

**Master Plan Meeting**

**Growth Committee Minutes**

**Wednesday, March 23, 2022 at 10:15am**

**Montrose Community Recreation Center**

**16350 Woodgate Road**

**Montrose CO 81401**

**Attendees: Christina Files, Amy Warthen, Jeremy Master, Liz Gracesun, Miguel Lopez, Justin Mashburn, Mari Steinbach, Debby Zarkis**

1. **Status/Update** 
   1. **Overview of draft reports / staff visioning and strategies –** all reports were provided to Committee members or made available on the Share Drive.
2. **Review reports** 
   * 1. **Demographics and Trends –** the population of Montrose is growing, we have a large Hispanic population, the largest age segment is 55 and over. Household income in Montrose is lower than state and national average. The SFIA Sports survey takes into account national averages but not Montrose specific data. PROS will be asked to remove this data
     2. **Montrose Survey Comparisons:** Reasons for not participating; not enough time, program times are not convenient. Facility needs: Trails, recreation center space, restrooms, indoor swimming pool, shade structures. What needs are met: indoor track, indoor basketball courts. See report for more data results. “Implications” section is a good overview of results of the surveys.
     3. **Inventory Assessment – LOS inventory –** Level of Service chart was presented. It shows all inventory in Montrose (parks and facilities) and shows where these are lacking or needed. Needs were identified from the inventory and discussed.
     4. **Equity Mapping -**
     5. **Park System Assessment –** opportunities for growth, needs identified presented in MRD Park Assessment. See assessment for details. Additional suggestions to include: ADA access for Field House and Ute/McNeil parks.
     6. **Recreation Program Assessment / Agency Benchmarks –** Key findings include: review core services annually, age segment distribution, again review annually. Program classification; programs are assessed through important, essential or value-added. Cost Recovery goals can be evaluated each year as well. Program Lifecycles, classify into; take off, growth, mature, saturation and decline. Marketing mix; improve cross promotions, increase social media engagement, establish customer satisfaction scores. Pricing Strategies; curate pricing strategies. Program strategy recommendations; develop mini business plans for each program area. Marketing recommendations; bolster annual marketing plans, establish performance measures and track them through customer surveys. Tell the MRD story. Inclusion practices recommendations. Add gender options in Rectrack. Volunteer and partnership management recommendations. Review all annually, formalize policies and agreements. Funding recommendations; use crowdsourcing and crowdfunding.
     7. **Operations Review –** Operations and maintenance review: staff were broken into groups and reviewed operational themes.
3. **Review staff Visioning and Strategies session**
   1. **Overview of the process**
   2. **Outcomes**
      1. **In preparation for the next meeting, continue to add to our opportunities for growth.**
   3. **Compare to Board outcomes –** values of Board and Staff, 3 were aligned: Inclusive, Community Focused, Innovative. Vision from staff: To be a leader in providing exceptional experiences. Staff Mission: FUNdamentally making lives better. The Growth Committee feels the vision can be improved. The Committee discussed how to solidify the Mission and Vision. It was suggested that the staff and board have a retreat to discuss. All Staff meeting, all staff will discuss values and bring other values that were brought to the PROS meeting and present for consensus.
4. **Public Engagement**
   1. **Discuss the public engagement Committee desires from now through year’s end**
      1. **MRD Communications & Engagement Plan –** this was handed out to the Growth Committee. It was asked that the Committee review and ensure that we hit all the appropriate benchmarks, see if there is something additional that we need to do to elicit community response.
5. **Determine next meeting dates –** April 6 at 11:30am at the CRC. Lunch will be served.
6. **Review Specific Outcomes from today’s meeting**

**Next Meetings**

**April 6, 11:30am**

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