Regular Meeting of the Board - Minutes

Evans Park Office

June 15th, 2021

Call to Order 7:01pm/Roll Call Kelly Moffatt, Doug Severinsen, Kurt Prinslow Others: Mike Barney / Pledge of Allegiance

Approval of Minutes – Regular Meeting on May 18, 2021 – Mike shares two requested edits to the minutes: the potential mill levy increase is listed as 5.932 but should be 4.932, and adds description of Board action related to the Executive Director’s annual performance evaluation. Kelly makes a motion to approve minutes with edits as stated, Doug 2nds, all in favor.

Approval of Agenda – Mike asks to move Paul Hanley’s presentation to the beginning of the meeting. Kelly makes a motion to approve the agenda with the change, Doug 2nds, all in favor.

New Business

- Public Campaign Consultant Services (presentation by Paul Hanley from Beyond Your Base)

Paul provided a presentation to the Board on the services provided by his company to assist with ballot and funding initiatives and public campaigns. He shared some previous work he has done in other communities including Fruita, Montrose, Estes Park, and Joliet, IL. He then discussed the benefits and drawbacks of placing an initiative on the ballot in May of 2022 vs November of 2022. He shared statistics showing District voting data in past elections and talked about population demographics, voting patterns, and voter turnout levels. He suggested that November of 2022 may be favorable over May of 2022 due to higher voter turnout. He encouraged Board to have good graphics to share with voters and to develop a comprehensive community campaign. He also expressed the Board identify why now is the best time for the project. He stated that mailers to homes are most successful way to get information out and to gather input / feedback. He suggested that a survey may be the most important component if only 1 mailer can be afforded. Paul also shared the 4 steps to a successful ballot / funding initiative as: needs assessment, public information program, opinion research, and then campaign organization / facilitation, stating that his company can help with one or all aspects depending upon what the Board may desire and the District can afford. He expressed that May would be more of a challenge for his team than if we choose to go in November, and that if we chose May, he would need to talk with his team and assess what capacity they may have to assist. Kelly asked what his success rate has been with other projects, and Paul stated that over 68% of the initiatives he is involved in are successful. Discussion also followed regarding the importance of statistically valid and reliable surveys to verify voter opinions.

Paul and Mike to follow up once Board firmly selects the date of the election. Paul to provide Mike with a menu of services available.

The Board continued discussion after Paul’s presentation and expressed their preference for a ballot / funding initiative to be on the ballot in May of 2022 rather than wait until November. They felt that sooner is better as the community continues to develop and the potential for other funding questions from other governmental entities arises. They also expressed that the District could try again in November if unsuccessful in May. The Board is interested in getting a proposal from Paul for the development of a survey and facilitation of the survey process / analysis of results.

Communications to the Board

None

Continued Business

- Casey Jones Master Planning

Mike reviewed the Program Draft Summary report provided by MIG and shared his comments that he felt the program for the rodeo / event arena was too rodeo heavy and neglected the desire to host other types of events as well. He also shared that he felt the summary missed the desire to create a type of horse destination park. The Board supported these thoughts and wants the feedback included in the edits. Kurt also provided several written comments on the draft summary to be shared with MIG as they edit the draft report.

Mike asked the Board their thoughts on the ballfields at Casey Jones Park and whether they are essential at that location if they can be replaced in another location. He shared that he felt the existing fields could be hampering the ideal design for Casey Jones Park. Kurt shared that he has also been thinking about what the design could be if the fields were moved and thought the Board should consider it. Doug shared that the fields may be an important part of the history of Casey Jones Park, and even if we can replace the fields in another location, we may not want to. He described the history of the fields and felt they may be an integral part of the park. He also expressed concerns that losing any fields when we are growing as a community and currently need more fields may not be a good decision. Kurt suggested that we approach MIG with a potential plan B design in the event that the fields can be rebuilt at another location at some point in the future or if sufficient space become available for fields elsewhere. Kelly expressed concerns with losing any athletic fields prior to having new fields built to replace them. No decisions were made and the issue was tabled for further discussion at a later date.

