



Clear Creek Metropolitan Recreation District

BOARD OF DIRECTORS RECORD OF PROCEEDINGS REGULAR MEETING OF THE BOARD OF DIRECTORS WEDNESDAY, FEBRUARY 28, 2024 HOSTED VIA ZOOM

PRESENT:

Board members present were: Meghan Vickers - Vice President*, Scott Yard - Treasurer, Ben Shay - Secretary, and Amy Saxton - Director at Large. Staff present were: Cameron Marlin - General Manager, Samantha Rees - Director of Special Events & Adult Programming, Caitlin Morris - Director of Childcare & Youth Programming

**Meghan Vickers presided over the meeting, in Tom Harvey's absence.*

CALL TO ORDER:

Meghan Vickers (facilitating the meeting due to the absence of Tom Harvey, Board President), called the Regular Meeting to order at 6:01 pm on the 28th day of February 2024.

APPROVAL OF AGENDA:

Ben Shay motioned to approve the agenda, Amy Saxton seconded the motion. The Board voted unanimously to approve the agenda as presented.

PUBLIC COMMENT:

No public comment.

APPROVAL OF MINUTES: Special Meeting (January 10, 2024) & Regular Meeting (January 24, 2024):

Scott Yard motioned to adopt the minutes from the Special Meeting on January 10, 2024, Ben Shay seconded. Meghan Vickers asked for discussion, she noted that her last name was missing a "s" at the end of the minutes. There was no other discussion and the motion passed unanimously.

Amy Saxton motioned to approve the minutes from the Regular Meeting of the Board of Directors on January 24, 2024, Scott Yard seconded the motion and the motion passed unanimously.

AREA REPORTS:

PAWS PARK

Cameron Marlin gave an update on the Friends of Clear Creek (FOCC) board meeting she attended on February 12th to participate in a discussion regarding PAWS park in Empire. FOCC expressed interest in continuing to work with CCMRD on improvements for PAWS Park. They shared their big vision to build an Education Center and recreate the toll house that was once there. They discussed creating a one, three, and five year plan. Cameron shared that she communicated that CCMRD would like to continue working with FOCC as long as the work aligned with the CCMRD mission and that CCMRD would consider transfer of ownership if interest warranted. In the short term, FOCC expressed interest in continuing to pay for half of the porta potty expense from May through October 2024 due to the positive results of the pilot project last year. FOCC plans to host a workday in June and an outreach event in August at PAWS park.

**Please Note: These minutes were created from a Zoom recording.*



Clear Creek Metropolitan Recreation District

BOARD CONDUCT

Cameron Marlin asked the board for feedback on the board conduct discussion that is to take place next month (March 2024). There was discussion between Ben, Scott, Amy, and Cameron about the need to strike a balance between individual expression and the role of a board member in the community. There was agreement that there is a need to define the conduct and responsibility of the board members. Ben Shay offered to draft something the week before next month's board meeting.

HURRICANE SWIM TEAM PARTNERSHIP

Cameron Marlin updated the board on the potential partnership with the Hurricane Swim Team out of Evergreen. Our partnership with the Hurricanes began when the Wulf pool was closed, and they needed an alternate practice location. Their team practiced at the Clear Creek Rec Center for the past several months. The Hurricanes are a USA accredited swim team, which is more competitive than the swim team CCMRD historically offers. A more competitive league could better serve CCMRD's swimmers. Some of the challenges around this proposition include scheduling practices without hindering pool hours for the public, and finding an affordable price point for our local swimmers. The Hurricane team fees are typically \$250 per swimmer which is significantly higher than the current rate for CCMRD's swim team. Cameron expressed interest in negotiating an option to offset the cost for Clear Creek swimmers with pool rental fees and/or the scholarship fund. Cameron plans to present a more formal discussion in March.

HENDERSON MINE

Cameron Marlin gave an update on the Community Partnership Panel meeting regarding Henderson Mine/Freeport McMoRan. Mine representatives spoke to their projected closure date as currently being in 2038. Cameron wanted the board to be aware of the date since it has a large bearing on property tax revenue.

