



**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 Suzi.
- 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 Suzi 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 Suzi 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 Suzi 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 Suzi 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**