

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

5:00 P.M.  
Thursday, June 9, 2016  
Town of Vail, Council Chambers  
AGENDA  
REGULAR MEETING

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1. Call to Order
2. Approval of Minutes
  - a. May 26, 2016
3. Public Input of Items not on the Agenda
4. Update on Kaaboo Vail Proposal
5. Executive Director Input
6. Board Member Input
7. 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 May 26, 2016**

A Regular Meeting of the Board of Directors of the Vail Recreation District, Town of Vail, Eagle County, Colorado, was held on May 26, 2016 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. Bill Suarez, Kim Newbury, Tom Saalfeld, Roland Kjesbo
2. MEMBERS ABSENT AND EXCUSED
  - 2.1. Kevin Foley
3. STAFF PRESENT
  - 3.1. Mike Ortiz, April Heredia, Jessie Klehfoth, Scott O'Connell
4. OTHERS PRESENT
  - 4.1. Mac Garnsey, Scott Bluhm, Mike Imhof, Nathan Prenger, Dave Chapin, Stephen Connolly
5. CONSULTANTS PRESENT
  - 5.1. Eric Weaver, Marchetti & Weaver, LLC
6. CALL TO ORDER
  - 6.1. Director Saalfeld called the meeting to order at 5:02 p.m.
7. APPROVAL OF MEETING MINUTES
  - 7.1. By motion duly made and seconded it was RESOLVED to unanimously approve the minutes of the May 12, 2016 meeting.
8. PUBLIC INPUT OF ITEMS NOT ON THE AGENDA
  - 8.1. None.
9. VAIL GOLF COURSE CLUBHOUSE UPDATE
  - 9.1. Mr. Scott O'Connell gave an update on construction at the Vail Golf Course. He spoke about repairs to the hole 10 fairway due to storm sewer line installation, the restoration of the driving range area due to utility installation, work on the

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## RECORD OF PROCEEDINGS

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### Vail Recreation District May 26, 2016 Meeting Minutes

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practice areas, and a complete restoration and resurfacing of the parking lot, which is now open. Mr. O'Connell also spoke about the new cart barn which will be ready next week for delivery of the new golf cart fleet, and a stream bank stabilization project with the Town of Vail near the hole 14 black tee.

- 9.1.1. Mr. Ortiz added that guests will still be able to play from the front of the 14 tee box but there will be a fence to keep guests from standing on the back of the tee box.
  - 9.1.2. Director Kjesbo asked if the stabilization will be done similar to other town projects in the past.
  - 9.1.3. Mr. O'Connell responded that there will most likely be a combination of boulder elements and log cribbing. This will need to be approved by the town design and review board.
  - 9.1.4. Director Saalfeld asked about a previous issue with an Xcel Energy line near hole 8. Mr. Ortiz and Mr. O'Connell responded that it is being monitored by the golf course staff and the Town of Vail staff, and that the cribbing there has proven to be a great stabilization technique with no further erosion seen in this area.
  - 9.2. Director Suarez asked about the two bays in the cart barn, and asked for clarification on their purpose. Mr. O'Connell explained that there will be a lodge-style space where Nordic guests will be able to relax, change boots, leave clothing layers and more, and a team room, purpose-built inside of the cart barn area of the new Vail Golf Clubhouse for Nordic uses in the winter.
  - 9.3. Director Saalfeld stated that the board took a tour of the clubhouse earlier in the day and he was very impressed by the building progress. He thanked Mr. O'Connell for his oversight of the project.
  - 9.4. Vail Mayor Dave Chapin made public comment to recognize the hard work of Mr. Scott Todd, Vail Golf Course superintendent, and Mr. Justin Gompf, first assistant superintendent, who have done an unbelievable job at getting the course ready. Mayor Chapin encourages everyone to get out and play the course and enjoy the fabulous course conditions.
10. VAIL VALLEY FOUNDATION KAABOO MUSIC FESTIVAL PRESENTATION
- 10.1. Representatives from the Vail Valley Foundation (VVF) and KAABOO, Mr. Mike Imhof, Mr. Scott Bluhm, Mr. Mac Garnsey and Mr. Nathan Prenger, made a second presentation to the Board regarding a proposed music and cultural festival to take place in August 2017, which included many questions and discussion from the Board.
  - 10.2. Mr. Imhof spoke about changes to the overall festival site plan, including moving a section of the lower bench activation in the original plan to the Golden Peak area instead. He also spoke about extending the deadline for a decision from the Town of Vail and VRD to July 19, allowing for more time to gather public input. Mr. Imhof spoke about two open houses held earlier that day by the VVF, and

