



Clear Creek Metropolitan Recreation District

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

PRESENT:

Board members present were: Tom Harvey - President (joined virtually), 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 (joined virtually), and Sara Soderberg - Accounting

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

CALL TO ORDER:

Meghan Vickers (facilitating the meeting due to Tom's virtual attendance), called the Regular Meeting to order at 6:05 pm on the 24th day of January 2024.

APPROVAL OF AGENDA:

Ben Shay motioned to approve the agenda, Scott Yard seconded, and the motion passed unanimously.

Cameron Marlin requested that the agenda be modified to move Sam Rees' presentation to follow Old Business. The Board voted unanimously to approve the agenda with the modification.

PUBLIC COMMENT:

No public comment.

APPROVAL OF MINUTES Regular Meeting (November 29, 2023) & Special Meeting (January 10, 2024):

Scott Yard motioned to adopt the minutes from the Regular Meeting on November 29, 2023, Ben Shay seconded. Meghan Vickers asked for discussion and hearing none, the motion passed unanimously.

Ben Shay motioned to approve the minutes from the Special Meeting on January 10, 2024, Scott Yard seconded the motion, Meghan Vickers asked for discussion and hearing none, the motion passed unanimously.

AREA REPORTS:

Cameron Marlin gave an update on the Iconergy energy performance project. The Performance Contract/Monitoring and Verification Report has been submitted to the Colorado Energy Office. It has not yet been returned, but once it is, the report will be shared with CCMRD. John Sellers visited the Rec Center to confirm that the solar panels are on and working properly. He also showed Jesse Peros how to repair the communication device if needed.

Cameron Marlin gave an update on the Core Leadership Team meetings and reported that the "#2s" will now submit Area Reports. These area reports will be included in the Board Packet. She reviewed what Kristin Young, her assistant, has been doing since there was not a report from her this month. Kristin finalized the billboard design, updated the monthly newsletter, devised and implemented a system for collecting information on programs/events to include in

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



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the newsletter and promote on social media and around the Rec. Center. Kristin has been busy managing social media promotions and completing the Board of Directors meeting minutes.

Cameron Marlin reported that the CCMRD vans are all registered with the City of Idaho Springs and are parked in the lot caddy corner from the Rec Center. This was a result of the 4Points Development project on Digger Field, and the soil testing that was required as part of the process.

Cameron also reported that Carlson Elementary is looking to expand the current agreement to use the Rec Center as the location for fire drills during inclement weather, to include the provision as being a reunification site for students and parents in the event of an emergency at the Elementary School.

Cameron spoke about highlighting the Area Reports and Scott Yard pointed out that they read the whole report anyway so it is not necessary.

Meghan Vickers complimented the gym etiquette signage throughout the Rec Center.

Ben Shay brought up the Black Friday Sale numbers reported on page 20 of the Board Packet for this meeting. Cameron Marlin spoke to the following outcomes: the sale saw \$40,000.00 in sales during the 5 days, which was a substantial increase over past years. The information reported to the board included the length of time of each sale over the years since the inception of the Black Friday Sale so that the duration can be evaluated going forward.

Cameron also reported that Day Pass sales will now be tracked monthly throughout the year. Last summer there was a significant increase in Day Passes sold during summer months (June, July, and August). This new expansion in reporting will allow for tracking of Day Pass revenue trends for day pass sales throughout the year. The hope is that this proves useful as we strive to meet or exceed budget projections.

Scott Yard spoke to a challenge that Caitlin Morris has been experiencing regarding last minute registration and scheduling for the After School Programs and childcare in general. Scott suggested offering a small discount for registering early (the Thursday before the week of the registration) as an incentive to register early. Sam Rees stated that from her perspective, she felt as though for childcare especially, that the price differential would be most effective if framed as a late fee for late registration (as opposed to an early registration discount). The group agreed that a sign up deadline would be helpful. Cameron Marlin reported that she would inform Caitlin Morris of the suggestion.

FINANCIAL REPORT:

Sara Soderberg updated the Board on the current status of the financials. She shared the Balance Sheet and reported that the process for managing the Accounts Receivable and Accounts Payable has fallen behind while transitioning to the new system (Quickbooks Online). Accounts Payable has since been caught up. Accounts Receivable includes approx. \$14,000.00 of receivables that are over 90 days outstanding and that Isabell Duran is working very hard to get those balances collected and updated. Isabell Duran and Jenifer Garcia have worked together to develop a good system for handling Accounts Receivable going forward.

Sara reviewed the Income Statement in total with budgeted categories. She pointed out the last page of the report, and shared the update regarding a recent discussion among the board



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during the Budget Meeting, that the projected loss for 2023 was calculated at -\$109,000 but it actually came in at -\$85,000.00.

Scott Yard asked if the Accounts Receivable was considered revenue and Sara confirmed that it is captured as revenue unless there is a need to write it off. So the -\$85,000 assumes that CCMRD will receive all outstanding revenues. (The budgeted loss, and amount to transfer from reserves, was -\$159,000 as confirmed by Sara Soderberg.)

Sara Soderberg continued by reviewing the Budget Departments individually.

Sara reviewed the overall CCMRD report and stated that there are a few "Not Specified" Category items including \$20,000 in Miscellaneous Income and \$15,000 in Miscellaneous Expenses that she is working to categorize correctly.

She reported that next month the format of the reports will be easier to read.

Meghan Vickers asked if there were any questions or comments on the Budget Report. There were no questions or comments from the members present.

