



**Notice of Regular Meeting of the
Montrose Recreation District (MRD) Board of Directors
Thursday, March 28, 2024 at 11:30am
Montrose Community Recreation Center
16350 Woodgate Road
Montrose CO 81401**

I. Call to Order, Roll Call

II. Open Forum: Call for Public Comment (limit of 3 minutes per person)

III. Staff Recognition:

- a. **Introductions:**
- b. **Certifications:**
- c. **Anniversaries:** Miguel Lopez, 15 years, Debby Zarkis 3 years (March)
- d. **Awards:**
 - i. PT Staff of the Month: February 2024
 - ii. Core Staff of the Month: February 2024

IV. Updates

- a. **Baldrige Regional Park - presentation through Growth Committee and by BerryDunn project team**
- b. **Decision – making model BOD**

V. Request for Executive Session: Executive Session for the purpose of negotiations under C.R.S. Section 24-6-402(4)(e)

VI. Committee Updates and Assignments

- a. **Exec. Committee of Board** (Board: Christina, Alli. Staff: Mari, Jeremy)
- b. **Administrative** (Board: Alli, Barb. Staff: Mari, Jeremy, Lisa, Debby)
- c. **Foundation** (Board: Megan, Barb. Staff: Mari, Astro)
- d. **Growth** (Board: Ken, Suzi. Staff: Mari, Jeremy, Justin, Miguel)
- e. **Finance** (Board: Paul, Alli. Staff: Mari, Jeremy)
- f. **MURA** (Board: Alli)

VII. Executive Director's Update

- a. **Month update**
- b. **2024 Strategic Action Plan**

VIII. Approval of BOD Meeting Minutes

- a. Regular Meeting of the Board 03.22.2024

IX. Adjourn

**Next BOD Regular Meeting
April 25 at 11:30am
CRC 16350 Woodgate Road
Montrose, CO 81401**

Decision – making by and from the Board of Directors

INSERT MRD LOGO

This decision making methodology is developed to show the relationships among three basic types of decisions made and to define who (types of staff, board, and/or board committee) is responsible for making the decision. How to make these decisions are not comprehensive lists; they are merely high considerations that, when used, can lead to improved decisions and inclusion.

KEY practices by decision type

Who makes it

How to make it better

Large – scale decisions

Infrequent, often high-risk
& controversial, future shaping
Over \$100,000 or not previously
appropriated

Board of Directors

↑↑

Board Committee

Executive Team

Craft well-balance, for and against positions
Ensure it aligns with Strategic Plan, mission,
vision, values
Provide clear communication

Cross-cutting decisions

Infrequent, often high-risk,
May be controversial, future shaping
Usually a part of the CIP
Usually appropriated, or may
require additional appropriation

Board of Directors

↑↑

Board Committee

↑

Executive Team

Includes Division Heads

Possibly Department Heads

Develop well-scrutinized,
collaborative process,
evaluate, refine;
Clarify objectives, measures, and targets,
Ensure alignment with Strategic Plan
Provide clear communication

Delegated decisions

Frequent, operational, low risk day-
to-day, seasonal

Division Heads

possible collaboration
w Exec Team

Department Heads

Supervisory staff

Ensure commitment, not only consensus
Ensure alignment with Strategic Plan
Clarify goals, objectives and actions
Provide clear communication

*Board committees generally do not make final decisions, rather, the committee takes the lead on leading conversation via a recommendation to the full Board, and the Board either: provides distinct direction to the Executive Director and which is recorded into the BOD meeting minutes, or adopts a formal action or Resolution of the Board.

Delegated, and routine, operational decision are generally made solely by staff and may or may not be directly communicated to the Board of Directors. These may also include decisions that could be determined to be controversial in nature. In those events, best effort is made to communicate in advance to the Board of Directors. This occurs either: through the Board Chair, the Executive members of the Board, or via the most appropriate committees. At least, efforts will be made to mention the topic during the most appropriate and nearest regular board meeting.

EXECUTIVE DIRECTOR'S REPORT, March, 2024

Finance

Nothing new to report

Human Resources

Page | Annual handbook revisions are underway and under review by the Admin Committee, which met in mid-March. Full
1 details are forthcoming at the April BOD meeting.

Annual performance reviews (PARS) are underway in March and April, with “year-end” meetings scheduled in May. Year one (1) of the market rate adjustments for full-time staff were implemented in January, and PARs complete the annual spending cycle with merit increases awarded for staff receiving scores of 3 and higher on the 5-point scale. Additional goals for the year include assembling a full-time staff working group to research, preliminarily develop and recommend to the Executive Department a step system into the classification system. And, a plan for moving forward on the part-time classification and compensation system will be created for a recommendation in either 2024 or 2025 budget year. By the end of March, HR and Division head staff are hoping to wrap up recruitment for the Aquatics area Recreation Coordinator and Recreation Leader position.

