

VAIL PARK AND RECREATION DISTRICT  
d/b/a VAIL RECREATION DISTRICT  
BOARD OF DIRECTORS

5:00 P.M.  
Thursday, April 9, 2015  
Town of Vail, Council Chambers  
AGENDA  
REGULAR MEETING

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1. Call to Order
2. Approval of Minutes
  - a. March 26, 2015
3. Public Input of Items not on the Agenda
4. 2015 Summer Ford Park Parking Update – Mr. Mike Ortiz
5. Review of 2015 Vail Golf Club Food & Beverage Operations Timelines-Mr. Mike Ortiz
6. Selection of Organization to Receive Golf Course Donation- Mr. Mike Ortiz
7. Executive Director Input
8. Board Member Input
9. Adjournment

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## RECORD OF PROCEEDINGS

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### **Minutes of the Regular Meeting Of the Board of Directors**

#### **Vail Park and Recreation District dba Vail Recreation District March 26, 2015**

A Regular Meeting of the Board of Directors of the Vail Recreation District, Town of Vail, Eagle County, Colorado, was held on March 26, 2015 at 5:00 p.m. at the Vail Town Council Chambers, Town of Vail, Eagle County, Colorado, in accordance with the applicable statutes of the State of Colorado.

1. MEMBERS PRESENT
  - 1.1. Jeff Wiles, Tom Saalfeld, Kim Newbury, Bill Suarez, Kevin Foley
2. MEMBERS ABSENT AND EXCUSED
  - 2.1. None
3. STAFF PRESENT
  - 3.1. Mike Ortiz, Beth Pappas, Scott Todd
4. OTHERS PRESENT
  - 4.1. None
5. CONSULTANTS PRESENT
  - 5.1. Eric Weaver, Marchetti & Weaver, LLC
6. CALL TO ORDER
  - 6.1. Director Wiles called the meeting to order at 5:03 p.m.
7. APPROVAL OF MEETING MINUTES
  - 7.1. By motion duly made and seconded it was unanimously RESOLVED to approve the minutes of the February 26, 2015 meeting.
8. PUBLIC INPUT OF ITEMS NOT ON THE AGENDA
  - 8.1. Mr. Ortiz introduced Beth Pappas, Sports and Event Partnership Manager, explaining her role at the District. Mr. Ortiz recognized Ms. Pappas for her achievements within the VRD including partnership recruitment, Kids Adventure Games, the mountain bike race series, willingness to help other departments and community involvement. He provided Ms. Pappas with tickets to an upcoming Colorado Rockies game.
    - 8.1.1. Ms. Pappas thanked Mr. Ortiz and the Board.

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### Vail Recreation District March 26, 2015 Meeting Minutes

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#### 9. 2015 FORD PARK SUMMER PARKING UPDATE

- 9.1. Mr. Ortiz explained all agencies/businesses involved with parking at Ford Park have been working hard. This summer parking will remain relatively consistent with past summers. Bravo!, Vail Valley Foundation and other organizations will have the opportunity to use/buy the lot area just north of the tennis courts (known as the "Nest") as part of a managed parking plan. These organizations also will be utilizing Golden Peak for managed valet parking. This will alleviate cones in the large parking area east of the tennis courts that were used previous summers to save spaces for evening events. There is still work that needs to be done with planning, but the town and others involved will continue the process in time for peak season. There are 54 days of paid parking this summer for sports and amphitheater events.
- 9.2. Director Foley questioned who made the decision. Mr. Ortiz explained this is a Town of Vail staff decision/recommendation that will be reviewed by the Town Council on April 7.
- 9.3. Director Suarez expressed opinions that the automated system can be adjusted to better plan for two hour free parking. He also noted that as a stakeholder, the District needs to work a little harder for equitable parking.
- 9.4. Director Wiles questioned how many parking spots the District has allocated for staff. Mr. Ortiz explained the District receives five spaces per the original Conditional Use Permit.
- 9.5. Mr. Ortiz encouraged the public and board members speak about their concerns and suggestions, especially as it relates to the future possibility of paid parking all day, every day. Town staff has reviewed a variety of options and the Town Council's April 7 meeting will be an opportunity for the public to provide input on the plan.
- 9.6. Director Saalfeld questioned a bus stop for the Nature Center and Alpine Gardens. Mr. Ortiz explained that will not happen this summer but the town will look at costs and access options for this for next year.

#### 10. FORD PARK CONCESSIONS UPDATE DATE

- 10.1. Mr. Ortiz shared information regarding costs to operate during events as they relate to revenues. During softball, the revenues were not as equitable. For the upcoming summer, the concessions will be open again for softball, but if it is not successful it will have to be closed down. Food and beverages operations will be scaled down for softball. There will be full-scale operations during events such as the lacrosse tournament.
- 10.2. Director Suarez expressed concerns about the operations (food and labor) costs.
- 10.3. Director Foley requested staff look into the possibility for a beer garden. Mr. Ortiz cautioned this as it will impact the local league play.

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# RECORD OF PROCEEDINGS

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## Vail Recreation District March 26, 2015 Meeting Minutes

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### 11. FEBRUARY 2015 FINANCIAL REPORT

11.1. Mr. Weaver reported that overall the District is off to a good start but that it is still very early in the year. The audit fieldwork has been completed without any issues and once a draft is received and reviewed it will be presented to the board at a future meeting for acceptance.

### 12. SELECTION OF SUBCOMMITTEE FOR REVIEW OF GOLF COURSE DONATION APPLICATIONS

12.1. Mr. Ortiz requested two board members be part of the review of the golf course donation process for the summer. The recommendation will be brought to the board for approval. The District typically provides one “free” day and one at “cost.” Seven agencies have applied for the donations.