NEW BUSINESS/ACTION ITEMS:

Cameron Marlin presented the proposed holiday closure calendar for 2024. She pointed out that per the Employee Handbook, employees are paid time and a half on holidays, which can have a significant impact on daily labor costs. She also highlighted that the recommendations made took into consideration the holiday calendars of the School District, the County offices, and the Library.

The following holidays closures were presented as follows:

- MLK Day, Presidents Day, Indigenous People's Day, and Veteran's Day are recommended for having regular operating hours due to the impact on childcare throughout the community.
- New Year's Day, Easter, Memorial Day, Juneteenth, Independence Day, Labor Day, Thanksgiving, and Christmas were recommended as full closure days.
- Non federal days are to accommodate employees, including the day after 4th of July and the day after Thanksgiving.

Cameron spoke about offering special events and promotions for Veteran's Day.

Cameron brought up a point about whether or not this topic is a Board decision or a staff decision. There was discussion about the topic and it was determined the Board does not require formal approval of the holiday calendar but that they should review it annually.

There was discussion regarding the logistics of the Juneteenth closure and it was decided that the Rec Center will remain closed on Juneteenth.

Ben Shay made a motion to adopt the proposed Holiday Closure Calendar. Amy Saxton seconded the motion. Meghan asked if there was additional discussion on the calendar. Hearing none, the board voted unanimously to approve the Holiday Closure Calendar for 2024.

OLD BUSINESS

- BALLFIELD/SKATEPARK

Cameron Marlin gave an update on the skatepark.



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- **RFP Update**

She reviewed that the RFP went out, 5 firms responded, the respondents were narrowed down to 2 firms, they have interviewed one of the two firms and will interview the second candidate the following day. The Selection Committee will meet on Friday, January 26th to determine their recommendation and plan to announce the chosen firm on Monday, January 29th. Cameron Marlin asked the board for their input, and at what stage they would get involved in this process. It was determined that the board needs to review the two proposals and consider the recommendations of the Selection Committee. Before making their final decision during a Special Meeting on Monday, January 29th at 3:30 via Zoom. The board members will receive copies of the proposals and will be given an opportunity to review them prior to the meeting.

Cameron Marlin informed the Board that one of the firms that was declined for an interview cited the Colorado Open Records Act and requested copies of all the proposals and the score sheets to evidence why they were not selected to advance. Cameron has gathered the required information and will send all items to the firm.

- **CPW Land, Water, & Conservation Grant**

Cameron Marlin reported that on January 29th, she joined City of Idaho Springs staff to present to a CPW selection committee regarding the application for the \$1.25 million Land, Water, Conservation Grant. She clarified that the \$1.25 million would be applied towards the cost of the whole project, not just the skatepark. Cameron reported that the presentation went very well and that they expect to be updated in February or March.

STAFF PRESENTATION

Sam Rees, Director of Special Events & Adult Programming, gave an update on what is happening with Special Events for 2024. She presented on the following programs and events:

- **SLACKER:**

Sam presented the new Slacker Half Marathon Design for 2024 and was complimented on the design by the board members.

- **SUPathlon:**

Sam shared that the SUPathlon date for 2024 will be moved from the 4th of July to July 13th. The SUPathlon is a mini triathlon and it has been very well received in the community. This year's race will be held the day after the Frisco Triathlon which is a much longer race. It was determined that the SUPathlon targets a different demographic and this year, the hope is to double registration (100 registrations).

- **LOW WATER MUSIC SERIES:**

Sam reported that growth with this event was seen last year and she received feedback that people would like for it to go longer into the night. As such, this year, the series will include 3 events with 2 hours of music followed by movie screening. The event will include food trucks and liquor licenses. Limiting the number to 3 events will allow for concentrated marketing efforts.

- **TOURNAMENTS**

Sam presented the following as planned tournaments for 2024:

Pond Hockey

Pickleball

Softball

Ultimate Frisbee/Disc Golf

Cornhole



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- SCHOLARSHIP FUNDRAISERS

Sam presented that there are two fundraising events scheduled for 2024. The Ugly Sweater Trivia Night (which has already taken place and was very successful) and the second will be another Trivia Night at Smokin Yard to be held in the summer.

- MOUNTAIN BIKE DUATHLON

Sam reported that the Special Events team is considering hosting a Duathlon using Virginia Canyon. Ben Shay spoke about CycloCross racing in the fall. Sam will be reaching out to Ben for more information.

- EVENTS RETURNING IN 2024

Sam presented plans for the following events to return in 2024:

Pond Hockey

Canine on the Creek

Slacker

Rapidgrass

Halloween Run

Pumpkin SMASH

The focus on these events for this year is to see growth in turnout. Sam also shared the intention to eliminate the free admission night from the Rapidgrass strategy for this year.

GROWTH IN 2024 so far:

Pond Hockey has tripled in size with an increase in \$10,000 in revenue over last year.

Slacker is up 40% in registration (\$12,000) over last year at this time.

FOCUS IN 2024:

Sam reported they are focusing on increasing marketing. For example, they have been using a paid video ad for Slacker and Pond Hockey from which results are being seen. In addition, the team is also keeping a close focus on monitoring costs. Sam believes that more effective utilization of volunteers in day-of event execution will help to reduce staff costs.

Amy Saxton complimented Sam on her incredible efforts to grow the CCMRD brand, deepen ties to the community, and create traditions within our CCMRD community. Meghan Vickers complimented the website updates Sam made to the Slacker site and pointed out that it builds confidence among the community.

ADJOURNMENT:

Meghan Vickers asked for a motion to adjourn the meeting.

Amy Saxton motioned to adjourn the meeting, Scott Yard seconded the motion, and the motion passed unanimously at 7:33pm.