Recruitment for many part-time / temporary positions is fast and furious for both the spring and summer seasons!

Special Projects – Open and underway

Field House RFP

Under discussion

Baldrige Regional Park

Under review and detailed separately on the March agenda.

Division Reports

Admin

Mari was elected to the board of the Montrose Economic Development Corporation.

March joint City / MRD planning efforts focused around trails. The next meeting in April will continue that discussion. Preliminary decision centered around MRD taking on conversations with regional (County, State and Federal agencies and other partners) to help address connectivity to trail networks outside the City. The City will focus on addressing connectivity within the City, aided by the MRD to help expand awareness and education around those plans. A preliminary ‘eastern route’ of connectivity linking Johnson Elementary to the CRC was initiated.

Small Group staff roundtable discussions continued during March, with focus on PARs training, 2024 Annual Strategic Plan, board and committee structure, and general Q&A.

Jeremy will be on a well-earned three-week vacation the first three weeks of April.

Parks & Maintenance – Miguel

Recreation Services - Justin

Recreation Facilities – Justin

On the facilities side of things February and March have been very busy. As of March 1 we were 2 memberships away from MRD's all time high of 7,780. A good trend is that memberships have continued to increase to start the year. Previous trends show memberships typically peak in January and then fall throughout the year. Our average paid visits per hour (85) has been flat YTD but that doesn't take into account all of the program participants and spectators which push our hourly counts of people in the facility up to 150 to 200+ on the weekends.

Recreation Programs - Justin

Overall programming staff has been extremely busy preparing for upcoming spring programs while winding down the winter programs. Championships and final games of the season have been played in everything except for the Men's competitive indoor soccer season. Programmers are collecting feedback via surveys and doing internal reviews to continually improve. Early registration numbers for the spring adult sports programs (adult volleyball and spring softball) have been very strong due to an adjustment in the registration process which rewards teams that register early rolled out by Matt.

A consistent theme in spring programs across departments has been the successful introduction of new programs. Some examples include volleyball for 1st & 2nd graders, fencing, dance fitness, youth pickleball clinics, ski days at Powderhorn, youth ice climbing, square dance and adapted & adult swim lessons.

Another big part of February is working through the transition as a result of Cindy's retirement. With Liz moving into her spot the aquatics department will be without its top two positions until a new coordinator is hired. Interviews for that are ongoing. The hope is to have someone in place by mid-April. Thereafter we will set up interviews for the Aquatic Leader position. In the meantime Hailee Wright, our head lifeguard, will be overseeing operations. Another significant change is that pickleball programming will now be housed under the adult sports department with Matt and Jarrod.

Adults – Matt

The winter seasons are always extremely busy as we have 2 programs (indoor soccer and 5v5 basketball) going on at the same time. This means staff is stretched thin and as the season progresses participants get more comfortable. That is a good and bad thing because with comfort brings out more intensity and physicality in games. Nerves are on edge as the playoffs get nearer and the games get much more intense. Blue cards (our warning/timeout system) start flying with more regularity.

Playoffs for coed soccer and 5v5 basketball will be finished as of this writing and the games are competitive, heated and showcase a great deal of talent by many of the participants. Each year the leagues get more competitive and intense, and we are working on a system that will hopefully help that in the future, so that all participants have a great experience.

With the end of the winter seasons that means spring sports are ready to start. Our volleyball league continues to grow, and NEW addition of a men's 4v4 league has helped us push numbers up to a new record of 35 teams. Softball starts in mid March so we will be busy freezing in our wonderful Colorado weather as games are played at night. Many hours will be spent in the next few weeks getting fields ready for all of those teams.

Aquatics – Liz

In February, we trained 9 new Lifeguards. There was a good mix of both daytime and evening Lifeguards trained, hired and oriented. We hosted the deepwater portion of the Lifeguard class for Ouray, and in exchange, their LGIT will be conducting the next Lifeguard Instructor Course in Montrose - with 2 of our own employees taking the class. The First Aid/CPR class that was held in February also had 9 people successfully certified. We had a very busy 3rd week with schools on Winter Break, and the repair of the Leisure pool boiler. Our second evening and Wednesday swim lesson sessions of 2024 began in February, as well as our Saturday Sessions, with a total of 133 swimmers starting classes in February alone. Finally, we held a 4 week adult class for those afraid of water. There were 7 participants ranging in age from 45-83, who spoke 3 different languages.