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## RECORD OF PROCEEDINGS

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### Vail Recreation District May 26, 2016 Meeting Minutes

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his hope to hold two more public open houses in June and July. Mr. Scott Bluhm and Mr. Nathan Prenger spoke regarding the venue phasing and the time periods that different areas of Ford Park, the Vail Athletic Fields and the Vail Tennis Center would be closed for load in, event time and load out. They also talked about each of the proposed areas affected by the festival and what type of protection and activation would be at each location. Mr. Mike Imhof committed to the Board that the VVF will put together a thoughtful, clear, standard operating procedure and plan for review and editing by all parties involved. They also touched on opening the Nature Center to guests, road closures, homeowner access, parking and other details.

- 10.3. Mr. Stephen Connolly made public comment and asked some questions of the VVF presenters. He then commended the VVF on the job they've done talking to the various stakeholders.

#### 11. APRIL 2016 FINANCIAL REPORT

- 11.1. Mr. Weaver stated that not much has changed since the last report, and that some departments are leveling out due to delays in billing because of weather and other factors.
- 11.2. Director Saalfeld asked about golf pass sales. Mr. Ortiz stated that as of last week pass sales were slowly coming in, but on par for this time of year.
- 11.3. Mr. Weaver explained that there are some challenges pulling reports from the new golf point of sale system and that those challenges are being worked through.

#### 12. EXECUTIVE DIRECTOR INPUT

- 12.1. Mr. Ortiz stated that the sports department held their first cross-country bike race of the season yesterday with over 300 people in attendance and 43 youth racers. The race ran very smoothly and parking was well organized. He thanked the Town of Eagle, Eagle Ranch and Greater Eagle Fire Protection for their support. He also commended the sports department on a job well done.
- 12.2. Mr. Ortiz next thanked the Eagle Vail Golf Course for allowing 70 of the micro soccer program youth to play two of the foot golf holes on the golf course.
- 12.3. Mr. Ortiz stated that the sports department will be very busy timing a number of community events and races around the valley in the coming weeks.
- 12.4. Mrs. Klehfoth spoke to the success of the new website and how all the site metrics have been very positive since the redesign.
- 12.5. Mr. Ortiz stated that community programming will continue their Aikido, TRX and Gentle Yoga classes throughout the summer. They also hosted a successful School's Out Camp at the end of April.
- 12.6. Mr. Ortiz reminded the board about the two level 7 gymnasts who qualified for and attended the regional competition in Arkansas. He stated that the Gymnastics Center has a very successful spring show, and they are excited to bring the

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## RECORD OF PROCEEDINGS

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### Vail Recreation District May 26, 2016 Meeting Minutes

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University of Georgia Gym Dogs back this summer for a competitive team camp, which is already sold out. He reminded the public that there are still some spots available in the other gymnastics camps this summer.

#### 13. BOARD MEMBER INPUT

- 13.1. Director Suarez commented on how phenomenal the clubhouse is looking. He reminded the public that the tennis courts are opening up tomorrow, Friday, May 27. He mentioned that he was approached by someone who would like to propose a new climbing wall. Mr. Ortiz suggested that they open the discussion with staff first.
- 13.2. Director Newbury had no input.
- 13.3. Director Kjesbo asked about how parking for softball leagues work. Mr. Ortiz explained that parking is controlled by the Town of Vail during special events. Mr. Ortiz said he would talk to the town about better drop-off access for league players and ask about the ability to park a car near the fields in case a need arises to transport injured players.
- 13.4. Director Saalfeld commented that the new skatepark is looking great, and thanked the mayor and town council for the funding and the foresight to add that amenity to the town. There is not yet an opening date scheduled.