12.2. Directors Newbury and Suarez volunteered to be part of the subcommittee.

### 13. EXECUTIVE DIRECTOR’S INPUT

13.1. The following items were reviewed:

13.1.1. Director of Golf Maintenance Scott Todd reported the conditions of the golf course. Mr. Todd said the greens are in good condition. Many of the greens melted on their own, and they are all cleared. Early season snow in the fall helped cover them before they went dormant or froze, which has allowed for improved spring conditions. Moving forward, if there isn’t ample precipitation of snow/rain, some greens may need to be covered. The Vail Golf Club and most other mountain courses are seeing an increase in “vole” damage this spring. He explained voles are cyclical and populations ebb and flow. There isn’t any way to treat the voles but staff will keep an eye on damaged areas. Staff will keep the board posted on an early opening of a May loop. There are many factors to consider including water levels and weather.

13.1.2. Mr. Ortiz reported Director Alice Plain was awarded with the Colorado West PGA Chapter Golf Professional of the Year. The District is very proud of Ms. Plain and the official announcement will be made at the end of April. Ms. Plain is hiring three new assistants this summer including the golf club’s youth coordinator.

13.1.2.1. Director Foley questioned the reasoning for previous staff members not returning. Mr. Ortiz explained that the staff members were looking for year-round employment.

13.1.3. The Kreugar Family Shamrock Shuffle took place with over 100 participants. The event was successful, fun and continues to grow. The partnership with Sports Authority has been finalized. They will be a presenting sponsor of the youth sports programs and trail running series.

13.1.4. The Vail Gymnastics Center’s annual spring show will take place on May 2. It’s a fun event to see and allows parents to see all the hard work the

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Gymnastics Center participants have put in throughout the year. All level six and seven girls will participate in the state championships. This is excellent as participants spend 10 less hours per week than most competitive gyms. Kuddos to Gymnastics Director Julie Cotter and staff. Camps are set. The Georgia Gym Dogs coaches, University of Utah and other special coaches will come for the competitive camps.

- 13.1.5. Community Programming renewed its leases with Vail Resorts at the Golden Peak Children's Center for summer camps as well as at Red Sandstone Elementary School.
- 13.1.6. The Nature Center with Walking Mountains had stakeholder meetings to review the future of the Nature Center as part of a master plan study. Information is continuing to be gathered through surveys and phone calls. The study was funded by the Vail Local Marketing District Advisory Council.
- 13.1.7. The large Volvo event will take place at Dobson for four days. According to the town, Volvo will be spending \$7 million in Vail with a buyout of the Sonnenalp and Lodge at Vail. No outside public will be allowed in the event.
- 13.1.8. Director Saalfeld questioned the process about the new floor at Dobson. Mr. Ortiz said all the flooring in the lobby, offices and restrooms will be replaced. It will take place during the arena shut down in May.

#### 14. BOARD MEMBER INPUT

- 14.1. Director Foley participated in the Vail Uphill and the sports department did a great job with timing. He questioned the ripples in the new softball infields. Mr. Ortiz explained that any issues with the new infields will be addressed.
- 14.2. Director Suarez requested reviewing the dress code at the Vail Golf Club and analyzing how difficult it is to enforce. He also requested a Board retreat before the end of the season. He also spoke about review of the mill levy increase. He expressed excitement of the laser leveling of the courts at the Vail Tennis Center.
- 14.3. Director Saalfeld would like rate comparisons for next year regarding the Nordic Center. He also requested a calendar of important decisions that may need to be made or input needed for upcoming projects.
- 14.4. Mr. Ortiz explained the Nordic Center will closed early this year due to minimal snow. Maintenance has been shoveling and farming snow to keep it maintain.
- 14.5. Director Wiles questioned storage at the athletic fields and if there are plans for storage this summer for sports. Mr. Ortiz explained staff will have to go offsite. The Easter Egg Hunt will take place Saturday, April 4. He also reported he talked with Vail Resorts staff about Disc Golf at Golden Peak. Vail Resorts staff encouraged the District to look at it for summer 2016. Additionally, members of Skating Club of Vail requested financial assistance for the annual ice show. The annual Vail Ski Patrol vs. Vail Ski School ice hockey game will take place at 6:30 p.m. April 10. It is a fundraiser for the Vail Valley Charitable Fund. They

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are requesting donation of the ice. Mr. Ortiz will look into it and see if it's feasible.

14.5.1. Director Foley requested the ice donation be reviewed for the April 9 meeting.

#### 15. ADJOURNAMENT

15.1. Upon a motion duly made and seconded it was unanimously RESOLVED to adjourn the Regular Meeting of the Vail Recreation District Board of Directors.

Respectfully Submitted,

Jamie Gunion  
Secretary to the Meeting

# Vail Recreation District

## Summary of 2015 Food & Beverage Operations

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	Pro Shop Only	Starter & Cart Only	Restaurant Limited Hours	Full Operations	Pro Shop/ Starter & Cart During Construction
<b>Season Dates:</b>					
Start Date	Approx May 10th	All 18 open	May 23rd	July 1st	Construction Start
End Date	Until all 18 open	May 22nd	June 30th	Construction Start	End of Season
<b>Hours of Operation:</b>					
Pro Shop F&B	All Day	N/A	N/A	N/A	N/A
Starter House	N/A	30 min before 1st tee time until 6:00	30 min before 1st tee time until 6:00	30 min before 1st tee time until 6:00	30 min before 1st tee time until close
Cart	N/A	2 hours after first tee time until 6:00	2 hours after first tee time until 6:00	30 min before 1st tee time until 6:00	2 hours after first tee time until 6:00
Restaurant	N/A	N/A	11:00 - 4:00	11:00 - 8:00, (kitchen closes at 7:00, snacks and drinks continue until 8:00)	N/A

## The Literacy Project

**Mission:** Our mission is to empower Eagle Valley community members of all ages by offering free assistance in acquiring the literacy and English language skills they need to function more effectively in their lives.