Enrichment – Miller

Enrichment programs continued to run smoothly through February. Field House After School Program continues to see high numbers of attendance. Enrollment for Q4 opened up in mid-February, and as of February 27 we have 40 spots out of 50 filled. We expect a full enrollment by the time Q4 begins on March 15.

Page | The Middle School program is also doing well, and efforts continued to promote the program within the community to
3 increase numbers for Q4. The middle school principals and counselors were contacted about the program and will hopefully begin spreading the word among their students. The use of the van allows the program to visit a variety of places around town, and outreach efforts to local organizations have continued.

Summer preparation continues as well. Several of the summer staff from 2023 have already confirmed that they will be returning. Miller began working on a sponsorship program and application that will go out to local businesses and organizations in the next few months. The sponsorship program is built around giving organizations a choice in what will be funded, rather than just asking for a donation. MRD staff met with Bud Taylor, Executive Director of the Black Canyon Boys and Girls Club, to discuss growing the partnership and facility sharing between MRD's summer program and Boys and Girls Club.

Fitness / Outdoor Recreation – John

In February, our outdoor recreation program took a full load of kids to Powderhorn Mountain Resort for ski lessons. We had 12 kids register and 11 attend a day of ski lessons. We also took a group of kids ice climbing in Ouray through our partnership with Mountaintrip.

John, Gene, and Justin finished designing and implementing an online silent auction for our old cardio machines and were able to sell nearly every piece of equipment in our current inventory. This will provide the community with commercial grade equipment to use at home and made the Rec District far more money that was offered to us by the equipment refurbisher.

John and Gene continued to provide fitness programming for Vista High School kids and our parkour classes at the Field House were nearly full once more.

Youth – Abby

We are continuing with our winter sports leagues (indoor soccer, and basketball). The majority of the season took place in February so we were in full swing with practices for basketball Mon-Thurs at the MCSD schools during the week and games on Friday nights and Saturdays at the CRC. Indoor soccer has switched from the small sided games (3v3) to full field games on the turf (6v6) and is set to end next week (mondays - wednesdays at the FH).

We started another session of homeschool PE which has been a huge hit, and both age groups have been filling up with the max amount of students, which is great! Definitely seeing this as an opportunity to run some programs during the day for those homeschool kids and get in some additional programming.

We finished another session of intro to soccer over at the field house for 3 and 4 year olds this month, which was also full with 15 little ones and their parents out on the field assisting when needed.

Our volleyball deadline was Feb 16th, so Miller and I have been busy working on rosters, finding coaches, and practice schedules for that -- which will officially start March 4th, with the coaches meeting happening Thursday Feb 29th. We have a massive increase in registrations this year for all 3 divisions (3-4th, 5-6th, 7-8th) totaling around 182 girls and a brand new intro to volleyball program for 1-2nd graders that is also full with 15 girls! This is amazing to see, especially at the 7-8th grade level alone we have 74 girls registered, which is generally the age where we start to see girls dropping

out of team sports. This has been amazing to see (even though it will create longer game days, and a crazier practice schedule-- ITS GREAT!)

The sports world (adult/youth) is also meeting with maintenance at the end of the month to create a smooth system for planning and prepping for the outdoor spring sports which are quickly approaching. This collaboration will be extremely helpful, since everyone is SO busy.

Page |

4 Busy, busy month!

Data, Grants and Evaluation – Astro

Grants

- Continued research into energy grants for CRC and upcoming field house project for sustainability improvements
- Continued work on the Annual Report; rough draft complete; final draft finished by end of March
- MRD is pursuing a Great Outdoors Colorado Generation Wild planning grant in collaboration with Colorado Canyons Association, Friends of Youth and Nature, and Nature Connection. The overall purpose of the Generation Wild grant is to get more kids involved in outdoor recreation, especially those at a social disadvantage. It is a multi stage grant process since the eventual implementation grants are very large, several hundreds of thousands of dollars over years. At this stage we are submitting a concept paper for the planning grant stage. GOCO reviews the concept and then may invite the MRD to apply for the planning grant. Then after reviewing all the planning grants then decide who to invite to apply for the implementation grant.

Data

- Worked with Recreation Services Superintendent to review 2023 program stats, update reporting sheets to 2024, and plan improvement to program stat tracking
- Started work on Census tract demographics surrounding Flex Rec, to be completed in March

Passes Held: 7,768 in February 2024 up from 7,425 in January 2024; compared to 6,592 in February of 2023.

Avg Weekly Revenue Day Pass: \$6,673 in February 2024 up from \$6,286 in January 2024: compared to \$6,790 in February 2023.