#### 14. ADJOURNMENT

- 14.1. 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,

Jessie Klehfoth  
Secretary to the Meeting

## KAABOO-VAIL 2017 BUILD STRIKE

	CLOSED	REOPENS	TOTAL DAYS UNAVAILABLE TO PUBLIC
VRD FP - WEST FIELD	SUN 8/13	MON 8/21	8
VRD FP - MIDDLE FIELD	SUN 8/13	MON 8/21	8
VRD FP - EAST FIELD	SAT 8/10	THUR 8/24	11
VRD FP - CONCESSIONS AND RESTROOMS	SUN 8/13	MON 8/21	8
VRD FP TENNIS COURTS #1 #2	THUR 8/10	THUR 8/24	14
VRD FP TENNIS COURTS #3 #4	THUR 8/17	TUES 8/22	5
VRD FP TENNIS COURTS #5 #6 #7 #8	TUES 8/15	TUES 8/22	7
VAIL TENNIS CENTER / VRD OFFICES	THUR 8/17	TUES 8/22	5
VRD VAF RUGBY FIELDS	SUN 8/13	WED 8/23	10
VRD VAF SAND VOLLEYBALL COURTS	SUN 8/13	WED 8/23	10
VRD VAF RUGBY FIELD PARKING	SUN 8/13	SAT 8/26	13
WEST PARKING LOT AT SOUTH FRONTAGE ROAD	THUR 8/17	TUES 8/22	5
EAST PARKING LOT AT SOUTH FRONTAGE ROAD**	SUN 8/13	SUN 8/27	14
VRD VAIL NATURE CENTER*	TUES 8/15	WED 8/23	8

\*NOTE: NATURE CENTER MAY HAVE KAABOO-VAIL ACTIVATION.