FIRE AUTHORITY

Cameron also informed the board that there are ongoing conversations relating to the reorganization of the Clear Creek Fire Authority. Proposed changes could impact local tax dollars, and CCMRD's potential need to request additional mill levies. Cameron stated that the board needs to continue to stay engaged in conversations and think about how these changes might impact CCMRD.

YOUTH SPORTS COORDINATOR

Cameron Marlin introduced the new Youth Sports Coordinator, Cameron Pehrson. Cameron P. introduced himself to the board and spoke about his ideas to make opening day of baseball a sizable event to include food trucks, vendors, and other attractions. Scott Yard commended Cameron Pehrson on his vision for opening day events.

POND HOCKEY TOURNAMENT UPDATE

Sam Rees reported that the Pond Hockey Tournament went well. Sam hopes to expand the tournament for next year. She also stated that they doubled the net profit for the event.

FINANCIAL REPORT:

Cameron Marlin reported in Sara Soderberg's absence that the audit is to be completed by February 29th and it would go to Kyle Logan (CPA). He will present to the board on the audit. Cameron reported that due to the impact of the delayed audit on CCMRD property tax disbursements that Sara has been

**Please Note: These minutes were created from a Zoom recording.*



Clear Creek Metropolitan Recreation District

instructed to work solely on the audit. As such, Sara was unable to provide a financial report for the meeting. Scott Yard inquired about whether there are ramifications including penalties due to the audit deadline being missed. Cameron reported that she will gain more information and report back to the board. Meghan Vickers asked the board if there were any additional comments regarding the financial report. There were no other comments.

NEW BUSINESS/ACTION ITEMS

MEMBERSHIP SALE

Cameron Marlin reported on a plan to hold a Kickoff to Summer/Memorial Day Membership Sale as well as bringing back the Summer Dollar Days to encourage kids to use the Rec Center while they are out of school. Cameron explained that historically Black Friday Sales numbers have been very successful to boost membership numbers. Cameron proposed a 20% discount for the Memorial Day Sale. For reference, Cameron shared that the Black Friday Sale has been at a 25% discount.

There was discussion regarding how many sales per year should be offered in order to gain the most positive impact on annual revenue and overall membership. Meghan Vickers expressed that she liked the idea of two sales with the second one being Memorial Day which falls at the end of the school year when parents are looking for activities for their children.

There was discussion between board members about the advantages and disadvantages of offering multiple sales and the impact on revenue production. Cameron Marlin proposed that the board approve the Memorial Day Sale to be at a 15% discount, offered May 27 - June 1, 2024 since it will have been six months since Black Friday Sale and it will capture the end of the school year needs of parents.

Meghan Vickers asked for a motion to approve the Memorial Day/Kickoff to Summer Membership Sale at a 15% discount. Amy Saxton made a motion to approve the sale. Ben Shay seconded the motion.

Meghan asked for discussion. Amy spoke to the need for more data on usage of memberships to determine if there should be more sales offered.

The board voted on the motion and it passed unanimously.

REUNIFICATION AGREEMENT WITH CARLSON ELEMENTARY

Meghan Vickers brought up the Reunification Agreement with Carlson Elementary that was included in the board packet. Cameron Marlin explained that this document outlines a plan for the case of school evacuations requiring an offsite location for students to reconnect with their families, and the Rec Center being that place. Cameron stated that the proposal is an expansion of the longstanding agreement of the Rec Center being an evacuation site during inclement weather, that the expansion includes little to no risk exposure for the District, and that it is our duty as a community partner.

Meghan Vickers expressed her agreement with Cameron's position on this proposal.

Ben Shay inquired about whether there are any days that the school is open and the Rec Center is closed. It was determined that there should be language added that CCMRD will notify the School District in the event that the Rec Center is closed during school hours. Meghan Vickers called for a motion to adopt the Reunification Agreement. Ben Shay made a motion to adopt the updated Reunification Agreement, Memorandum of Understanding.