Weekly visits: 28,963 in February 2024 from 36,462 in January 2024; compared to 27,963 in February of 2023.

People per hour: 83 in Feb 2024 down from 87 in January 2024; same as the 83 ppl per hour in Feb 2023.

Child Watch Visits: 413 in February 2024 compared to 427 in January 2024; compared to 352 visits in February of 2023

Childwatch Annual passes: 84 in February 2024 up from 66 in January 2024 ; compared to 65 in February of 2023.

Climber certifications: 285 in February 2024 283 in January 2024; compared to 169 in February 2023.

CRC rental: \$2,660 in February 2024 down from \$4,488 in January; compared to \$2,265 in February of 2023 (Feb 23 from Jan23 saw similar drop as 204)

FH rental: \$5,602 in February 2024 from \$3,012 in January 2024; compared to \$3,210 in February of 2023.

Summary: All results are on seasonal trends and growth trends from last year. Childwatch annual passes are a positive exception here and have experienced an unusual, significant uptick.

Fee Assistance

- 67 general fee assistance disbursements made in Feb for \$2,433 up \$400 from Feb 2022.
- FFAM: completed review of funds available; \$18,500 committed out of \$20,000 raised; looking for additional grants; 110 people have been provided annual memberships
- Continued work with MRF on becoming a 501c3 and stepping up fundraising goals for capital campaigns; planned vote on this issue for March meeting

Outreach and Events

- Cinco De Mayo Event: finalized run race course; completed budget for funding and volunteers needed
- Working with Leigh Nansel from Western Slope Career Collaborate to develop more internships with Peak Academy focusing on career pathways in health and outdoor recreation
- Participated in Together Resilient Youth's Winterfest on the Grand Mesa with 100 youth
- Continuing work with the Outdoor Recreation Collaborative and Civic Canopy, including expanding GOCO funding to Montrose
- Planning MRD presence at community events including Kidsfest and Funfest
- Planning outdoor recreation culture events at Flex Rec including climbing movie night and a MT Biking lecture and film night

End

STRATEGIC PLAN 2024

PARKS & TRAILS

DEVELOP SITE MASTER PLAN FOR UTE PARK / MCNEIL FIELDS

Work in concert with the City of Montrose staff and park designer to include and integrate MRD park spaces with the Master Plan for Baldrige Regional Park.

KPI: MRD performs Use Assessment of Baldrige Regional Park by March 15th, 2024 and provides to BerryDunn project team; MRD meets regularly on the project team throughout 2024 so that the Ute/McNeil elements are included and connected with BRP; Benchmark check in meetings are scheduled with MRD Growth Committee to help guide public engagement and outcomes; Ute/McNeil Site Master Plan is completed and adopted by December 31, 2024.

Focus Area Lead: Mari

Work Group: Jeremy, Justin, Miguel, Ken, Suzi

UPDATE THE ADA TRANSITION PLAN ANNUALLY TO CAPTURE PROGRESS ON INCREASED / IMPROVED ACCESSIBILITY

Review Evaluation Summary and Site Assessments to strategize priorities based on location, frequency / severity of infraction or improvement needed. Incorporate plan into MRD Strategic Plan and Capital Improvement Plan.

KPI: Accessibility Management Team meets, minimum quarterly. AMT provides quarterly reports to BOD and staff throughout 2024 to collaborate and infuse BOD/staff priorities into the plan's implementation. Provide basic materials for staff onboarding checklist / knowledge base by end of Q1, March 30, continuing to build throughout 2024 as needed.

FORM AND ACTIVATE A CITIZEN ADVISORY TEAM (CAT) TO INFORM PRIORITIES FOR ADA ADVANCEMENTS

Citizen Advisory Team (CAT) informs AMT on ways to enhance and improve overall access to District services.

KPI: CAT is formed and meets by the start of the 2nd Q (April 1), with purpose and scope defined and agreed to. Includes 1) audit current trail "system" and identify challenges and opportunities. Formalize into a needs assessment report; 2) identify potential community collaborations / partnerships among service providers to develop programs and improve services. Report on service enhancements by year end 2024.

Focus Area Lead: Jeremy

Work Group: Debby, Justin, Liz, Bryce, Barb S.

FACILITIES, PROGRAMS & EVENTS

USE THE COST RECOVERY AND SUBSIDY INVESTMENT STRATEGIES AND INCORPORATE INTO PROGRAMMING PLAN (TO MEET CAPRA requirements)

Complete all elements of the 2024 Cost of Service Plan, provide all planning tools to staff and incorporate into 2025 budget.

KPI: All benchmarks contained within the 2024 Cost of Service Plan are met.