**Profile: The Adult Literacy Program** is a one-to-one and small group tutoring program for students with low-literacy, English as a Second Language, Citizenship classes and GED preparation. The Literacy Project uses 150 trained tutors to deliver literacy education. Volunteers are the key to our success. Whether a person wants to improve his or her skills to obtain a better job or to help his or her children with homework, our organization works to meet individual needs. 200 adult students served.

The purpose of **Study Friends** is to help academically at-risk middle school students become more independent, self-confident, and efficient learners so that they are better able to meet the academic and social demands of today. We match middle school students from Eagle County schools with qualified and committed volunteers from the community. Students and tutors work on a one-to-one basis once a week for two hours. An algebra tutorial is available at the Avon and Gypsum libraries. 125 students served.

**Reading Buddies** is a reading enrichment program for young people which pairs first through third graders with trained teen volunteers. The Reading Buddies program is designed to give extra reading practice one-to-one with caring, creative teen mentors to make the reading experience fun. 85 pairs

**Raising A Reader** is an evidence based early literacy and parent engagement program that has demonstrated it can improve reading readiness skills of children birth to age eight. The RAR mission is to foster brain development, parent-child bonding, and early literacy skills critical for school success by engaging parents in a routine of "daily" reading. RAR rotates 600 bright red bags filled with award-winning books into children's homes on a weekly basis.

**Why The Literacy Project would be a worthy recipient?** It is our 25<sup>th</sup> anniversary of providing literacy education to Eagle County youth and adults. A golf tournament would be a great way to celebrate our achievements.

**Impact:** Over the past three years, The Literacy Project has equipped adults with the reading, writing, math, and speaking skills they need to be self-reliant and successful at home, in the workforce and in the community. Our middle school students have improved their grades, and self-esteem and sense of belonging to their schools. Children 0-5 have been exposed to more than 100 books per year and parents have learned to become their children's first teacher.



**Anticipated Number of Participants:** 130

**Proposed Date:** Open

Number of Golf tournaments: The Literacy Project has not hosted any tournaments in the past 5 years. We had one had the Sonnenalp many years ago and one at Cotton Ranch. However, The Literacy Project and SteamMaster have agreed to partner on a tournament. They have successfully raised \$390,000 for local non-profits from 11 tournaments over the last 10 years.

# vail CONVENING LOCALLY THINKING GLOBALLY symposium

**February 11, 2015**

**Request for Proposal**

**Vail Recreation District/ Vail Golf Club**

Attn: Alice Plain, Director of Golf  
Vail Golf Club  
1778 Vail Valley Drive  
Vail, CO 81658  
aplain@vailrec.com

**Qualifications**

- **Name of Organization:** Vail Symposium
- **Company profile and mission statement:** The Vail Symposium is a grassroots, non-profit organization that has been a part of the life and history of Vail since 1971. We currently have two full time and one part time staff members and a volunteer corps of approximately 30. Our mission is to provide educational programs for the Vail Valley community that are thought-provoking, diverse and affordable.
- **Describe your organizations impact in the community the past 3 years?:** The Vail Symposium is dedicated to creating a stronger community by providing opportunities for residents and guests to convene together to learn, discuss and share new ideas. We have held over 1,500 successful programs since our inception. In the last three years we have held over 100 programs with attendance reaching over 7,000 individuals. Our programs regularly attract 80-100 attendees per event, many of whom report feeling a greater sense of belonging in the community after attending.

- **Please explain in detail why you feel your organization would be a worthy recipient of the golf course donation:** The Vail Symposium is unique in our community. No other organization covers the wide breadth of topics the Symposium does – from geopolitics to finance and from around-the-world adventures to higher consciousness. We exist for the love learning, for the passion of sharing and spreading ideas. And we give residents and guests alike the opportunity to convene together with their neighbors and friends to hear and discuss these ideas. In an age where so much of the learning we do happens in front of a screen, it's more important than ever to the vitality of a community that its members have opportunities to learn from experts live and in-person, in a room full of other individuals with whom they can begin a discourse about shared ideas – with whom they can form connections and relationships.

The cost of providing these valuable learning opportunities is high, from speaker fees and travel expenses to venue costs, each individual program costs roughly \$2,500 to present. And, since part of our mission is to keep our programs affordable, ticket sales cover less than 10% of program costs. We hold one fundraiser during each of our programming seasons (Winter season and Summer season) to support the costs associated with presenting the programs in that season and the key to a successful fundraiser is keeping the event costs as minimal as possible. The donation of the Vail Golf Course for a one-day tournament would allow us to maximize the total funds raised, which will directly support programs that enrich the lives of those who live in and visit the Vail Valley.

- **Proposed date of your 2015 golf tournament:** While we have not yet set a specific date for our 2015 golf tournament we are considering late-August, possibly the week of August 16, 2015 or the week of August 23, 2015.
- **Anticipated number of participants for golf tournament:** We anticipate 60 to 80 participants.
- **Number of golf tournaments you have coordinated for your organization in the past 5 years:** We have coordinated two golf tournaments in the past 5 years.



## **Application for 2015 Vail Golf Club Tournament**

- **Name of organization:**

Eagle River Youth Coalition (ERYC)  
PO Box 4613  
Edwards, CO 81632

Michelle Hartel Stecher, Executive Director  
[mstecher@eagleyouth.org](mailto:mstecher@eagleyouth.org)  
(970) 949-9250

- **Company profile and mission statement**

### **ERYC MISSION**

The mission of the Eagle River Youth Coalition is to collaborate with Eagle River youth-serving organizations to assess prevention needs, coordinate substance abuse prevention efforts, and build capacity through strategic plans, programs and policies around the issues facing young people.

### **ERYC ORGANIZATIONAL BACKGROUND**

The Eagle River Youth Coalition (ERYC) was founded in 2001 with a vision of providing cohesion among youth service providers. Since its inception, ERYC has taken a leadership role in assessing local youth behaviors and perceptions, evaluating service gaps, and mobilizing the community to address priority youth needs. ERYC collects and disseminates critical data that benefits the community in a multitude of ways, and utilizes conversations as a springboard to ensure youth needs are met, gaps are addressed, and coordination is occurring. By working together with diverse service providers, the community can more effectively and efficiently assess and meet the changing needs of youth and mobilize the community for positive change.

