with maintenance of the park and covers insurance costs.

Director Pryor asked staff to consider fire mitigation efforts given the change in climate and increase in fire incidents. He asked that Mountain Rec signage be posted in the park to identify the property as part of the district's services.

Director Curtis asked for an end of season report to be provided following the 2022 season.

Director Curtis moved to approve a maintenance services agreement with McCoy Wildcats to maintain McCoy Park and operate equestrian events as presented. Director Pryor seconded the motion. It was unanimously

RESOLVED to approve a maintenance services agreement with McCoy Wildcats to maintain McCoy Park and operate equestrian events as presented.

#### b. **Eagle Sports Complex Concessionaire Agreement**

Ms. Bartnik stated that staff had solicited for proposals to operate the concessions space within the new concessions and rest room facility built at the Eagle Sports Complex. One vendor returned a response. An agreement like that used for the vendor operating the Gypsum Recreation Center café has been drafted for board consideration.

Director Jones asked if this proposal was to serve via food truck or for the use of the stand inside the building. Ms. Bartnik stated that this was to use the facility.

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Director Curtis asked about the food truck space designated within the sports complex and how that would be handled. Director McCormack asked about clubs using the space for fundraising during local tournaments. Director Curtis suggested the vendor could choose to partner with clubs for assistance in operating the service and donate back to the clubs.

Board members commented on the schedule of operations included in the contract. Director Jones indicated that the key to a successful concession operation was establishing consistency in hours.

Director Pryor noted the pricing of concessions food and beverage might be too high for those served. Ms. Bartnik requested that the board permit staff to be flexible with the vendor on hours, products, and pricing in this initial season.

Director Pryor moved to approve an agreement with Landshark Catering to operate concessions services at the Eagle Sports Complex as presented. Director McCormack seconded the motion. It was unanimously

RESOLVED to approve an agreement with Landshark Catering to operate concessions services at the Eagle Sports Complex as presented.

### **c. Community Partnership Grants - 2022**

Ms. Bartnik stated that four applications had been received requesting in-kind support from Mountain Rec – The Cycle Effect, Eagle Valley Wolfpack Basketball, Family Learning Center, and Vail Valley Soccer Club. In-kind requests totaled \$3,237 that could be funded from the \$15,000 available. A second round of requests will be accepted and considered later in the year.

Director Pryor asked if there would be an issue with other basketball programs should the board award an in-kind grant to Wolfpack basketball. Magon Callis clarified that the Wolfpack Basketball Club has merged with Eagles for grades 6, 7, and 8.

Director Curtis recommended having more discussions with the requesting groups about the program and timing of requests.

Director Curtis moved to approve in-kind support for non-profit organizations requesting assistance from the community partnership grant program as recommended by staff. Director McCormack seconded. It was unanimously

RESOLVED to approve in-kind support for non-profits organizations requesting assistance from the community partnership grant program as presented by staff.

### **d. Sportsmanship Policy Revisions**

Mr. Gard stated that the policy has not been revised since its initial approval in 2018. There is a need to make minor revisions based on practices currently in place and to provide clarity. Mr. Gard summarized the changes proposed.

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Director Jones asked if participants had to acknowledge the policy when they register. Mr. Gard stated that captains are required to acknowledge the policy and share it with their team players. The board directed staff to add the policy to the registration system as a prompt for every registrant.

Discussion ensued regarding the application of this policy to user groups. Director McCormack stated this policy should be pushed out more frequently by youth sports clubs to their participants.

Director Curtis asked about the two-game suspension and its application to those who are participating in more than one league. Mr. Gard stated that the suspension applies to all leagues for the length of the suspension in the league in which the suspension was levied.

Director Curtis moved to approve revisions to the Sportsmanship Policy as presented by staff. Director Pryor seconded. It was unanimously

RESOLVED to approve revisions to the Sportsmanship Policy as presented by staff.

**e. Other Business**

Ms. Bartnik asked the board to consider dates for a special meeting to follow the May 3 election. The consensus of the board was to meet at the Edwards Field House at 1:30pm on Friday, May 13.

**7. Financial Matters**

**a. Financial Statements**

**b. Accounts Payable**

Mr. Marchetti stated that he is pleased to know that Ms. Platter's replacement will be onboarding soon.

Director Jones reported that the variance in the administration division was for the election cost.

Director Curtis asked about the increase in security expenses. Ms. Bartnik will ask staff to respond.

Director Curtis asked about the increase in revenue for anti-gravity not matching wage expenditures. Ms. Bartnik stated that revenues have been received for summer camp program registrations and those programs have not yet occurred.

Director Curtis moved to approve the financial statements and accounts payable report as presented. Director McCormack seconded the motion. It was unanimously

RESOLVED to approve the financial statements and accounts payable report.

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### **c. Freedom Park Spray Park Controller/Timer**

Mr. Johnson stated that a spray park controller was used to manage the park's operations. The timer had failed in fall and a quote for replacement had been received. Stevens Home Care, the District's contractual services provider for Freedom Park, was able to do the work. The cost of the replacement is \$9,839.29.

Director Curtis asked for clarification on the deposit paid. Mr. Johnson stated that the deposit was paid earlier in this fiscal year to ensure timely delivery of the part.

Mr. Johnson shared that he has begun discussion of the full replacement of the spray park with Eagle County officials. He stated that the surfacing needs replacement.

Director Pryor asked if the county might operate the park later in the summer rather than opening at Memorial Day to save on water. He also asked if there had been any discussions with the County about replacing the rest room facility.

Director Curtis asked how this expense fits within the agreement with the County. Mr. Johnson stated that the agreement splits maintenance and capital, with maintenance costs covered by the District and capital covered by Eagle County.

Director Pryor moved to approve the replacement of the spray park timer by Stevens Home Care in the amount of \$9,839.29. Director Curtis seconded the motion. It was unanimously

RESOLVED to approve the replacement of the spray park timer by Stevens Home Care in the amount of \$9,839.29.

## **8. Staff Reports**

- a. Administration**
- b. Facilities Division**
- c. Recreation Programs Division**

Director Jones asked if there were any questions on staff reports.

Director Jones noticed how extensive the reports were. She appreciated the information included.

Director Pryor asked about lacrosse registration reductions. Mr. Campos reviewed registration figures for lacrosse and state that they had dropped from 2021 to 2022. He stated that youth soccer had increased to over 700 participants.

Director Jones pointed out that gymnastics programming is booming. She was pleased with the staff's performance on the gymnastics meet, which brought in over 300 families to Gypsum.

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### **9. Reports & Info**

Ms. Bartnik stated that staff had acquired a special item to present to Director Pohl to recognize his service to the board.

### **Adjournment**

Director Jones moved to adjourn the board meeting. Director Pryor seconded the motion. It was unanimously

RESOLVED to adjourn the meeting at 7:53 pm.