Focus Area Lead: Jeremy

Work Group: Justin, Wade, Astro

UTILIZE MASTER PLAN GUIDANCE TO EXPAND ON PROGRAM OFFERINGS

Review the Master Plan template to identify all programs 2019 through present. Identify the gaps in programs, and identify and plan specific and targeted opportunities to fill those gaps.

KPI: Increase the number of participants and contact days **by 10% each season in EVERY program area**. Increase the number of programs offered **to attract new, unique participants by 2 programs each season**); Update program assessments to track program evolution.

Focus Area Lead: Justin

Work Group: Jeremy, Wade, Astro

MARKETING & BRANDING

DEFINE AND RECORD THE MARKETING DATA PROVIDED BY THE CREATIVE DEPARTMENT THAT WILL DEFINE MARKETING RETURNS FOR THE MRD, ESTABLISHING DIRECTION FOR EFFECTIVE TECHNIQUES AND BENCHMARKS AGAINST WHICH ALL FUTURE YEARS AND ACTIVITIES CAN BE MEASURED.

KPI: Increase in actionable marketing insights derived from digital marketing and social media data, with a target of achieving viability and usefulness within 6 months of engaging the new marketing firm (as of 2/2024)."

1. Increase specific number of targeted marketing campaigns by focusing on one specific campaign per month
2. Increased exposures with targeted and general marketing audiences;
3. Increased interactions with targeted marketing audience;
4. Increased use, registration, and memberships
5. A FINAL YEAR END REPORT to summarize activities and probable resulting actions in both qualitative and quantifiable measures

Focus Area Lead: Debby

Work Group: Melissa, Justin, Wade, Astro

UPDATE DISTRICT-WIDE MARKETING PLAN TO CAPRA STANDARDS

KPI: The Marketing Plan has been updated to reflect CAPRA requirements (11.2023).

FOCUS AREA LEAD: DEBBY

ESTABLISH PRIORITY SEGMENTS TO TARGET IN TERMS OF NEW PROGRAM/SERVICE DEVELOPMENT AND COMMUNICATION TACTICS

KPI: Utilize the data collected through the Recreation Coordinators and Leaders on program and facility usage to determine which market demographics the MRD is effectively reaching, and which market demographics should be increased through greater efforts. Formal report is generated each quarter, with a specific written tactic to be implemented for the following quarter.

FOCUS AREA LEAD: DEBBY

WORK GROUP: Justin, Astro, Melissa, Wade

LEVERAGE RELATIONSHIPS WITH PARTNERS TO ENHANCE MARKETING EFFORTS THROUGH CROSS-PROMOTION THAT INCREASES THE NUMBER OF MARKETING EXPOSURES AND ENGAGEMENTS TO NEW, DEFINED AUDIENCES.

KPI: clearly document at least six (6) new cross promotions with community groups by December 31st, 2024.

INCREASE THE DIVISION'S MARKETING BUDGET FROM ESTABLISHED MARKETING FEE INCORPORATED INTO PROGRAMS

KPI: Increase the Division's marketing budget from established marketing fee incorporated into programs in budget preparation 2025.

Focus Area Lead: Debby

Work Group: Justin, Jeremy, Wade

MAINTENANCE, OPERATIONS & STAFFING

FORMALIZE AND ADOPT THE ONBOARDING AND ANNUAL, OVERARCHING TRAINING AND COMMUNICATIONS WORK PLAN.

KPI: Each department develops and updates the onboarding checklist, and outlines and prepares training materials in foundational knowledge, competencies completely. Separate lists will be prepared for full-time and for part-time staff in both onboarding / orientation and for initial and on-going training.

Focus Area Lead: Lisa with Miguel, Astro

Work Group: Division Heads

CREATE STANDARD OPERATION PROCEDURES FOR ALL ROUTINE MAINTENANCE, RECREATION, FACILITIES, CUSTODIAL AND CUSTOMER SERVICE (CAPRA STANDARDS)

KPI: By June 30th, each department will present at minimum a draft outline of each operational area's SOP document; with at least 50% completion of the full SOP by December 31st.

Focus Area Lead: Jeremy

Work Group: Division Heads, Department Heads



Title: Petition and Public Gathering on MRD Property	Written/ revised dates: 03.19.2024	Written by: Debby Harrison-Zarkis
Approved by (signature):	Title: MRD Executive Director	Approved Date:

Terms and Conditions:

The Policy’s terms and conditions are as follows:

The policy applies to all individuals who seek to gather signatures on a petition, distribute literature, or who wish to have a public gathering on Montrose Recreation District (MRD) Property.

