



Clear Creek Metropolitan Recreation District

RECORD OF PROCEEDINGS REGULAR MEETING OF THE BOARD OF DIRECTORS WEDNESDAY, JULY 24, 2024 (HOSTED IN PERSON AND VIA ZOOM)

PRESENT

Board Members present: Meghan Vickers - President, Tom Harvey - Vice President (joined virtually), Scott Yard - Treasurer, Ben Shay- Secretary, and Amy Saxton - Director at Large.

Staff present: Cameron Marlin - General Manager, Caitlin Morris - Director of Childcare & Youth Programming, and Brent Almand (joined virtually).

CALL TO ORDER

Meghan Vickers called the Regular Meeting to order at 6:01pm on the 24th day of July, 2024.

APPROVAL OF AGENDA

Meghan Vickers asked for a motion to approve the agenda. Ben Shay made a motion to approve the agenda as presented, Scott Yard seconded the motion. Meghan Vickers brought up one change to the agenda, requesting that Jenn Jordan-Truesdale, with the Slacker recap (under New Business), be moved to follow Public Comment. The Board voted unanimously to approve the agenda with the suggested change.

PUBLIC COMMENT

No public comment.

STAFF PRESENTATION: SLACKER 2024 RECAP (Jenn Jordan-Truesdale)

Jenn Jordan-Truesdale presented the Slacker 2024 Report/Recap. She introduced herself and gave the Board a brief history of her background and experience. Jenn assumed her current position as Director of Special Events 6 weeks prior to the Slacker Race, which was held on June 22, 2024. Prior to stepping into this position, her involvement with Slacker was very limited. One of the first things that she did was hire an assistant to assist with CCMRD Events (Michael Rosenbaum). Mike's background in marketing was helpful with increasing the number of runners for this year. The Slacker had an additional 800 runners over past years. In addition to Mike's assistance, Jenn stated that Beth Luther and her local Georgetown connections were also very helpful resources for working out race logistics. This year, the racecourse was changed in order to relocate the finish line and afterparty to the Georgetown City Park. This alteration proved to be very beneficial for the race experience. Jenn also coordinated "team captains" among the CCMRD team, which were key to the overall success of the race.

Jenn explained that a traffic backup on I-70 contributed to a 30-minute delay to the start of the race. Jenn has started devising strategies for dealing with traffic moving forward.

Jenn also reported that she received lots of positive feedback regarding the race course changes. It allowed spectators to cheer for participants along the course and that the afterparty was fun and enjoyable for all, proving to be a successful addition to the race day offerings.



Clear Creek Metropolitan Recreation District

Jenn included mention of the debriefing meetings that she had with Kelly Babeon (CC Fire Chief), the CCMRD Staff, and the Town of Georgetown.

Jenn stated that the vast majority of feedback was positive with the exception of the items mentioned earlier (I70 traffic and the delayed start, for example). She said that the negative feedback all related to the rapid growth of the race.

Jenn shared the ways that the Slacker aligns with the CCMRD Mission, attracting a wide range of athletes from elite runners to recreational runners and walkers. Slacker is quickly becoming a destination race nationwide. Jenn has good data to continue to track and build upon for next year. Slacker is the biggest revenue-generating event for CCMRD. This year, the race brought in \$60,000.00 for CCMRD, over \$15,000 for charity partners (Charlie's Place, Mt. Evans Hospice and CCMRD Scholarship Fund). The race is very important to the CCMRD community, with positive impacts expected to expand year after year.

Jenn then spoke to the future of the Slacker, and the planning strategies to put in place in order to avoid strain on the CCMRD staff and volunteers. She spoke about a new timing company that offers additional benefits for similar cost. She spoke to the need to become more environmentally sustainable and reduce spending. Hydration stations and virtual swag bags are two of the options Jenn mentioned for future years.

Jenn concluded that Slacker is growing and she wants to continue to grow the race in the future. Amy Saxton inquired about what the maximum number of entries allowed would be. Cameron Marlin stated that she thought it was a 3,000 maximum due to permitting limitations. Jenn will confirm the permit maximum and pointed out that the 2024 race was 2,500 runners.

2024 Financials:

Total Revenue	\$156,242.96
Total Expenditures:	\$ 78,265.36
Net Revenue	\$ 77,977.60

Charity Partner Donations:

Friends of Charlie's Place	\$6,442
Mount Evans Hospice	\$6,066
CCMRD Youth Scholarship Fund	\$5,976

2024 TOTAL Revenue to CCMRD to date:	\$59,493.60
2023 TOTAL Revenue to CCMRD:	\$25,594.00

After Jenn's presentation, there was discussion around emergency action plans for volunteers and the need for having emergency action plans for all events. Jenn shared that at Slacker there was EMS & Fire Department on site at the finish line as well as cycling on the course to be available to respond quickly.

There was additional discussion about the fact that the 2024 budget estimated \$177,000 in revenue for Slacker. The actual revenue was \$156,242 (20k less than budgeted). However, the 2024 budget called for \$119,000 for expenses and this year, expenses came in \$41,000 less than budgeted.

Jenn Jordan-Truesdale thanked everyone for their part in the success of the event.



Clear Creek Metropolitan Recreation District

APPROVAL OF MINUTES - Regular Meeting (June 26, 2024)

Meghan Vickers asked for a motion to approve the minutes from the June 26, 2024 Regular Meeting of the Board of Directors. Scott Yard made a motion to approve the minutes as written. Ben Shay seconded the motion. There was no discussion and the Board voted unanimously to approve the minutes as presented.

