

**CARBONDALE PARKS & RECREATION COMMISSION
REGULAR MEETING
WEDNESDAY, July 12, 2017
6:00 P.M.
Carbondale Town Hall**

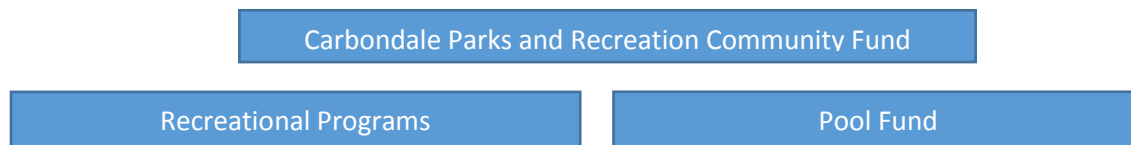
TIME*		ITEM	DESIRED OUTCOME
6:00	1.	Roll Call	
6:00-7:00	2.	Park Tour: Playground and Bathrooms Sopris Park, Miners Park, Gianinetti, Bonnie Fisher Park	INFORMATIONAL
7:10	3.	Approval of May 10, 2017 Minutes	FOOD PROVIDED, ATTACHMENT A
7:15	4.	Items from Citizens Present Not on the Agenda	
7:25	5.	<u>Master Plan Goals and Priorities Reports</u> Update on legal feasibility of Town of Carbondale creating an Aspen Community Foundation fund.	DISCUSSION, INFORMATION, ATTACHMENT B
8:30	6.	<u>Master Plan Goals and Priorities Reports</u> Chapter 4 Item 4: Address Financial Stability Tracy- Shop Local advertising and awareness campaign	DISCUSSION, INFORMATION
8:45	7.	Report & Updates: Staff & Commission Members <ul style="list-style-type: none"> • Eric Brendlinger, Parks & Recreation Director • Jessi Rochel, Carbondale Recreation Manager • Parks & Recreation Commissioners • Erica Sparhawk, Trustee Liaison 	INFORMATION
9:00	8.	Adjournment	

* Please note: times are approximate

Big Audacious Goal: Build a New Community Pool, Maintain and Enhance Current Assets, Provide Sound Fiscal Management and Oversight

Top Priorities

- Establish Carbondale Parks and Recreation Community Fund
- Create Business Plan for Gateway RV Park
- Complete Small Capital Improvements for 2017 – 2018
- Match Funding Opportunities with Projects Identified in Master Plan



Background

The Town of Carbondale Parks and Recreation Department is initiating a fundraising program to establish much needed funding for replacement of the John M. Fleet community pool and essential funds for critical recreation infrastructure.

The John M. Fleet pool is at risk of being closed indefinitely— mechanical failures have caused multiple closures and non-budgeted expense. The pool was built in 1978, almost 40 years old, the original systems are no longer operating to meet the current demand. To maintain this public amenity the mechanical systems are being repaired and replaced with newer equipment that is helping us keep the pool operational for our aquatic programming and for public access to a municipal pool during the summer months.

A community pool offers several benefits to the Town at large; it is a place of learning essential skills such as swimming and life safety around water.

There is only one other pool in the Town of Carbondale and it is for members only and it has reached the maximum number of memberships sold.

Rebuilding the pool could be an economic driver for the Town of Carbondale as the Town continues to grow to be one of the top places to live in the nation.

The Carbondale Parks and Recreation Department is partly funded through the Recreation Sales and Use Tax Fund with a modest budget. Despite that we are an award winning program, high use and

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engagement, top notch services, professional certified staff – low turnover – leadership position, advancement staff – we take recreation and recreational experiences seriously.

2015 Town of Carbondale adopted master plan recommendation quote, “create financial mechanisms to develop and maintain new project”

Master Plan Survey – Replacement of the pool was number 1 identified community need.

Parks & Recreation Department struggles financially to meet the current operational requirements, high caliber programs are not adequately funded, on-going maintenance is a challenge to budget for due to aging infrastructure.

Resources creatively leveraged to gain grants – we have these fine amenities, we struggles with the cost of maintenance

The most visible need for a capital project is replacing the John M. Fleet Pool built in 1978. This pool serves the public need for the acquisition of life skills, such as our “learn to swim” lessons and community wellness opportunities with our lap swim times and water based fitness classes.

Goal is to build a financial structure through a foundation that would enable us to add to our programs and launch a capital campaign for a new Carbondale Community Pool.

This fund would become an ongoing resource to programs and future capital improvement needs of the department.

Seed money, grant opportunities, not leaving anything on the table.

Why does Carbondale Parks and Recreation need a Fund?

- Current revenues cover operations and debt service on the Carbondale Recreation Center, but the RSUT reserve is being spend down in the process. (Bond will be paid off in 2024. Approximately \$200,000 per year.)
- Instead of a bond or increasing sales tax - pursue private funds and community support
- Don't want to dip into property taxes
- Our goal is to not have to create another bond to pay off and be in debt without the ability to maintain adequately what we have
- Matching funding, the ability to leverage donated funds as matching grant amounts without the necessity to budget those amounts

What is the Aspen Community Fund? Why the Aspen Community Fund?

Charitable fund created through Aspen Community Foundation to donate for tax free foundation

Annual report – network, receptions, advise –

Low administrative cost

Who are the partners?

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The Parks and Recreation Commission leading by approval of the Town Trustees will oversee the funds - Aspen Community Foundation is a partner for administering the fund.

What does the money go for?

Donors have two options to meet the two major needs:

- 1) General Parks Capital Improvements; matching grants, programming, capital improvements use the money to get the capital grants, protecting investment in current facilities – small projects funds that could be used for matching grants
- 2) Replacing the John M Pool – design, building and maintenance,

What are the donation requirements?

\$20 minimum to be a founding donor.

Launch a two-year campaign goal \$4 million.

- 2018 – Fundraise
- 2019 – Fundraise
- 2020 – Fundraise Design Pool
- 2021 – Build Pool
- 2022 – New Pool Opens

Example Pool Pillars

There will be four established large gifts with naming opportunities:

- \$1million
- \$500,000
- \$250,000
- \$150,000

Further Funding Ideas:

- Hire a professional fundraiser to identify strategic donors and launch a campaign. (Estimated at \$35,000 or negotiated)

What do I do if I want to donate?

All funds will be managed by the Aspen Community Foundation.

Gateway Park year-round – Enterprise Fund

The Fund will continue to build and continue even after the Pool.