Purpose:

To define petition and public gathering on MRD Property and to clarify that which is allowed on MRD Property. This administrative policy occurs as a result of MRD Board of Director’s Resolution 2019-2, Defining Petition and Public Gathering on Montrose Recreation District Property. The Resolution and this resulting policy recognize and respect the right to use the sidewalks surrounding the Community Recreation Center (CRC) and the Field House for public purposes, including the right to gather under the First Amendment to the U.S. Constitution.

Policy:

To protect safe ingress and egress to and from the CRC, and the Field House, it shall be a violation of the policies and procedures of the District to undertake the following activities except within the designated areas as on Exhibit A (the “Designated Areas”):

- a. Conducting a peaceful public assembly;
- b. Distributing leaflets, newspapers or other literature;
- c. Circulating any petitions for signature;
- Any activities that interfere with the ability of members, visitors, guests and patrons to safely enter and exit the CRC, and the Field House are strictly prohibited. In accordance with this policy, the activities enumerated herein may be conducted at the CRC, and the Field House within the Designated Areas, during regular business hours.

Procedures:

Before undertaking such activity, citizens shall notify the Executive Director or their designee of dates and times intended to use MRD properties for petition signature gathering or for public assembly or for distributing literature. Such notification shall occur not less than one business day prior to undertaking the activities as detailed herein.

- No activity may be conducted which interferes with the ability of members, visitors, guests and patrons to safely and freely enter and exit the CRC, and the Field House, or to use the sidewalks and drives of the properties.
- Approved activities may only occur within the pre-defined “designated areas” on the properties.
- The District, by and through its employees, shall not withhold approval of the activity to individuals and groups complying with the policy and procedures.
- Upon arrival to the facility at which the activity is being held, a designee representing the individual or group on site to conduct the activities defined herein shall check in at the front desk and to the Manager on Duty (MOD). The MOD will provide further instructions as to the specific, and previously-approved designated area for the activity.
- The MOD will assist the group in locating to the pre-defined designated area, and may even assist in providing table and chairs for the individual or group, as needed.
- To the extent possible, the group or individual is to provide reasonable signage to name the purpose, cause, or issue and identification. The purpose of this is to help differentiate it from MRD operations, as well as to provide notice to visitors to the properties, among other purposes.
- The MOD will place the approved and pre-printed sign(s) at the front of the facility that advises public, members, guests, patrons and staff that the MRD does not take a position on the issue sponsored through the activity defined in this policy. The MOD will further provide any necessary talking points to the other MRD staff present and working on this day.
- The District’s designated staff may contact local law enforcement requesting the enforcement of this policy and all available remedies and protections.
- Should a member of the District or a public citizen violate this policy, the District may suspend that member or citizen’s use and access to any and all District facilities.
- Notwithstanding the limitations contained herein, any citizen who creates a nuisance, clear and present danger of a riot, creates disorder or an immediate threat to public safety will be asked to immediately vacate the premises of the CRC, and the Field House.



**Notice of Regular Meeting of the
Montrose Recreation District (MRD) Board of Directors
Thursday, February 22, 2024 at 11:30am
Montrose Community Recreation Center
16350 Woodgate Road
Montrose CO 81401
Meeting Minutes**

- I.** **Call to Order, Roll Call** – the meeting was called to order at 11:32am. Present were: Director Paul, Director Barb, Director Ken, Director Christina and Director Suzy.
- II.** **Open Forum:** Call for Public Comment (limit of 3 minutes per person) – Director Christina stated that she received an inquiry that the state regulations no longer allow gift card purchases with expiration dates. The Rec Center has been giving out passes with expiration dates. Staff will review whether this rule applies to special districts to the specific gift certificates we extend.
- III.** **Staff Recognition:**
- a. **Introductions:** John Loco, new Maintenance Technician Parks, and Alex Sutton, new Field House Recreation Leader were introduced.
 - b. **Certifications:** Malachi Moreno - Aquatic Facility Operator (AFO). Malachi was honored for his certification.
 - c. **Anniversaries:** Cindy Marino, 15 years; John Wagner, 7 years; Jeremy Master, (5 years) - (January) Liz Gracesun, (16 years); Jarrod Zarkis (one year) - (February). Certificates were presented to all.
 - d. **Awards:**
 - i. Patron of the Quarter – Q4 2023: Ariel Martinez was presented this award.
 - ii. Volunteer of the Quarter – Q4 2023: Keith McCurdy was presented this award.
 - iii. PT Staff of the Month: December 2023 and January 2024. December; Bob Gibson. January; Jessica Castro.
 - iv. Core Staff of the Month: December 2023 and January 2024. December; Astro Ball. January; John Wagner and Gene Stollsteimer.
- IV.** **Reports**
- a. **Baldridge Regional Park** – ED Mari reported that the project team is very engaged and qualified for this project. The committee was encouraged to plan boldly. She stated that the Master Plan from 1996 is available on the Google Drive and much of that plan has been accomplished. The current plan should be wrapped up in October. Biweekly project check-ins with the Project Manager (BerryDunn) are taking place. The first 90 day draft of the plan has been created. BerryDunn will be onsite and will be invited to present to the MRD Board in March. Director Barb said this is a very exciting project. Director Christina said she was involved in the 1996 plan. ED Mari said how important it is that the MRD is involved in this plan. She also stated that a list of stakeholders has been created and will be consulted. Director Christina stated the Board looks forward to monthly updates.
 - b. **Flex Rec 2023 Year End Summary** – Mari presented the year end summary on the Flex Rec facility. She stated that on a routine basis we look at the metrics and think through what the outcomes are and will be. She spoke about the Mission and Vision part of which was for the MRD to establish a presence on the North end of Montrose. This project was meant to take advantage of the Urban Renewal project. The staff had landed on functional fitness as the core development for the site, complemented by outdoor recreation as focus. Further, an extension to the Weehawken agreement was given for aerial arts and other programming. The MRD has a 7 year lease with a 4 year opt out clause. The MRD staff has been flexible