ERYC has expanded its organizational focus to offer a variety of prevention programming based on identified gaps. Through strong partnerships with local, state, and federal governments as well as youth program providers, ERYC provides youth leadership opportunities, substance use prevention and parent education efforts throughout the Eagle River Valley. Through these efforts, ERYC is able to bring in new funding to the community that no other agency is able to secure with a goal of fostering a healthy and supportive community that makes youth a priority, increases their self-sufficiency and enables them to reach their full potential.

### **ERYC GOALS.**

ERYC is currently focused on:

- Developing a healthier and safer community
- Providing the community with increased education and knowledge around key issues
- Connecting families in need
- Increasing opportunities for youth engagement

- Reducing substance use and impaired driving

### **CURRENT ERYC PROGRAMS.**

Coalition Efforts: ERYC builds capacity among partner agencies through community events, professional development opportunities, service referral, dissemination of youth data trends, and program gap analysis. ERYC partners with schools, local government, law enforcement, non-profit agencies, health services and other entities with a focus on youth health and safety.

Comprehensive Data Assessment, Evaluation, and Client Referral Planning: ERYC administers the biennial Healthy Kids Colorado Survey (HKCS) to Eagle County 7<sup>th</sup>-12<sup>th</sup> grade students to understand local youth trends and needs. The HKCS has been recognized as the standard evaluation instrument used in the State of Colorado to measure and assess youth behaviors, perceptions and attitudes. This biennial survey was most recently administered in partnership with Eagle County Schools in the fall of 2013 to over 2,600 students, with a 95% student participation rate.

HKCS data is utilized to steer critical direct programming, secure resources and encourage policy change. This data helps guide local initiatives that best support youth and families. Data collection also enables ERYC to facilitate and participate in community-wide initiatives that provide agencies with more effective client referrals and improved data sharing, increasing community access to services and reducing service gaps.

Prevention Education: ERYC facilitates and coordinates substance use prevention for Eagle County students. The Project Towards No Drug Abuse (TND), an evidence-based curriculum for high school youth, reaches over 150 local youth annually through health classes and addresses priority issues faced by Eagle County related to adolescent substance use and impaired driving. Project Alert is a recognized evidence-based prevention curriculum for middle school youth. Beginning prevention education in middle school provides youth with the tools and knowledge to prevent risky behaviors through high school. ERYC partnered with one local middle school in 2013 to pilot Project Alert to a group of twenty-seven students, and aims to increase impact in the current school year by offering the program at four middle schools to over fifty students.

The Youth Leaders Council (YLC) is a youth leadership and advisory program which focuses on strengthening the youth voice in the community. Twenty-six participants representing all six local high schools currently convene to identify and discuss pertinent community issues and serve an advisory role for various initiatives.

Parent Efforts: ERYC aims to reach over 250 parents annually through various bilingual and bicultural educational and skills-building services. This is achieved through a multifaceted approach, ranging from large community forums to a comprehensive six-week educational series called Active Parenting for Teens. Parent education opportunities give parents the knowledge and tools to face current and real issues for youth and families. The Family Resource Directory is published on a regular basis and distributed throughout the community to increase access to local programs and services.

Environmental Change: ERYC collaborates with local law enforcement partners, healthcare professionals, liquor and marijuana establishments, event producers and the school district to focus on reducing youth substance use and impaired driving. Prevention education and awareness strategies are designed to reach the entire community and include media campaigns, increased signage and compliance checks. Information is disseminated via stickers, signs, radio announcements, television interviews, print articles, and social media.

- **Describe your organizations impact in the community the past 3 years?**

ERYC focuses its impacts in many areas including Parent Education Efforts, Youth Leaders Council, Substance Abuse Prevention, and Community Collaboration. Over the past three years, ERYC has been able to make great strides each of these areas

- ERYC has increased substance abuse prevention education in high schools and expanded the program to middle school youth in 2013. The number of students receiving this education has increased from 55 students in 2011-2012 to 325 youth in 2014 and the program continues to expand to more schools
- The number of youth taking the Healthy Kids Colorado Survey has increased to 2,600 youth at 10 public and private high schools to get the most accurate and comprehensive data collection possible.
- Parent education programs and initiatives have expanded from 215 parents in 2012 to over 350 parents in 2014. Additionally, ERYC initiated the Active Parenting of Teens program in the spring of 2012 and has continued to fill each session offered. Parents find this program valuable and it is well sought-out after.
- Community Collaboration has been a consistent focus of ERYC. ERYC maintains its original foundation of collaboration and currently engages in formal agreements with twenty-nine youth-serving organizations in Eagle County, as well as an additional twenty agencies through informal partnerships. Part of ERYC's success is the collaborative manner in which key community stakeholders are convened to address the ever changing local needs of youth and families. Partnerships with critical entities prepare professionals to address concerns rapidly and effectively. ERYC hosts various trainings, meetings, educational forums and presentations to ensure that necessary partners are working in a coordinated and collaborative manner, and are in consistent alignment with needs identified through local data. Participation in various collaborations, community working groups, and initiatives supports ERYC's goals to work with the community to share information, identify current needs, and partner to create solutions and deliver services that are efficient and non-duplicative.