\*\*NOTE: PARTIAL PARKING CLOSURE WITH SHARED PARKING 8/7-8/13

August 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4	5	6
Vail Farmers' Market VIDF: BalletX: 2016 Company-In-Residence	Junior Tennis Group Lessons 10 a.m. - noon Junior Tennis Camps 1 - 4 p.m. Tennis Men's Doubles 5-7 p.m. Adult Softball	VIDF: Dorrance Dance in Concert Tennis Senior Men's Doubles 9 a.m. - noon Junior Tennis Group Lessons 10 a.m. - noon Junior Tennis Camps 1 - 4 p.m.	Tennis Ladie's Day 9 a.m. - noon Junior Tennis Group Lessons 10 a.m. - noon Junior Tennis Camps 1 - 4 p.m. Adult Softball	Vail Jazz: Joey Alexander Tennis - Club 50 9 - 11 a.m. Junior Tennis Group Lessons 10 a.m. - noon Junior Tennis Camps 1 - 4 p.m. Adult Softball	VIDF: International Evenings of Dance I USTA Bill Wright Clay Court Championships	Vail Family Fun Fest Colorado Cyclist Copper Triangle VIDF: International Evenings of Dance II USTA Bill Wright Clay Court Championships
7	8	9	10	11	12	13
Vail Farmers' Market USTA Bill Wright Clay Court Championships	VIDF: NOW: Premieres Junior Tennis Group Lessons 10 a.m. - noon Junior Tennis Camps 1 - 4 p.m. Tennis Men's Doubles 5-7 p.m. Adult Softball	VIDF: Dance for \$20.16 Tennis Senior Men's Doubles 9 a.m. - noon Junior Tennis Group Lessons 10 a.m. - noon Junior Tennis Camps 1 - 4 p.m.	Vail Kids Adventure Games Tennis Ladie's Day 9 a.m. - noon Junior Tennis Group Lessons 10 a.m. - noon Junior Tennis Camps 1 - 4 p.m. Adult Softball	Vail Kids Adventure Games VIDF: Paul Taylor Dance Company Vail Jazz:Cecile McLorin Salvant Tennis Club 50 9 - 11 a.m. Junior Tennis Group Lessons 10 a.m. - noon Junior Tennis Camps 1 - 4 p.m. Adult Softball	Vail Kids Adventure Games Farm to Table Dinner VIDF: Ballroom Spectacular Tennis Ladies Doubles 9 - 11 a.m. Men's Doubles 1 - 3 p.m. Junior Tennis Group Lessons 10 a.m. - noon Junior Tennis Camps 1 - 4 p.m. Softball Fields	Vail Family Fun Fest Vail Kids Adventure Games VIDF: Dance TV Tennis Men's Doubles 10 a.m. - noon Softball Fields
14	15	16	17	18	19	20
Vail Farmers' Market Vail Kids Adventure Games Tennis Mixed Doubles 9 a.m. - noon Tennis Private Lessons 33 hours for the week	Tennis Men's Doubles 5-7 p.m. Junior Tennis Group Lessons 10 a.m. - noon Junior Tennis Camps 1 - 4 p.m. Tennis Private Lessons 33 hours for the week Sand Volleyball Youth Soccer Adult Softball	Hot Summer Nights Concert Series Tennis Senior Men's Doubles 9 a.m. - noon Junior Tennis Group Lessons 10 a.m. - noon Junior Tennis Camps 1 - 4 p.m. Tennis Private Lessons 33 hours for the week Sand Volleyball Youth Soccer	Tennis Ladie's Day 9 a.m. - noon Junior Tennis Group Lessons 10 a.m. - noon Junior Tennis Camps 1 - 4 p.m. Tennis Private Lessons 33 hours for the week Sand Volleyball Vail Nature Center Youth Soccer Adult Softball	Vail Jazz: Maraca + his Latin Jazz All-Stars Tennis - Club 50 9 - 11 a.m. Junior Tennis Group Lessons 10 a.m. - noon Junior Tennis Camps 1 - 4 p.m. Tennis Private Lessons 33 hours for the week Sand Volleyball Vail Nature Center Youth Soccer	Tennis Ladies Doubles 9 - 11 a.m. Men's Doubles 1 - 3 p.m. Junior Tennis Group Lessons 10 a.m. - noon Junior Tennis Camps 1 - 4 p.m. Tennis Private Lessons 33 hours for the week Sand Volleyball Vail Nature Center KAABOO	Vail Family Fun Fest Tennis Men's Doubles 10 a.m. - noon Tennis Private Lessons 33 hours for the week Youth Soccer Sand Volleyball Vail Nature Center KAABOO
21	22	23	24	25	26	27
Vail Farmers' Market KAABOO Tennis Mixed Doubles 9 a.m. - noon Tennis Private Lessons 32 hours for the week Sand Volleyball Vail Nature Center	Tennis Men's Doubles 5-7 p.m. Tennis Private Lessons 32 hours for the week Youth Soccer Adult Softball Sand Volleyball Vail Nature Center	Hot Summer Nights Concert Series Tennis Senior Men's Doubles 9 a.m. - noon Tennis Private Lessons 32 hours for the week Youth Soccer Sand Volleyball Vail Nature Center	Tennis Ladie's Day 9 a.m. - noon Tennis Private Lessons 32 hours for the week Youth Soccer Adult Softball Vail Nature Center	Vail Jazz: H2 Big Band Tribute to Count Basie Tennis - Club 50 9 - 11 a.m. Tennis Private Lessons 32 hours for the week Adult Softball Youth Soccer Adult Softball	Tennis Ladies Doubles 9 - 11 a.m. Men's Doubles 1 - 3 p.m. Tennis Private Lessons 32 hours for the week	Vail Family Fun Fest Tennis Men's Doubles 10 a.m. - noon Tennis Private Lessons 32 hours for the week Youth Soccer
28	29	30	31	1	2	3
Vail Farmers' Market Tennis Mixed Doubles 9 a.m. - noon Tennis Private Lessons 26 hours for the week	Tennis Men's Doubles 5-7 p.m. Tennis Private Lessons 26 hours for the week Youth Soccer Adult Softball	Tennis Senior Men's Doubles 9 a.m. - noon Tennis Private Lessons 26 hours for the week Youth Soccer	Tennis Ladie's Day 9 a.m. - noon Tennis Private Lessons 26 hours for the week Youth Soccer Adult Softball			