Scott Yard seconded the motion and the motion passed unanimously.

WEBSITE OVERHAUL

**Please Note: These minutes were created from a Zoom recording.*



Clear Creek Metropolitan Recreation District

Cameron Marlin provided an update on the website overhaul with Kaizen Labs. Kaizen Labs is a website development company that specializes in parks, recreational, and municipal websites. Two other companies were considered but neither offered the full range of services and benefits that Kaizen does. Kaizen is different from the other companies because of their fee structure, their ongoing support, and their fully customizable web-based solutions. The focus on Summer Camp registration caused a need to negotiate a unique pricing structure because Summer Camp and childcare in general is a breakeven operation (with little-to-no revenue to "share"). Summer Camp costs must remain accessible and affordable to the local community members and as such, it was determined that revenue sharing would not be appropriate for childcare. As such, a unique payment plan was negotiated to include one upfront payment to rebuild the website for the first year and, after year one, revenue share would initiate at a rate of 9%, excluding child care programs. The revenue sharing would include all other transactions. The plan is to roll out memberships and admissions last to avoid transition fatigue because of the recency of implementing Wellness Living. The ultimate goal is to have one unified website to meet all of the needs for CCMRD. In essence, a one stop shop for all offerings at CCMRD (instead of multiple platforms that service the various different departments). The transition to Kaizen will also offer an opportunity to offset credit card processing fees when we transfer to the new payment platform. References for Kaizen Labs have been checked and positive feedback was received from the organizations they have served in Colorado and throughout the nation. The feedback included positive and favorable feedback on the experience and end product.

Amy Saxton inquired about the length of time that the 9% revenue sharing. Cameron stated that the initial contract would be 3 years. Amy expressed concern regarding the 9% and asked about the possibility of negotiating the 9% up to a certain amount ceiling.

Sam Rees spoke about the administrative and subscription costs that will be eliminated as we move to the new streamlined website, which are considerable.

Meghan Vickers inquired about the cost compared to other providers, to which Amy shared that the county paid \$75,000 to set up a permitting platform that is in addition to an annual \$20,000 fee for ongoing support. Amy shared that from her experience, website creation often costs between \$50,000-\$100,000 in addition to an annual support contract of \$10,000-\$20,000.

Meghan Vickers asked for clarification on whether we would own the website after the initial 3 year contract. Cameron confirmed that after the initial 3 year contract, the ownership would be transferred to CCMRD if the contract is not renewed. It was determined that with the administrative support and savings on subscriptions, it makes sense to move forward. Cameron thanked the board for their thoughtful questions and feedback.

OLD BUSINESS

BALLFIELD/SKATEPARK

Cameron Marlin gave an update on the skatepark/ballfield project, including:

- The project was awarded the \$1.25 million CPW Land, Water, Conservation Grant for the full scope of the ballfield redesign. The contract should be completed by late summer/early fall and funds will be available in the fall of 2024 at the earliest.
- The high school interns are working to develop a diversified fundraising campaign.



Clear Creek Metropolitan Recreation District

- Newline hosted a kickoff meeting on February 27th during which a timeline was discussed. The skatepark designs should be completed by early summer. The earthwork should start by the end of 2024 with the bulk of the construction happening during 2025.
- Cameron intends to reconnect with the Skatepark Project regarding their \$10,000 grants for skatepark development. Designs will improve the likelihood of receiving grant funding.

ICONERGY

Cameron Marlin reported that the Measurement & Verification Report from Iconergy, that will be approved and certified by the Colorado Energy Office spans August to August for the next three years. Once the report is reviewed by the Colorado Energy Office, we will see the actual savings to CCMRD. The report is expected to be back in the next few weeks.

ADJOURNMENT:

Meghan Vickers asked for a motion to adjourn the meeting.

Amy Saxton motioned to adjourn the meeting, Ben Shay seconded the motion, and the motion to adjourn passed unanimously at 7:21pm.