Program and project evaluation are critical in assessing effectiveness of various strategies. When considering evaluation of specific programs, ERYC administers pre and post evaluations or satisfaction surveys with all programs. Key highlights from 2013 evaluations include:

- **Youth Leaders Council (26 participants):** YLC youth served in an advisory role for programs and efforts of seven community organizations in 2013.
  - 86% of youth showed increased knowledge of how leadership functions in the community.
- **Parent Education (over 350 local parents engaged in education and outreach initiatives):**
  - 90% of Dinner & Dialogue attendees reported increased knowledge of the topic discussed and 86% reported increased confidence in discussing the topic with their child.
- **High School Prevention Education – Project Towards No Drug Abuse (152 participants in 2013-2014):** From start to end of the program, the following outcomes were reported:
  - 94% of participants recognized consistent or increased risk of harm from drinking alcohol.
  - 91% of participants either abstained from marijuana use or reduced marijuana use.
- **Middle School Prevention Education – Project Alert (27 total participants):**
  - 85% of participants reported to not consuming alcohol before or at the end of the program and an additional 10% of students reported decreased alcohol consumption.
  - 100% of participants abstained from marijuana use.

**• Please explain in detail why you feel your organization would be a worthy recipient of the golf course donation.**

The Eagle River Youth Coalition would be a worthy recipient of the golf course donation because, as an organization, our commitment is to creating a healthy, safe and well-connected community for youth and families. Our goal is to make sure that youth feel supported and safe, and that families receive the supports and services that they need. To do this, ERYC collaborates with all youth-serving entities to sustain current efforts, create efficiencies, increase collaboration, and offer necessary programs that aren't otherwise available. Therefore, our fundraising efforts support community-wide initiatives that benefit the entire Eagle River Valley.

**• Proposed date of your 2015 golf tournament.**

ERYC has a relatively light schedule during the summer and early fall months and is flexible regarding a tournament date if selected.

Proposed dates include:

June 1  
June 2  
June 3  
June 8  
June 9  
June 15  
June 16  
Aug 24  
Aug 25  
Aug 31  
Sept 1

**• Anticipated number of participants for golf tournament**

ERYC anticipates 40-60 participants for the golf tournament.

**• Number of golf tournaments you have coordinated for your organization in the past 5 years**

ERYC has not coordinated a golf tournament in the past 5 years, but has successfully organized the Valley Tastings: Food for Youth event for the past 8 years. This event works with local restaurants to provide food tastings to over 150 guests and includes a silent auction. Additionally, ERYC was the selected beneficiary for the Evans Chaffee Kickball Class in 2014 and supported outreach, coordination, and day-of support.



February 17, 2015

Vail Golf Club Donation Application  
700 South Frontage Road, East  
Vail, CO 81657

Re: Starting Hearts Proposal for Vail Golf Club Donation

Dear Ms. Plain:

I am pleased submit a proposal on behalf of Starting Hearts for the Vail Golf Club Donation. Enclosed is one copy of the proposal. If you have any questions or require additional information, please do not hesitate to contact me at 303-898-5592.

Sincerely,

A handwritten signature in black ink that reads "Kelly Brinkerhoff".

Kelly Brinkerhoff  
Development Associate



# STARTING HEARTS™

- SAVE MORE LIVES -

## Proposal for Golf Tournament Donation Vail Recreation District / Vail Golf Club

### **Name of Organization:**

Starting Hearts, Inc., a Colorado 501(c)(3) nonprofit

### **Company Profile and Mission Statement:**

Starting Hearts' mission is to save more lives.



Lynn Blake, a Sudden Cardiac Arrest (SCA) survivor and Eagle County resident, established Starting Hearts in 2010. Blake was 27 and had no previous history of cardiovascular disease when she collapsed in Vail on Valentine's Day in 2007. It was her good fortune that bystanders called 911 and started Cardiopulmonary Resuscitation (CPR). Within minutes the Vail Fire Department and Eagle County Paramedic Services used an Automated External Defibrillator (AED) to deliver three shocks to her chest. Blake's doctor explained she was one of the lucky few to survive SCA (roughly 8 percent), which strikes with little or no warning. In the aftermath of this life-changing event, Blake founded Starting Hearts, whose purpose is to increase the survival rate of SCA victims through emergency response education, CPR training, and the strategic placement of AEDs in Eagle County.

Starting Hearts' mission is to save the lives of SCA victims by improving community access to essential medical care. The key to surviving SCA is having more trained citizens ready to assist in the first crucial minutes while medical professionals are en route. Administering CPR and defibrillation within the first five minutes dramatically increases the chances for survival. Without intervention, only 8% survive; with intervention, the survival rate skyrockets to 40 %.

Starting Hearts Programs Include:



**CALL PUSH SHOCK™:** Starting Hearts Call Push Shock program delivers a free 4S-minute, hands-on CPR/AED skills training to quickly and effectively educate citizens on how to help save lives. The 2015 program will train 3,350 new individuals in CPR/AED administration. Participants learn the causes and signs of SCA, the importance of immediately calling 911, how to perform hands on CPR and administer a defibrillator. Utilizing its mobile classroom and display center, "The HeartRod," Starting Hearts brings its free education sessions to destinations throughout Eagle County, CO.



**Neighbor Saver™:** Neighbor Saver is a citizen response system designed to create a network of trained volunteers who can administer life saving assistance while medical professionals are en route. The system utilizes 911 and the Computer Aided Dispatch with two-way cellular technology via smart phone to alert nearby citizen rescuers trained to assist SCA victims.



**Nearest AED™:** Nearest AED is a campaign to encourage citizens to know the location of their nearest defibrillator. Administering an AED within 3 minutes of SCA increases the chances of survival to 40 percent. Yet only one in ten Eagle County residents knows the exact location of an AED. Nearest AED™ strategically places defibrillators and directional signs in the community to increase the public's access to these lifesaving devices.

SCA is the leading cause of death in Colorado and the world. The American Heart Association estimates that 1,000 Americans per day suffer SCA. On average, Eagle County experiences 250 cardiac related emergencies annually.

SCA has only an eight percent survival rate, because bystanders lack the knowledge and resources to respond. The most important determinant of survival from SCA is the presence of a trained rescuer willing to perform CPR, and the odds of survival increase greatly if an AED is used within the first five minutes.

Starting Hearts Eagle County programs will increase the number of individuals able to confidently deliver appropriate care to SCA victims, increase the effectiveness of Eagle County's emergency response services, save lives, and make Eagle County a safer community.