AREA REPORTS

Cameron Marlin asked for the Board's input on crowdsourcing events/event concepts. Cameron has had community members approach her with ideas that they would like to do but they don't have the resources for event facilitation that CCMRD has. The idea behind this is to assist groups by providing the needed support and structure to plan and execute the event. For example, the former P.E. teacher at Carlson Elementary is interested in launching a trail running series.

Cameron spoke about the need for CCMRD's brand to be protected and how to determine what fair compensation looks like. She asked for the Board's input on the topic. There was discussion about the topic that concluded with the guidance for requiring a detailed proposal of the event plan with a step by step guide that includes all pertinent details prior to presenting to CCMRD and that the event must align with the CCMRD Mission. The proposal would then need to be reviewed by the Core Leadership Team to determine overall viability and to confirm that the event aligns with the CCMRD Mission.

Cameron Marlin updated the Board that Brent is working with Kyle Logan on the audit.

Caitlin Morris updated the Board that her Health Inspection is scheduled for the following Monday.

FINANCIAL REPORT

Brent Almand presented the Financial Report to the Board. He provided an overview of what he has been doing since he began working with CCMRD. April & May were spent playing catch up with payable and receivables. June was spent on deeper reconciliations. The past two weeks have been spent making sure that funds are allocated to the correct accounts and that all expenses are being reported to correct accounts since January 1, 2024.

Brent highlighted that revenues have exceeded expectations through the first half of the year. Revenues are at \$1,007,000.00 which is more than the \$789,000 budgeted for the first half of the year. This is an 11-12% increase in revenue over the same time period in 2023. The key drivers behind this increase are a sharp increase in daily admissions, summer camp revenues, and interest income from the Colorado Trust Account. Overall, revenue is trending above what was anticipated for this time of the year. Brent reviewed an increase in expenditures but confirmed that the increase in revenue is outpacing increases in expenditures. He highlighted that utilities are 12% below 2023 and the impact of the strategic investments, which have increased interest income from \$3,000.00 to \$6,000-\$7,000 monthly.

There was discussion about what the Board would like to see in the monthly financial report and when they would like access to it. It was determined that the report will be sent as an Excel spreadsheet following a template that Cameron Marlin shared with Brent. (This template is the format that the financial reports were presented in past years.) The report will include 2024 YTD Actuals compared to YTD Actuals and Year End Totals from 2023, as well as the Current Actuals (2024) compared to the Budget Totals and the 2023 Year End Totals, with a separate breakdown of each department. The goal is



Clear Creek Metropolitan Recreation District

for the report to be submitted to Cameron Marlin by the 18th so it can be included in the Board Packet, thereby allowing the Board members time to review the reports in advance of the meeting. The Board thanked Brent for his hard work.

NEW BUSINESS: ANTI-DISCRIMINATION POLICY

Cameron Marlin presented the revised Anti-Discrimination Policy for Board review and approval. The Board reviewed the policy. Meghan Vickers asked for a motion to adopt the Anti-Discrimination Policy. Ben Shay made a motion to adopt the Anti-Discrimination Policy. Amy Saxton seconded the motion. Meghan Vickers opened the floor for discussion. No further revisions were noted. The Board voted to adopt the policy and it passed unanimously. The policy will be added to the official Board of Directors Policies & Procedures Handbook. Tom Harvey noted that complaints and grievances should be addressed in a separate policy.

OLD BUSINESS: BALLFIELD/SKATEPARK

Cameron Marlin reported that the Skatepark Sticker Contest winner is Lucy Vickers and that her design sold out at the Skate Pop Up Events. She will receive an age appropriate prize at the beginning of the school year. She also reported that the stickers will be made available for sale at future events. Cameron reported that the next Pop Up Event will be held on August 8th from 5-8pm in downtown Idaho Springs.

Cameron reported on the third and final Design Community Input Meeting. She shared that there was a good turn out and that there was quite a bit of interesting feedback received from community members that had not previously been involved. She reported that New Line stated that it is normal to get lots of feedback at the last meeting. The community survey will remain open for community feedback until July 25th.

There was discussion about fundraising opportunities including naming features for donors and a current fundraising effort involving a "Round Up" campaign organized by Scott Yard at Smokin' Yards, Tommyknockers, Westbound & Down, and the Cidery. Smokin Yards campaign reached 500 donors and raised approximately \$800 so far.

There was additional discussion about the design of the Skatepark. This discussion included the feedback received from community members that a bowl needs to be included in the park's design. This feature creates a need to build up the ground/grade to accommodate the feature which creates additional cost. Digging a bowl is not an option due to buried utilities and drainage. Ben Shay shared that there are two types of skaters in the community. The younger skating population likes street style skating (ledges) and the older population (35+) prefers bowls. There was discussion about incorporating both features into the park to serve the whole community.

Cameron Marlin spoke about New Line's research of surrounding skateparks to make it a destination park. She also spoke about the Master Plan including the City of Idaho Springs, THK, New Line, and CCMRD. They are working together to figure out how to sequence tasking to maximize the budget to be sure the earthwork and utility work gets done in a strategic order. There was discussion about the possibility and challenges of getting donations from local businesses to donate construction services. Cameron Marlin spoke to a cost saving opportunity by getting housing donated for the New Line crew while they are in Idaho Springs for 2 ½ months during construction. Ben Shay suggested the Rocky



Clear Creek Metropolitan Recreation District

Mountain Village as an option. Another option discussed was getting local AirBNB owners to donate accommodations for the crew.

Cameron Marlin also mentioned the playground design. She has looped in Easter Seals in the design process so that the playground area is very inclusive including sensory and nature based play.

ADJOURNMENT

Meghan Vickers asked for a motion to adjourn the meeting.

Amy Saxton motioned to adjourn the meeting, Tom Harvey seconded the motion, and the motion to adjourn passed unanimously at 8:00pm.