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
				Vail Jazz: Vail Jazz All-Stars, Alumni Quintet + House Band  Tennis - Club 50 9 - 11 a.m. Tennis Private Lessons 26 hours for the week  Youth Soccer Adult Softball	Gourmet on Gore  Tennis Ladies Doubles 9 - 11 a.m. Men's Doubles 1 - 3 Tennis Private Lessons 26 hours for the week	Vail Family Fun Fest  Gourmet on Gore  Tennis Men's Doubles 10 a.m. - noon Tennis Private Lessons 26 hours for the week  Youth Soccer
4	5	6	7	8	9	10
Vail Farmers' Market Gourmet on Gore  Rotary Duck Race Vail Jazz: Afternoon Session  Vail Jazz: Gospel Prayer Meetin'  Tennis Mixed Doubles 9 a.m. - noon	<b>Labor Day</b>  Gourmet on Gore  Vail Jazz: Afternoon Session  Tennis Men's Doubles 5-7 p.m.	Tennis Senior Men's Doubles 9 a.m. - noon  Youth Soccer	Tennis Ladie's Day 9 a.m. - noon  Youth Soccer Adult Softball	Tennis - Club 50 9 - 11 a.m.  Youth Soccer Adult Softball	Vail Oktoberfest (LH)  Outlier Offroad Festival  Tennis Ladies Doubles 9 - 11 a.m. Men's Doubles 1 - 3 p.m.	Vail Oktoberfest (LH)  Outlier Offroad Festival  Sonnenalp Casual Classic  Tennis Men's Doubles 10 a.m. - noon  Youth Soccer
11	12	13	14	9 - 11 a.m.	16	17
Vail Farmers' Market Vail Oktoberfest (LH)  Outlier Offroad Festival Vail Automotive Classic  World Fly Fishing Championships  Tennis Mixed Doubles 9 a.m. - noon	World Fly Fishing Championships  Tennis Men's Doubles 5-7 p.m.  Youth Soccer Adult Softball	World Fly Fishing Championships  Tennis Senior Men's Doubles 9 a.m. - noon  Youth Soccer	World Fly Fishing Championships  Tennis Ladie's Day 9 a.m. - noon  Youth Soccer Adult Softball	World Fly Fishing Championships  Tennis - Club 50 9 - 11 a.m.  Youth Soccer Adult Softball	Vail Oktoberfest (VV)  World Fly Fishing Championships  Colorado Grand  Tennis Ladies Doubles 9 - 11 a.m. Men's Doubles 1 - 3 p.m.	Vail Oktoberfest (VV)  World Fly Fishing Championships  Colorado Grand  Tennis Men's Doubles 10 a.m. - noon  Youth Soccer
18	19	20	21	22	23	24
Vail Farmers' Market Vail Oktoberfest (VV)  World Fly Fishing Championships  Tennis Mixed Doubles 9 a.m. - noon	Tennis Men's 5-7 p.m.  Youth Soccer Adult Softball	Tennis Senior Men's Doubles 9 a.m. - noon  Youth Soccer	Tennis Ladie's Day 9 a.m. - noon  Youth Soccer Adult Softball	Tennis - Club 50 9 - 11 a.m.  Youth Soccer Adult Softball	Tennis Ladies Doubles 9 - 11 a.m. Men's Doubles 1 - 3 p.m.	Tennis Men's Doubles 10 a.m. - noon  Youth Soccer
25	26	27	28	29	30	1
Vail Farmers' Market  Tennis Mixed Doubles 9 a.m. - noon	Tennis Men's 5-7 p.m.  Youth Soccer Adult Softball	Tennis Senior Men's Doubles 9 a.m. - noon  Youth Soccer	Tennis Ladie's Day 9 a.m. - noon  Youth Soccer Adult Softball	Tennis - Club 50 9 - 11 a.m.  Youth Soccer Adult Softball	Vail/Beaver Creek Restaurant Week  Tennis Ladies Doubles 9 - 11 a.m. Men's Doubles 1 - 3 p.m.	