## **Describe Your Organizations Impact in the Community in the Past 3 Years?**

Starting Hearts has been an active nonprofit organization in the Vail Valley since 2010, and has made significant progress in moving towards its goal of increasing access to cardiac healthcare and, in turn, increasing the survival rate of SCA victims.

Since its inception, Starting Hearts has trained more than 5,000 people in CPR/AED education, placed 65 AED's in Eagle County and implemented an SCA registry to track survival rates in Eagle County.

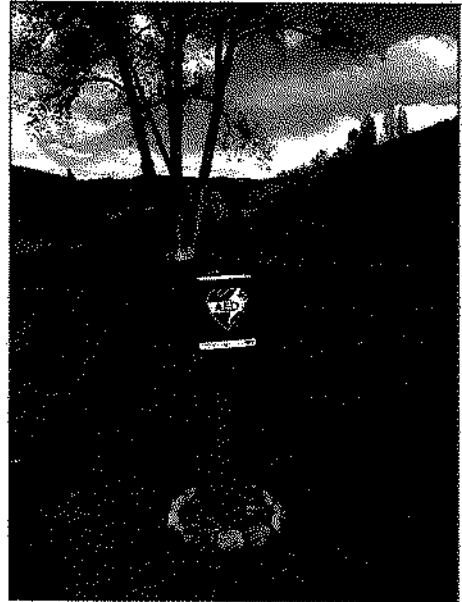
Strong partnerships allow Starting Hearts to leverage emergency response expertise and resources in Eagle County, and are a major factor in the on-going success of Starting Hearts. Local public safety organizations, paramedic and medical services and fire departments provide essential expertise and institutional support including medical oversight, program direction, SCA registry data, AED inspection support and placement audits, medical services (free cholesterol tests and EKG's) and volunteer certified CPR trainers.

Local corporate employers, schools, recreation facilities, and neighborhood associations adds to Starting Hearts training venues, provides volunteers, and promotes existing CPR/AED efforts to better serve more of the Eagle County community. Local students assist with surveys and community members are active in Starting Hearts events, such as the All You Need Is Heart event held annually in February.

The effectiveness of Starting Hearts programs is also demonstrated by having a broad target population, whose programs are nondiscriminatory and reach all ages and ethnicities. Starting Hearts programs reach Eagle County residents, seasonal employees, large corporate employers, schools, service based industries, government municipalities, Hispanic organizations, hotels, restaurants, shopping centers, neighborhood associations, churches, places of recreation, and private residences.



*"Starting Hearts seeks to provide outreach trainings to students, parents and the public. Using a converted bus and volunteer instructors, Starting Hearts is promoting its CALL, PUSH & SHOCK™, Neorest AED™ and Neighbor Saver™ programs throughout Eagle County and into the surrounding region. Utilizing these*



*programs, Starting Hearts expects to increase the survival rates from Sudden Cardiac Arrest dramatically. By improving awareness, increasing training opportunities and raising funds for AED's, Starting Hearts is making a difference." -- Jim Spell, Project Coordinator – Lone Star Security & Safety Services*

The impact of Starting Hearts programs will continue well beyond 2015. With each year of service to the community Starting Hearts reaches and trains more people, strengthens its partnerships, increases awareness of SCA and saves more lives in Eagle County.

**Explain in detail why you feel your organization would be a worthy recipient of the golf course donation.**

A VRD golf course event will allow Starting Hearts to produce a fundraising event that will help fulfill its mission to save the lives of Sudden Cardiac Arrest (SCA) victims in Eagle County. Starting Hearts saves lives of SCA victims by increasing access to cardiac healthcare services through its unique programs. Starting Hearts programs increase the survival rate of SCA victims through emergency response education and CPR/AED training, and the strategic placement of AED's in Eagle County.

The most important determinant of survival from SCA is the presence of a trained rescuer willing to perform CPR, and the odds of survival increase greatly if an AED is used within the first five minutes. It is estimated that only one-third of SCA victims will receive bystander CPR and less than 5 percent will have a defibrillator applied.

The Starting Hearts programs: Call Push Shock™ and Neighbor Saver™ offer free medical training in emergency response, CPR and AED use, and increase the population of trained citizens ready and able to help save lives. Starting Hearts Nearest AED™ program increases the accessibility of healthcare equipment by installing AED's in strategic locations in Eagle County.

Over the next year, Starting Hearts will increase the survival rate of Sudden Cardiac Arrest victims in Eagle County by training 3,350 individuals in CPR/AED emergency response care, adding an additional 25 AED's in Eagle County and adding 1,500 individuals to the "Neighbor Saver" call network.

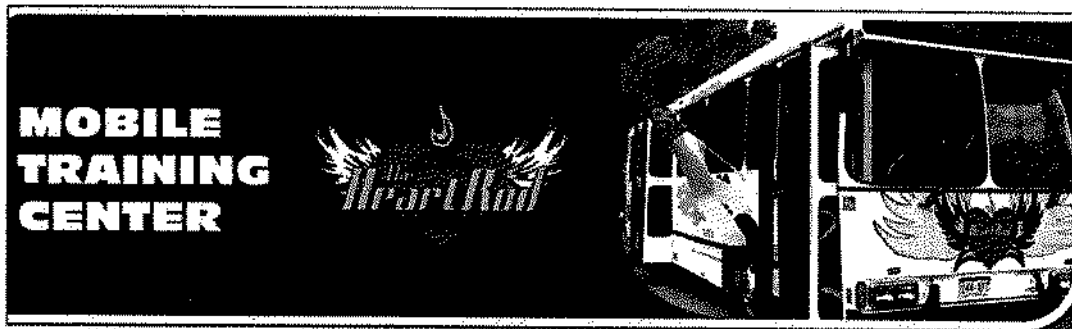


Starting Hearts' programs builds a community network of people that can come to each other's aid quickly without relying solely on our medical facilities and local emergency service organizations. An increased number of trained responders,

public access to AED's, and an emergency bystander notification system will increase the safety of our community and save lives for years to come.

