

**MINUTES**  
**CARBONDALE PARKS & RECREATION COMMISSION**  
**December 06, 2017**

Becky Moller called the Carbondale Parks & Recreation Commission meeting to order at 7:04 p.m. on December 6, 2017, in the Town Hall meeting room.

**ROLL CALL**

The following members were present for roll call:

Members:	Becky Moller, Chair Tracy Wilson, Vice-Chair Hollis Sutherland, Member John Williams, Member
Members absent:	Ashely Allis, Member
:	Todd Chamberlin, Member Kathleen Wanatowicz, Member Lana Trettin, Alternate Camy Britt, Alternate
Town Staff Present	Eric Brendlinger, Parks & Recreation Director Jason Thraen, Recreation Athletics Coordinator
Guests & Observers:	Margaret Mathers, Graphic designer

**CONSENT AGENDA**

**Motion Passed:** Hollis Sutherland **moved** to approve the minutes from the Parks & Recreation Commission meeting on November 15th, 2017, with the following corrections or additions:

Reports and updates: we officially changed the meeting to Dec 6<sup>th</sup> and this was not reflected in the minutes.

Sub-committee: Hollis and Becky met with Town Mayor, Dan to discuss pool project and community forum.

Main Street Marketplace: The commission felt the minutes did not reflect that this presentation was a courtesy presentation seeking advise from the commission on the open space requirements because this land would not be maintained by the Town or used by the public as a Town Park. We these changes Tracy Wilson **seconded** the motion, and it was **unanimously approved**.

**PERSONS PRESENT NOT ON THE AGENDA**

**RECREATION PROGRAM REPORT-JASON THRAEN YOUTH AND ADULT ATHLETICS COORDINATOR**

Jason presented the cost recovery of programs he runs from quarter 3 and explained that usually that time frame July , August & September are our busiest due to the summer programming and fall special events. He explained the cost recovery model that we try to abide by with the adult cost recovery goal of 100% or more cost recovery. Adult programs should be subsidizing the youth programs and also the senior programs. Our cost analysis and break even spreadsheet samples were presented and he explained how we use a cost analysis post and pre-program, and how that in-depth analysis helps us set our programming prices and helps us to decide of the value of the program, and whether to offer it the next year.

Youth and Adult Athletics Program Report:

**First Turkey Trot 5 K and 2.5 K fun** :134 participants, very successful first year event. Gave a promotion of **Rassle the Castle**, a snowshoe and fat bike race around the Redstone Castle on January 13<sup>th</sup> and made a pitch to the commission members for volunteers to help with the race.

**Youth Basketball:** There are 70 kids in youth basketball , 7 teams, valley wide partnership, with Aspen, Basalt, Glenwood Springs.

**Fall Adult Volleyball:** Just finished tournament last week.

**Dinky Dunkers & Dodgeball:** presently running these afterschool programs with good participation

**Tracy** asked about the sports camps and their high cost recover and if we can increase this programming. Jason commented that these programs have very little overhead as we use our existing equipment and gymnasium. We have a 10 to 12 participant to instructor ratio for these clinics and can expand the amount of participants when additional staff is available. These clinics also take part in August when other programming has finished, i.e.- swimming lessons, summer baseball and softball, so there is a void in programming that we are trying to fill. Jason mentioned that the department's philosophy has been to challenge the coordinators to do more with less without losing the quality of the programming. Jason feels he has been successful at this. Jason gave his two week notice last week and his last day will be December 15<sup>th</sup>. He has accepted a job in Iowa closer to his parents and his wife's parents. Eric mentioned that he leaves us with big shoes to fill and thanked him for his dedication to the job and his professionalism.

### **2018 BUDGET PARKS & RECREATION DEPARTMENT RECREATION SALES AND USE TAX FUND BREAKDOWN**

Eric presented the commissioners with a breakdown of the *Recreation Sales and Use Tax Fund* with a spreadsheet displaying the revenue and expenditures of all budget line items that make up the fund. At the previous P & R meeting, a graph breaking up the different parts of the budget into revenues and expenditures, displayed the cost recovery of different elements within the overall Parks & Recreation operations. This breakdown included maintenance, personnel, and capital improvements portions of the budget. The commissioners had questions on how the *Recreation Sales and Use Tax Fund* is broken down because the label used in the previous graphing was labeled Recreation Facilities, without detail of what that means. The spreadsheet in the packet worked to answer that question. Utilizing this spreadsheet, Eric explained the revenues and expenditures and explained how personnel expenditures are included in the pool and recreation center expenditure numbers. He also explained how other pre-existing personnel and programming expenses and revenues that existed prior to the recreation center being built are included, (i.e.- all programs in the parks and leagues, Parks & Recreation Director and two coordinator positions salaries). Those pre-existing revenue sources and expenditures come directly out of the general fund vs. the Recreation Sales and Use Tax Fund, which is a dedicated half cent sales tax not included in the general fund.

