



Clear Creek Metropolitan Recreation District

BOARD OF DIRECTORS RECORD OF PROCEEDINGS REGULAR MEETING OF THE BOARD OF DIRECTORS WEDNESDAY, OCTOBER 25, 2023 HOSTED IN PERSON AND VIA ZOOM

PRESENT:

Board members present were Tom Harvey - President, Scott Yard - Treasurer, and Ben Shay - Secretary. Staff present were Cameron Marlin - General Manager, Jenifer Garcia - Director of Customer Service, Samantha (Rees) Dhyne - Director of Special Events & Adult Programming and Caitlin Morris - Director of Childcare & Youth Programming. Guests present included John Sellers and Doug Hargrave of Iconergy.

CALL TO ORDER:

President, Tom Harvey, called the Regular Meeting to order at 6:01 pm on the 25th day of October, 2023.

APPROVAL OF AGENDA:

Cameron Marlin made a request for an agenda modification: elevating guests to the beginning of the agenda.

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

PUBLIC COMMENT:

No public comment.

APPROVAL OF MINUTES Regular Meeting (September 27, 2023):

Ben Shay motioned to adopt the minutes from the Regular Meeting on September 27, 2023, Scott Yard seconded, and the motion passed unanimously.

AREA REPORTS:

Cameron Marlin brought up the idea of adding an executive summary at the beginning of the Board Packet. The board discussed adding highlighted information but keeping the extra work to a minimum. They indicated reading each of the reports is helpful because they want to know what is happening.

Tom suggested adding the Treasurer's Report back to the meeting minutes.

FINANCIAL REPORT (UPDATE):

Sara Soderberg updated the Board on the current status of the financials through September 2023.

- Net Revenue is on target at 64% of the budgeted amount.
- Overall Revenue to date is ahead, being at 108% of the budgeted amount.
- Overall Expenses to date is also ahead at 103% of the budgeted amount.

There are still many miscellaneous expenses and income that need to be categorized accurately. Sara continues to work with Department Managers to get items organized.

Sara also continues to work through the audit and getting items corrected from 2022 and on track for 2023. She stressed the need for consistent coordination and communication with the accounting department and department heads for the future. She expects to have updated



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financials sent out in the next couple of weeks. Sara stated that the reorganization of filing systems including adding copies of receipts to Quickbooks is going to be very helpful going forward.

Tom pointed out the big picture financials as follows:

Revenue: \$86,000.00 over budget YTD
Expenses: \$45,000.00 over budget YTD
Net Revenue: \$41,000.00 ahead of budget YTD

Tom discussed that we have done a good job increasing revenue and scrutinized expenses this year and that the public statement on the financial situation is:

We came into the year and realized that the accounting was not as robust as we wanted it to be. We have subsequently spent a lot of time and money correcting and improving our accounting systems. Our goal for 2024 is to have accurate and readily available financial statements and insight.

NEW BUSINESS/ACTION ITEMS:

Billboard:

Samantha (Rees) Dhyne presented information on rental of the billboard space off of I-70 and in the Dumont/Downieville/Lawson area:

- Slacker/Rapidgrass to be featured for 6 months at \$750.00 per month, using funds from the Special Events budget.
- Rec Center to be featured for the other 6 months at \$500.00 per month, in an effort to draw travelers stuck on the highway into the Rec Center.
 - \$500 x 6 months = \$3,000
 - \$800 for billboard design and creation
 - \$1,000 for billboard installation
 - **\$4,800 total cost for 6 months of billboard advertising for the Rec Center.**
- There are estimated to be 50,000 people that pass through that area daily. To recoup costs, we hope the advertisement will translate to 500 new visits over the course of the year, specifically non-district daily visitors.

Scott Yard made a motion to approve the rental of the Dumont billboard for 6 months to target non-district visitors for the total of \$4,800. Ben Shay seconded the motion.

Board discussed the target audience being ski traffic and it is good for the relationship between CCMRD and the Coffee Caboose. It was agreed that it will be important to track non-district day passes sold during the 6 month period. Tom Harvey called for a vote and it passed unanimously.

PRICE ADJUSTMENT:

Cameron Marlin presented the need to increase pricing across the District, specifically including childcare, admission, and programs fees. Fees for special events will be considered on a case by basis. Price increases are necessary for offsetting the more than 50% reduction in mill levy tax revenue since 2016 and as well as the necessary increases in payroll and increased operating costs (field trips, credit card processing fees, health insurance premiums, property and liability premiums, and pool chemicals, for example).