Currently, Starting Hearts has a waiting list of participants interested in its programs, but limited resources to accommodate these requests. Funding from a golf tournament at the Vail Golf Club will be used by Starting Hearts to increase access to the resources necessary to save the lives of SCA victims.

*"This critical project is fulfilling a community need we regretfully cannot currently afford to accomplish. We have identified this program as a critical link to the survival of our friends, family and neighbors. We are honored to be part of such an important community program." --Karl Bauer, Fire Chief--Eagle River Fire Protection District*



**Proposed date of your 2015 Golf Tournament:**  
A Thursday in July or August

**Anticipated number of participants for the Golf Tournament:**  
We anticipate 96 people or 24 foursomes to participate in the tournament. We have many donors who summer in second homes in Vail and will bring substantial donations to such an event.

**Number of Golf Tournaments coordinated for your organization in the past 5 years?**

This will be our organization's first golf tournament; however, we have three Board Members with extensive experience in coordinating and managing golf tournaments. We know exactly what to do to conduct an enjoyable tournament for our donors, a successful outcome for the organization, and substantial marketing exposure for the VRD and the Vail Golf Course. Thank you for your consideration.



## VAIL RECREATION DISTRICT DIRECTOR REPORTS

### March 26, 2015

#### GOLF MAINTENANCE

- As of last week, all greens have been cleared of snow, most manually with snowblower and shoveling, and several melted off on their own. They all are healthy, and have received a fungicide application to protect them from late winter and spring disease pressure. Additionally, we have put covers down on greens 4, 8, 9, 11, 12, 13, 15, 16, and 17 to protect them from desiccation on windy days.
- There are still pockets of snow on the lower portion of the golf course and holes 14, 15, and 5 are holding their usual deep snow against the mountain. If weather is warm, dry, or both, we would likely see a lower mini-loop of holes completely clear of snow and dry enough to open for play by mid-month, should that be desired. A return to cold, wintery weather would obviously set back that forecasted potential mini-opening.
- Nordic skiing came to a swift end, with the last day of grooming happening on the 28<sup>th</sup> and the shop closing its doors for the season on the 29<sup>th</sup>.
- With the unusually warm weather and shrinking snowpack, the conversation of water availability this summer has started and will continue unless we see some snows in April and May. We have continued a gradual decline since early March and are well below average for snow pack and water-equivalent.
- Snowpack and water-equivalent figures as of 4-2-15:
  - Snow-water equivalent for Vail Mountain is 62%, down from 98% of average on 3/6
  - Snow-water equivalent for Upper Colorado River basin is at 76%, down from 98% of average on 3/6
  - Snowpack is at 76% for the Upper Colorado basin, down from 97% of average on 3/6

#### GOLF OPERATIONS

- Season passes will go on sale April 15. Discounts will be offered through May 15. Applications and prices are available on [vailrec.com](http://vailrec.com)
- Chris Johnson and Ethan Malzahn will start back at the Vail Golf Club on April 15. We have filled all positions in outside staff, pro shop, beverage cart and starter shack for the season. We are looking for an Assistant professional to fill our Junior Golf Coordinator position. We are still hiring for starter / ranger positions. We have hired five PGA PGM interns for this summer. Two are on a six-month internship and three will be on a three-month internship.
- Alice will received her award for "Golf Professional of the Year" for the PGA West Chapter on April 30 in Grand Junction at Book Cliff Country Club.
- We are ready for an early start to the season.

#### SPORTS REPORT

- Youth Soccer registration is closed. We will have (7 or 8) U8 teams, (3 or 4) U10 Teams and 60 four and five year olds in Micro. All play begins the week of May 20.
- We now own four sets of "Official" Cornhole boards to start a league this summer. It will most likely take place the same evenings of the sand volleyball league and the athletic fields.
- SmartWool is a new partner with the Trail Running series and will be hosting two bib pickups in Lionshead
- T-Ball also starts the week of April 20.
- Summer softball signups will take place on April 15 at Sports Authority in Avon. We will have co-ed leagues on Monday and Wednesday and Men's Leagues on Tuesday and Thursday.

- Less than four weeks until our first ShortTrack Race

## **MARKETING**

- Marketing is busy finalizing collateral and marketing materials for all the upcoming programs. Working with Golf for a potential early start to the season.
- Jamie is working with Suzanne at the Town of Vail to share information regarding golf club renovation updates and discussions about managed parking at Ford Park.
- Hannah and Jamie are finalizing the Year in Review in preparation for the Town's annual meeting on March 31. It has been condensed from prior years with a new, fresh look.

## **GYMNASTICS**

- The Gymnastics Center has finalized its Public and Team Summer Camp schedules and will be welcoming elite level athletes and coaches from all over the country this summer to help guest coach the competitive camps. We will welcome Brittney Emmons- Utah State Assistant Coach and former elite/collegiate level gymnast, Tani Blount- an elite level coach and former coach of Olympian Carly Patterson, as well as 2 of the Georgia Gym Dogs on the University of Georgia Women's Gymnastics Team- Beth Roberts and Mary Beth Box.
- Registration for the "Swing Into Spring" event with Vail Gymnastics has ended and the event will take place on May 2. The gym will be hosting all recreational and team athletes in a showcase of performances by all gymnasts on all of the competitive apparatus.
- Vail Gymnastics will be having a basket raffle at this year's "Swing Into Spring" event and are currently collecting donations from local businesses to help support the event and our program. Donations have already been received by: KidSPORT, Pazzo's Pizza, Valbruna, Fuzziwigs Candy Factory, Haute Route, SmartWool, The Bookworm, Vail Toy Store and Hotel Minturn.
- The level 6 and 7 girl's competitive team will travel to Lakewood April 11-12 for the Colorado State Championships.
- Two of our competitive boys' team members, Reid Omillian and Thomas Turilli (level's 5 and 6) will be traveling to the United States Air Force Academy for the Men's Regional Championships on April 11-12.