### **SUB-COMMITTEE REPORT SURVEY QUESTIONS REVIEW AND COMMUNITY FORUM DATE SELECTION**

*Aquatic Facility Advisory Committee* was presented as a name for the committee and the commissioners agreed. Hollis, Becky and Todd presented the community forum and pool survey idea to the Trustees at the November work session. The Trustees had input on the survey and that was incorporated into the draft survey. They were also open to the community forum being a posted public meeting. They thought we were approaching things logically, approaching the public with options for scope of the project, and stressed putting in the maintenance and operational costs. We added an option for an outdoor heated pool. Hollis has been talking with Margaret Mathers to help us with the promotional material.

Commissioners then discussed the next steps and survey and community forum details.

**Tracy**-Why the in town out of town question?

**Hollis**- Came from the trustees to see who might be owning property within the town of Carbondale, for taxing purposes.

It was decided to add a question: Do you own property within the Town limits of Carbondale?

**Tracy**- number 8: Three option of the outdoor pool, so why not more options on the inside and outside amenities. She feels the question guides the survey taker towards an outdoor pool since indoor pool is not mentioned with for instance, an outdoor splash pad.

**Hollis** –Feels this is more of a cost question than a design or future amenities question.

Commission agreed that the end of January to accept surveys would be ok and that February 28<sup>th</sup> for Community Forum was a good date.

**John** –Is the forum an extension of the survey? Or, what is the purpose and goal?

**Hollis**-Results of survey will be at the meeting. The survey will be the carrot, to start a fundraising committee, spearhead the creation of the committee and possibly the foundation.

**Tracy**- I see the forum as a seed the idea, to try and generate some momentum for the project.

**Hollis**- creating a way for donations, a mechanism to accept donations .Trying to figure out how to raise funds, exploring the idea of setting up a foundation to accept private donations. Pool is the high priority, for these additional funds.

Margaret Mathers, a graphic designer willing to do some pro-bono work for us arrived at the meeting and was brought up to speed.

**Margaret-**Feeling that people will support this, but you need to get out the message so people know what is going on. An education process is needed with data of use, a lot of people use the facilities, public relation will be very important if the goal is to raise money to do improvements on public facilities. Comprehensive article in the newspaper. About survey and community forum. KDNK underwriting and KAJX to get the word out, Andy Zanka interview with kids, for some free coverage. Would need a poster, flyers and marketing plan. Slideshow and visual representation of ideas and /or Power Point presentation.

**Hollis:** show the forum participants what the money will get you. Showing idea of the scope.

**Becky:** We will need this presentation for the background and financial piece to educate the public

**Hollis:** Open house format? not set up yet, as far as the format we wish to follow.

**Becky-**Market the survey now, through our brochure, online, survey monkey,

**Hollis-** Will the survey be in Spanish in the next Parks & Rec brochure?

**Eric-** not in the next brochure we are out of space, we will have it available on the website and in paper form to distribute.

**Margaret-** logo and name of effort, could be down the road, but need branding

**Hollis** -not yet, we are looking for by- in and a public education process,

**Margaret-**What would be my position?

**Hollis-** Helping us get the word out for survey and community forum.

**Becky-** Poster would be promoting survey and the community forum

**John-** two posters, survey poster and then one in January to lead them into the forum

**Margaret-** could use a "save the date" on the first poster

**John-** Feels a second poster, with visuals to promote the community forum will be needed.

**Margaret-** 8 x11 flyer teaser, Short and sweet for survey promotion, but an 11x 17 poster for the community forum, feels she can come up with something eye catching a "call to action" for the forum should be on everything. So both could be 11x 17. Then an ad in the paper and psa's. Margaret is willing to put something together to co-inside with the brochure going out with the survey on December 21<sup>st</sup> in the Sopris Sun as the back two pages of our Winter Spring Brochure. Will format for social media also.

She will be in touch with Jessi next week. Her e-mail is: mm@margaretmathers.com

## **REPORT & UPDATES**

**Eric-** Report on ice rinks and programming and open full time position, Recreation Coordinator Youth and Adult Athletics. Help Wanted will go out this week with January 5<sup>th</sup> being the targeted close date. Interview 2nd and 3rd week of January and hopefully have someone on board in early February.

**Hollis-** Splitting up tasks for community survey. Front desk staff can compile survey data using Survey Monkey. January 10<sup>th</sup> next meeting. We should have a preliminary report of survey data.

**Becky-** Reported that she is now on the e- board

## **ADJOURNMENT**

The December 6, 2017, regular meeting adjourned at 9:05 pm. The next regularly scheduled meeting is set for January 10<sup>th</sup>, 2017 at 7:00 pm.

Respectfully submitted,  
Eric Brendlinger for Angie Sprang  
Board & Commissions Clerk