and adaptable in its plan for Flex Rec. Collaboration and partnership have been successful. This includes: Weehawken, special events, (Including a Block Party with 750 attendees, the Mountain Bike Stoke Night, Climbing movie night). The MRD is a member of the regional Outdoor Recreation Collaborative. Weehawken, as a partner, has an aerial arts rig at the Flex Rec. Movement Medicine is also a partner as a sub-lease with Dr. Don Funke. He has also created an enduro bike training program at Flex Rec, and run other clinics. Challenges have included the low number of fitness members in the first year. Staff have worked hard to increase numbers through many avenues. Mari stated that it is hard on the staff who work at Flex Rec as the metrics for the fitness programs indicate that there are on average only 7 people who attend this facility on a daily basis. It is not the most active work environment, in comparison to the CRC. We are working on rotating staff again to Flex Rec so John can work at the CRC some days. Marketing; we have discussed a commissioned sales staff member as a possibility. Strengths include flexibility and adaptation. Flex Rec has attracted major partners including Colorado Outdoors. Director Paul said he has had positive comments about Movement Medicine. He also noted that the hotel opening may help numbers. He stated that Flex Rec is a learning experience and there are three possible outcomes. 1) If it doesn't grow into itself, 2) If it is successful and grows into itself, or 3) We may eventually need more space. He also noted the new medical facility is being built in that area which may attract more members. Director Suzy said when she was campaigning to get the CRC built, she heard from some community members that it might put out private gyms out of business. She stated that we need to offer something that a local business cannot offer, with tax payer dollars. She stated that this is one of her concerns with Flex Rec. She also stated that it is a very small niche that appeals to a very small number of people. She suggested that we take things we do well at the CRC and move them to Flex Rec. Director Christina stated she has heard something similar, that people are wanting things that the CRC offers at Flex Rec, for example some cardio equipment for a lunch time workout. Christina also stated that we should be advertising exercise programs that help people prepare for their outdoor activities. She also would like to see more outdoor programming being done at Flex Rec. Director Barb stated bike groups could meet at the Flex Rec for rides. Director Paul stated that two new workout facilities have opened since Flex Rec has opened on the North side of town. Director Paul stated that the Flex Rec came before two other north end gyms. Director Christina stated she would like to ensure the public that the conference room is available. Director Barb suggested having some Active Adults programs hosted there. Director Ken stated that it needs to be affordable to people on the North end of Montrose. Director Barb stated that it is attractive to people who want an intense workout and may not be appealing to those who are not looking for this. Director Christina agreed that it does not appear to be accessible to people who do not want an intense workout. Director Suzy stated that she does not know where to go to find what classes are available and at what times. Director Barb asked if most patrons are from the North end of Montrose. Jeremy stated that we do not collect that information, and Director Christina noted that it isn't only about where people live; it also depends on where people work. She also asked about a partnership with Bright Beginnings. Jeremy stated that the Rock N Tot program is being held at Flex Rec to accommodate known participants from Bright Beginnings. Director Christina said her opinion is we need to do something to improve the Flex Rec situation. She said the Board is willing to help staff make it successful. To change the model to more of a rec center style facility, would be costly, but with the low use we are seeing, it may be a consideration. Flex Rec is limited in space however. Staff said it is a very difficult work environment. Staff also said there could be an opportunity to move older equipment from the CRC to Flex Rec. Staff also stated there has been much time and energy put into trying to make FR successful and they are feeling burned out. Director Paul stated he has heard that some people who go to Gold's appreciate a better selection of weights. Staff also stated it is a heavily subsidized facility. Some people say they cannot afford, which has possibly hurt our image. Christina stated that outreach was expected to organizations in that end of town and it didn't appear to happen. Staff did state that Gold's gym memberships are more expensive than MRD memberships. Staff also stated that Flex Rec has an intimidation factor. The Board thanked the staff for their input and stated that there is no blame on staff for the results of Flex Rec. Jeremy said the new marketing company will have a marketing campaign for Flex Rec soon. Staff also said that there has been a tremendous amount of work and effort and energy that has been put forward on making FR successful and are frustrated with the lack of results. Director Christina liked the idea of putting together a Plan B, which was suggested by staff. She stated that a mini-CRC is an option. She also stated she would like to see a lot of programming for outdoor activities offered there, and offer the location to our advantage. Director Paul suggested incorporating the FR membership into the CRC membership at no additional cost, as the FR was already losing money. He