## **COMMUNITY PROGRAMMING**

### Community Programming

- We have 5 to 10 families most days of the week; we have had quite a few days with 10 to 20 families visiting. Many are participating in Children's Art, and some are painting pottery.
- Our fitness programming is steady. Aikido has added a few part-time students in the past month.

### KidZone

- KidZone is steady, with typical mid-season numbers and our P/T staff is well trained and contributing to smooth operations.

### Other

- Chad has been working with Todd O from the TOV on a skatepark in the atrium of the Lionshead Parking structure. The interview committee has selected a final candidate, Todd O is working on engineering considerations, and parallel contracts. We are presenting a contract proposal to the Town Council at its April 21 meeting. If the contract is awarded, we will immediately start on public input, preliminary designs and prepare for August 2015 construction.
- Chad met with Mark and Jen of VMS regarding After School and Summer Camp collaboration with them.
- We have the Easter Egg Hunt on April 4.

### Summer

- Chad met with Marcie and Shane and Mia regarding the possibility of running Vail Mountain Bike Camps out of RSES. It appears Mia and Shane will stay in the SSCV building for the

summer of 2015. They will look for another solution for 2016 and the future – possibly outside of Vail.

- We have begun interviewing and hiring for the summer. We have spaces in all camps. We are still in need of Pre Kamp Vail teachers.

#### Marketing/Photos (Tooting Our Own Horn)

- Chad went on TV8 Tuesday 3/31 and Friday 4/2 to promote the Easter Egg Hunt (as the Easter Bunny).

### **BUILDING MAINTENANCE/ FOOD AND BEVERAGE**

#### **Vail Golf & Nordic Club House**

- Main restaurant had significant water leak, Ice dams were removed from flat roof and interior walls and ceiling repaired.
- Vail Nordic has vacated the building including all goods previously stored in Club House store room areas (L-Room)
- Carpet cleaning has been completed in pro shop, restaurant, locker rooms, office and all common areas with carpeting
- All Nordic parking dividers and signs have been removed from parking lot
- Additional punch list items will be completed this month

#### **Dobson**

- Volvo has vacated the venue and normal arena activities have resumed.
- Snow Fence repair will be scheduled once TOV reaches agreement long term
- Ice machine in concessions needs replacement

#### **Vail Nature Center**

- Once the access road is clear we will begin working on several projects including but not limited to: wood floor refinishing, concrete floor polishing, window shade installation, electric breaker panel labeling, exterior punch lists
- We will get pricing on installing a new shade structure for outdoor programming. A discussion with interested parties should be scheduled for feedback.

#### **Vail Tennis & Admin Center**

- Need to discuss concrete cracks in main entrance with TOV and see if they can be resolved.
- Laser leveling of courts scheduled
- Crack repairs at Golden Peak to be scheduled as soon as night temps rise
- Annual spring cleaning including carpet cleaning, tile polishing, window cleaning, etc.

#### **Vail Gymnastics Center**

- Gym will be closed for spring break, annual maintenance scheduled including: drywall repair and painting, window washing, dusting, carpet cleaning, apparatus sanitizing, exterior landscaping

#### **Youth Services Lions Head**

- Thoughts Flow needs repair, waiting on parts from artist to schedule install
- Spring punch list items

#### **Sports & Ford Park**

- ACC to return and continue on Capital project punch list items, including fence repair, artificial turf base patch and minor grading
- Spring clean for sports center including mounting new info board
- Repair work at school house on lower bench

#### **Grill on the Gore**

- Hosted the Vail Valley Young Professionals Association
- Hosting Vail Ski and Snowboard U-16 Awards
- All summer positions now posted
- Booking weddings on the Island and receptions at the Club House
- Brides are already inquiring about summer 2016 for wedding island (this needs to be addressed)



- Opening plan for F&B to serve early season golf is being discussed, including services out of the pro shop and opening plans for starter bldg.
- Some kitchen repair work will need to be completed prior to being issued F&B license, working with Eagle County Health to resolve challenges.

#### **Ford Park Concessions**

- Currently hiring summer staff
- Spring clean and punch list items being scheduled
- Working with promoters to provide “lunch boxes” for the staff and “meal deals” for guests

#### **Dobson Concessions**

- Hosted one week of Volvo events including three days of receptions and meetings. (see comments below)
- This was a challenging event and we learned a great deal about how to best meet the needs of this type of clientele.
- Concessions have been returned to normal operations to support league play and smaller events.
- Replacement of ice machine scheduled

#### **Vending**

- New machines for Ford Park to be installed prior to seasonal start up
- Looking at ways to ensure that we have adequate staff to maintain equipment.

#### **Letter from Volvo**

*Hello Scott! Sorry it has taken me a few days to clear out some emails, travel home and settle back in. Thanks to you and your team for the support during our event! It was quite the challenge to bring this event to Vail and the Dobson but together we all pulled it off! I look forward to my next visit to Vail but hopefully it is for fun and not work!*

*All the best to you Scott! Take Care!*

*Leigh Ann Knaus*

*Senior Project Manager*

#### **Projects on the radar**

- Conceptual plans for both shade structure at the Nature Center as well as storage building at the Athletic fields are now available for review by VRD board and staff.
  - We will begin advertising for staff before the end of March for a May 1 start
  - Setting up vendors for summer season
- Kitchen make up air issues have been resolved
- We have an appointment with Eagle County health and environ for the opening of Grill on the Gore. There are several items that need to be addressed prior to us getting a food service license.

#### **DOBSON**

- We hosted Volvo for almost eight days. They transformed Dobson into a different place. Rent attributed to \$31,500 with strong revenue from beverage service for the event. This event also saw a visit from the CEO of all of Volvo from Sweden.
- All winter programs have concluded.
- April 17 we will host a Hispanic dance.
- April 22 we host FBLA for 4 days.