October 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
					Vail/Beaver Creek Restaurant Week	Vail/Beaver Creek Restaurant Week Vail's Top Shelf Harvest Vail Valley Soccer Cup
2	3	4	5	6	7	8
Vail Farmers' Market Vail/Beaver Creek Restaurant Week Vail Valley Soccer Cup	Vail/Beaver Creek Restaurant Week Youth Soccer Adult Softball	Vail/Beaver Creek Restaurant Week Youth Soccer	Vail/Beaver Creek Restaurant Week Adult Softball	Vail/Beaver Creek Restaurant Week Valley Tastings: Food For Youth Youth Soccer Adult Softball	Vail/Beaver Creek Restaurant Week	Vail/Beaver Creek Restaurant Week Youth Soccer
9	10	11	12	13	14	15
Vail/Beaver Creek Restaurant Week	Columbus Day Youth Soccer Adult Softball	Youth Soccer	Youth Soccer Adult Softball	Youth Soccer Adult Softball		Youth Soccer
16	17	18	19	20	21	22
	Youth Soccer Adult Softball	Youth Soccer	Youth Soccer Adult Softball	Global Solutions Forum Youth Soccer Adult Softball	Global Solutions Forum Ski Swap	Global Solutions Forum Ski Swap Youth Soccer
23	24	25	26	27	28	29
Global Solutions Forum Ski Swap	Youth Soccer	Youth Soccer	Youth Soccer	Youth Soccer		Youth Soccer
30	31	1	2	3	4	5
	Youth Soccer					

**VAIL RECREATION DISTRICT DIRECTOR REPORTS**  
**June 9, 2016**

**GOLF MAINTENANCE**

- We continue to get positive feedback on early season conditions. Golf course overwintered extremely well. Exceptions were greater damage this year from our snow cat and Nordic operations, both to turf and to cart paths. Path damage was result of uneven ground thaw and track damage to path edges and crossings. New sod installed in 2 approach and upper fairway, our worst snow cat damage area year after year.
- Gore Creek flood potential this week, under a flood advisory currently. Groundwater becoming an issue on 2/7/8.
- Renovation completed on 10 fairway storm water line. Sod down, native along creek seeded, hole is open with ground under repair, with that area to be opened in the next week or two.
- Progressing on schedule for chipping green/practice area renovation, range tee, and range floor.
- Releveled a number of tees over the past two weeks, which will be phased in for play when ready. Tees done: 7 upper, 11 black/blue, 11 blue, 12 right side gold, 15 green, and 17 gold.
- Trap built on the right side of alternate 15 green. This hole now represents a much more challenging par 3, can be used for tournaments, club championships etc.
- 14 black tee box is back in use after the TOV did temporary retaining wall following the erosion of the creek bank, a result of a beaver dam. Permanent retaining work in planning phase, and plan to rebuild and reorient that tee box in 2017.
- Projects in progress, or soon to be started:
  - Cart path asphaltting on holes 1, 9, and 12, and possibly others.
  - Leveling of the range tee mat stations, once contractor completed repairs.
  - Staining of wooden bridges and other wood components and facilities.