stated that this could greatly increase our numbers at FR. Director Christina as well as other Board members agreed with this idea. “If you have a membership at the CRC, it will also work at FR.” Staff did state that many fitness classes have been offered and have not been well attended. Director Barb suggested that the memberships are all inclusive but we may charge an additional fee for classes.

V. Committee Updates and Assignments

- a. **Exec. Committee of Board** (Board: Christina, Alli. Staff: Mari, Jeremy) – has not met. Christina and Mari did go over the agenda.
- b. **Administrative** (Board: Alli, Barb. Staff: Mari, Jeremy, Lisa, Debby) – will be meeting in March.
- c. **Foundation** (Board: Megan, Barb. Staff: Mari, Astro) – meeting was cancelled for February.
- d. **Growth** (Board: Ken, Suzi. Staff: Mari, Jeremy, Justin, Miguel) – did not meet this month. It will be meeting in the near future to discuss Baldrige Park. Director Suzy stated a discussion was had at the last Growth Committee about the outdoor pool at the Field House. Other Board members stated that the decision about the pool has not been made yet. Director Christina brought up the subject about the 1987 ballot initiative about an outdoor pool. Director Christina stated that Committees do not make decisions without bringing a topic to the entire Board who makes a decision.
- e. **Finance** (Board: Paul, Alli. Staff: Mari, Jeremy) – Director Paul stated that the MRD has not received the January numbers from the City of Montrose so there was not a meeting.
- f. **MURA** (Board: Alli) – Director Alli was not present to address.

VI. Executive Director’s Update – Jeremy gave the Ed update as ED Mari left the meeting earlier. Employee retention credits from the Federal Refund Claim allowances due to the COVID-19 pandemic relief package were filed however the MRD has had no response on this yet. HR: there has been good progress on our orientation process. We have formalized our individual department outlines for orientation. We are also learning about what we need to educate our existing staff on and are developing that checklist. We have received 2 bids from the Field House RFP that was put out. The bids will be reviewed on Monday. Administration: last November we started round table group discussions with small groups of staff. Jeremy and Mari lead the discussions. They have been going well and Admin. Has enjoyed connecting with staff. The round tables contain information on training, special projects etc. Parks and Maintenance: Miguel reviewed the projects that are ongoing and have been planned. Director Suzy stated that the competition pool area needs to be repainted. Jeremy said he will review that. Program areas: Indoor soccer and basketball leagues had the highest participation in MRD history this season. Swim meets: The question was asked “should the leisure pool be open during swim meets because it is so busy”? Both have been open because it offers the options for both competitive and leisure swimmers to use the pools. Enrichment: Miller has taken on overseeing this program. Miller has started to collaborate with Boys and Girls Club of Montrose. Fitness and outdoor: there is industry knowledge that programs have a certain lifecycle. Staff are good about analyzing programs and take appropriate action if a program needs to end, much thought is put into this.

VII. Approval of BOD Meeting Minutes

- a. Regular Meeting of the Board 01.25.2024 – Director Paul made a motion to approved the minutes, the motion was seconded by Director Barb, the minutes were approved unanimously.
- b. Director Paul suggested a walk through the CRC for a few minutes at the next Board meeting to assess maintenance items that might need to be addressed such as peeling paint in the pool area.

VIII. Adjourn – the meeting was adjourned at 1:48

Next BOD Regular Meeting & Budget Hearing

**March 28 at 11:30am
CRC 16350 Woodgate Road
Montrose, CO 81401**