



Clear Creek Metropolitan Recreation District

BOARD OF DIRECTORS RECORD OF PROCEEDINGS SPECIAL MEETING OF THE BOARD OF DIRECTORS WEDNESDAY, NOVEMBER 8, 2023 HOSTED VIA ZOOM

PRESENT:

Board members present were: Tom Harvey - President, Scott Yard - Treasurer, Ben Shay - Secretary, and Amy Saxton - Director at Large. Staff present were Cameron Marlin - General Manager, Jennifer Garcia - Director of Customer Service, Samantha (Rees) Dhyne - Director of Special Events & Adult Programming

CALL TO ORDER:

President, Tom Harvey, called the Special Meeting to order at 6:02 pm on the 8th day of November, 2023.

APPROVAL OF AGENDA:

Ben Shay made a motion to adopt the agenda as presented and Amy Saxton seconded the motion. The motion passed unanimously.

PUBLIC COMMENT:

No public comment.

NEW BUSINESS/ACTION ITEMS:

PRICE ADJUSTMENT:

As an extension of the initial discussion on October 25, 2023, at the Regular Meeting of the CCMRD Board of Directors, Cameron reintroduced the topic of the proposed price adjustments to help support the financial viability of the District.

Proposed price increases were reviewed via shared spreadsheet. Cameron reminded the Board that the revenues from Silver Sneakers and other supplemental insurance programs and our various Corporate Memberships were not included in the projections. Knowing this, the total approximated sales dollar amount was used as the basis for the projections demonstrating the impact the proposed price increases would have on annual membership revenue.

The projections indicated that the proposed price increases would not offset Sunday operating costs.

- Annual estimated revenue increase as a result of price increases: \$9,380
- Annual custodial fees for adding a day of cleaning: \$12,000
- Annual estimated payroll cost for adding a 7 hour day of operations: \$14,000

A potential option could be to hire a weekend staff that could also complete the cleaning, in order to save on custodial costs. Further, a 3-month trial period using CCMRD staff for cleaning would be helpful for exploring the feasibility of this alternative to the custodial cost. Discussions regarding Sunday operations also included the possibility for attracting ski traffic/non-district visitors.

Amy Saxton cautioned against intertwining Sunday operations with consideration for the price increases. There is a solid need for the price increases and expanded services do not have to



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be included. The proposed increases are rooted in solid data and research. The proposed pricing is getting pricing back up to pre-2020 pricing.

Additional dimensions of the decision to increase prices:

- Negotiating a higher rate with insurance programs (Silver Sneakers, Renew Active, etc) to get a higher per visit rate commensurate with proposed rate increases, and
- Increasing corporate membership rates commensurate with proposed rate increases.

It was also suggested that we pivot the billboard strategy away from targeting ski traffic and instead promote general awareness about CCMRD.

The conclusion of the discussion was to separate the price increases and the Sunday operation topics. The board agreed to table the Sunday operation discussion until the January 2024 Board Meeting.

Cameron Marlin presented the following additional items to include in the price increase proposal:

- Reintroduction of 12pm - 2pm daily (Monday - Friday) "Happy Hour" \$5 admission
- Eliminate military discount membership packages and instead add 10% military discount option to simplify the point of sale system
- Change language from "couple" membership to "buddy" membership to be more inclusive of various types of relationships

Amy Saxton made a motion to approve the proposed price increases, Scott Yard seconded the motion. Tom Harvey asked if there was any other discussion on the proposed price increases. The Board voted and the proposed price increases were approved unanimously.

The board discussed talking points to share with staff to prepare them for any pushback they may receive about the price increases:

- CCMRD is just now returning to early 2020 pricing to help get back on track with the current state of the economy.
- Keeping up with inflationary pressures.
- Highlight discount opportunities that are available (Happy Hour, buddy, military discounts, Black Friday and other membership sale events).
- The savings afforded by purchasing a longer term membership.

Tom Harvey thanked Jenifer Garcia and Cameron Marlin for the hard work on the price increase proposal and data collection.

ADJOURNMENT:

Ben Shay motioned to adjourn the meeting at 7:18pm, Amy Saxton seconded the motion, and the motion passed unanimously.