In regards to the rec center program, Mike advised the Board to refer to the notes from the June 1st Recreation Center Design Committee meeting rather than the draft report which was completed prior to the meeting. Mike shared that these are the recommendations from the committee for the rec center program and that the Board can accept / change / edit the program as they desire. The following program recommendations were shared with the Board:

Required Elements

* Dynamic aquatics area that includes leisure pool, slide(s), lazy river, a couple lap lanes, space for swim lessons / water fitness, a hot tub, and adjacent party room(s)
* The ability to “open up” the pool in the summer to the outdoors (sliding wall or overhead doors for example with a deck outside)
* A high school size gym with wood floor
* Weight / fitness and studio space
* Multi-use space / program room(s)
* Childcare space

Desired Elements

* Indoor jogging / walking track
* Climbing wall
* Teen Lounge
* Senior Lounge

Mike shared that the committee has expressed some frustration with what they feel the community wants and needs versus what a $15M budget can afford. The committee recommends that the design for the rec center include all the space needed for the required and desired elements though suggests that some of the spaces not be fully built out until funds are available. The committee believes it is better to include the square feet in the building shell now rather than plan for expanding the building footprint later.

Mike asked if the Board supported and / or had any revisions to the committee recommendations. The Board unanimously expressed support for the recreation center design committee programming recommendations.

Project Updates

Mike shared that the campground restrooms are progressing well and that he hopes they will be open within a couple weeks. He also shared that Sun Valley is looking into the lights on the ball fields at Casey Jones Park and that he will share the proposal with the Board once he receives it. Six damaged and cracked concrete panels on walkways will be replaced in Evans Park the week of June 21. Kelly asked about the new District truck that has been ordered and Mike responded that we were informed they are still waiting on microchips before they can fulfill our order.

Recreation Center Construction Funding

Mike shared that the finance company projected that based on current tax revenues, the District would need to double the mill levy from 2.466 to 4.932 to raise $15M for recreation center construction. He shared a table that showed some examples of potential tax revenues based on varying mill levies. He also discussed growth within the District, average monthly building permit issuances for new homes, and future projected tax revenues through 2032. Mike also shared an example of the impact that doubling the mill levy would have on a property with a valuation of $500K, showing that the annual tax would increase from $88 to $176.

New Business Continued

- Review 2021 Elizabeth Stampede

Mike shared that the stampede went extremely well and that they sold out every performance except the concert. He shared that the District made over $8K in concessions and inflatable revenues and another $8100 in event permit fees. Doug expressed he had heard there was an issue with liquor / beer sales on one of the nights and Mike shared that he had not heard anything about it. Kelly shared a concern he observed with the Boy Scouts and parking at Evans Park. Once the lot filled in at Casey Jones, the American Legion began sending VIP ticket holders to park in the Evans Park lot and told them it was free, which took revenue away from the scouts and created some awkwardness as they attempted to collect from cars entering the lot. The Board members agreed that parking continues to be a problem for the event and that better coordination is needed in the future, especially as the park continues to be developed. The Board expressed a need to identify long-term parking solutions for the event which could include the District taking over management of the parking areas for large events, shuttling attendees from other large parking lots in town, and better coordination of parking areas in and around Casey Jones Park.

The Board asked about the condition of the park following the event and if there was much damage done or clean-up needed. Mike shared that the stampede group does a really good job of cleaning up the park and that no significant damage of anything was noted, even in more remote areas where campers were dispersed.

Report of Administrator and Staff

- Budget report

Mike reviewed the budget, cash balance, and vendor summary reports. He stated there were no surprises or concerns at this time and that things were tracking as they should.

- Maintenance Report

The Board reviewed the report and had no questions.

- Programs report

The Board reviewed the report and had no questions.

Adjournment

- Kelly motioned for the meeting to adjourn at 9:36pm, Doug 2nd. All approve.