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The board reviewed historical price data. Pricing is currently comparable to 2016 amounts. A comparative analysis was conducted, looking at the prices of surrounding childcare, admission, and program offerings.

The proposed rate increases are as follows:

- Adventure Camp increase to \$70/day from the current rate of \$55/day
- Youth program registration fees increase by \$5.00
- Swim lesson registration fees to increase by \$0.50
- Swim team pricing to remain the same
- No increase to adult programs, as they have seen increases over the past two years and the strategy is to attract more teams in order to grow revenue (as opposed to increasing the fees)

Cameron then reviewed the proposed increases to daily admission and membership fees. Historical data and comparative pricing information was reviewed, relative to each category.

Daily Admission:

In District Day passes:

- Adult day pass to \$8.00 (from \$7.00)
- Eliminate the \$3.50 youth swim only pass
- Youth and senior day pass to remain the same at \$5.00

Non-District Day passes:

- Day pass prices will increase across the board

Memberships

Cameron reported that the last time membership fees were increased was at the close of 2019.

In District Memberships

It was proposed that district membership fees be increased by 4-8% as compared to the over 10% increase to day passes. We hope this helps to encourage the sale of memberships.

Non District Memberships

It was proposed that non-district membership fees increase at a more significant rate than district memberships (between 9-18%).

There was discussion around how to prepare staff to handle feedback on the price increases, including the preparation of talking points to equip the front desk staff.

Staff recommended reinstating Happy Hour (discounted admission between noon-2pm) as well.

Renegotiating our supplemental insurance program agreement is another avenue for increasing our Rec Center revenue, which is to occur in 2024.

The board discussed Sunday operations as a likely “push back” to the price increases. They discussed logistics and costs of implementation including having a weekend specific staff and doing a trial period to see if it costs could be recovered.

The board requested projections of the total impact to the annual day pass and membership revenue that the increases would amount to. The topic was tabled until a Special Meeting on November 8, 2023, at which point more data would be provided and a final decision would be made.



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ORGANIZATIONAL CHART:

The updated organizational chart was reviewed. The board discussed a review period of the newly established assistant positions after 30 days. The Administrative Assistant Position title was discussed with the suggestion of adding “accounting” to the job title. The need for Personal Trainers was also discussed.

Tom Harvey made a motion to approve the revised structure of the organizational chart. Scott Yard seconded the motion. The vote passed unanimously.

OLD BUSINESS:

ICONERGY UPDATE: October

Doug Hargrave and John Sellers from Iconergy gave an update on the forthcoming Measurement and Verification report, showing a savings of \$4,383 in preconstruction versus post construction energy saving estimates. The draft will be sent to the Colorado Energy Office for approval. Iconergy will provide an annual Measurement and Verification Report to the state and the CCMRD Board for the first 3 years after installation. They will also meet with Cameron Marlin quarterly or monthly with updates. Doug reported that now that the solar arrays are functioning the savings should be higher going forward.

The report included the discovery that the ballfield has been being charged at a very high rate and Iconergy was able to get the rate drastically reduced resulting in a savings of \$4,796 per year.

The data included in this report included missing information from Xcel Energy. Iconergy is working with Xcel Energy to get the missing information. If this information is not located, a statistical interpolated model will be used to refine post construction savings. The statistical interpolated model is approved by the state and governing body nationally. John Sellers from Iconergy shared that the alarm system that has been installed will provide alerts of disruptions to energy production.

Scott Yard asked if we could pursue recouping the cost for being overcharged on the ballfield lights with Xcel over the years, prior to the Iconergy project.

Tom also asked that Cameron look into working with Iconergy for a water audit.

Caitlin asked about the suspected power quality issues. Cameron reported that the two investigations on the Rec Center electrical system both came back inconclusive.

Ballfield Master Plan Update:

The \$50,000 grant from the Freeport McMoRan Foundation (Henderson Mine) was awarded. The next step will be to publish the RFP and distribute it to design-build firms that the Skate Board has identified. Completion of the design phase will help to strengthen future grant applications and will be eligible for consideration as matching funds.

Cameron will update the funding plan, and will keep stakeholders informed.

Budget Committee Update:

The budget committee continues to make progress. Cameron Marlin reported that the remaining areas that are being worked on are Special Events, Administration, and Programs. Each department also needs to have wage increases factored in and that the price increases will also be incorporated into the budget.



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ADJOURNMENT:

Scott Yard motioned to adjourn the meeting at 8:43pm, Ben Shay seconded, and the motion passed unanimously.

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