**SPORTS REPORT**

- First Mountain Bike series race, the Eagle Classic was well attended with over 250 racers. The series continues 6/8/16 at 4 Eagle Ranch with the Hammer in the Hay, it is our first time back on the ranch for a series race since 2011.
- White water series is going well with increased participation from 2015. The final race is 6/7/16 on an extended course from Ford Park to International Bridge. We will be awarding the Hala Sup at the last race, which has increased our traffic considerably on Facebook.
- We timed the Firebird 5K at the Eagle Outside Festival
- Adult Leagues are in full swing with 3 Softball Leagues, Sand Volleyball leagues both 2's, 4's (competitive and recreational), and 8v8 Soccer Leagues.

- Our next trail running race is the Summer Solstice on June 18. This race is done in partnership with the Vail Valley Charitable Fund and Beaver Creek Resort Co.
- We will be the specialist this weekend at the GO Pro Games for their trail run.

## **MARKETING**

- The new VRD website continues to perform very well with May users up 12% YOY, sessions up 16.5% and bounce rate down 8.5%. Guests are spending an average of 2:49 on the site, up from 2:04 last year. We had 495 individual online orders in May and over \$237,000 in sales through the Max system.
- Jessie continues to update the new webpage for golf course conditions updates.
- Press releases and emails were sent out for golf course conditions, golf cart arrivals, the Tennis Center opening, Camp Eco Fun adding new days, MTB series points opportunities, Eagle Ranch Classic information, whitewater race information and more. We've also started an "upcoming events" monthly round up email for May and June.
- Summer concierge outreach was very successful. We dropped off over 25 packets full of collateral to local hotels and had a very positive response.
- Photos were posted on Facebook, Instagram and the website from the Eagle Ranch Classic and whitewater races, and a comprehensive social media marketing plan is currently in place for all race series, which has been very successful in driving engagement and participation so far.
- The VRD was featured numerous times in the Vail Daily recently including a front page photo of the whitewater series and another of the Eagle Ranch Classic mountain bike race, plus daily calendar events and a few "Top 2" events mentions as well. Jessie continues her weekly chat on Tuesday morning on air at KZYR. Daily ads are running on local radio stations and ads in the paper are running every other day. VRD is also featured in the new Vail Valley Bike Guide, as well as ads in many of the local publications including the Vail-Beaver Creek Magazine, Vail Valley Magazine, What To Do and more.
- Jessie is working with Jason Roberts with Intercept Insights to carry out summer research surveys. We are now doing surveys after each trail race and mountain bike race, instead of just at the end of each season, as was done last year.
- Summer marketing is in full swing with comprehensive media plans for all departments and major activities targeting locals, front range and destination visitors when appropriate.

## **DOBSON**

- Dobson Staff worked to get the rink into good shape this off season. Projects included a lot of painting. We completed painting of the concession floor and counter, main office counter, door frames, locker room doors, locker rooms, Locker rooms showers and bathrooms, and all of the interior brown wall. Other projects included annual cleaning of the bleachers, rink glass, and player areas.
- We had an overhaul completed on the compressors. We found we will have to replace some leaky valves in the near future. Not critical during operation as those valves are open, but it is an issue while the refrigeration is shut down. We have some extra scheduled service on the refrigeration as we need to get the pressure release valves replaced due to outdated certification. This is a code issue. And also we are looking to get the system charged with the appropriate amount of ammonia which will help with efficiency.

- Dobson opened June 6 with full operation and is now operating with MaxGalaxy. So far so good as our figure skaters handled the transition fairly well. The other large impact will be with our adult hockey players and they will now be able to pay for their team online and staff will be able to track who paid and how much without manually entering every payment into an excel form. MaxGalaxy will also not accept payment from someone with an expired USA Hockey registration which is required to play in our leagues.
- The summer is looking busy on the schedule and we are looking at potentially the busiest summer to date.

### **COMMUNITY PROGRAMMING**

- Training was done last week for Camp Vail. Camp Vail has begun for the summer. Training for Pre-Camp Vail will be this week and camp will begin next week.