

MINUTES FOR THE MEETING OF THE  
RECREATION ADVISORY BOARD  
Wednesday, February 14, 2018

CALL TO ORDER: A meeting of the Recreation Advisory Board was held on Wednesday, February 14, 2018 at the Buena Vista Community Center, 715 E. Main Street, Buena Vista, Colorado. McKenzie Lyle called the meeting to order at 7:36am.

Members present were Co-Chair McKenzie Lyle, Marcus Trustee, Luke Urbine, Gary Crowder, Danielle Ryan, Rick Bieterman, and Dan Hamme. Also in attendance were Recreation Director Emily Osborn, Recreation Program Coordinator Shane Basford, and Board of Trustee Member Devin Rowe. Mark Krasnow & Bryan Jordan of VistaWorks, and Ed Barkowski were present to give presentations on the Recreation Information Center.

APPROVAL OF MINUTES: Luke moved to approve the January 2018 minutes, as written. Dan seconded the motion. Unanimous approval.

APPROVAL OF THE AGENDA: Earl moved to add an executive session for discussion of the presentations. Luke second. Unanimous approval. Julie moved to approve the agenda, as amended. Marcus seconded the motion. Unanimous approval.

PUBLIC COMMENT: No community members were present for Public Comment.

ONGOING BUSINESS ITEMS:

- I. Discussion re Recreation Information Center: Mark Krasnow, Project Manager, and Bryan Jordan, Owner, from VistaWorks presented their proposal for the Recreation Information Center. Mark stated that a website is the most powerful sales, marketing, and outreach tool for a business. A website is also working 24/7, and should be responsive and mobile friendly. Mark pitched a website that would have a stunning design that would also incorporate the Town color palate. The site will be hosted on WordPress, and VistaWorks will provide training on how to update it, as well as a dedicated Project Manager. Mark informed the board that the Recreation Information Center would be capable of having online fillable forms, interactive maps, an online event calendar, social share buttons, a Facebook events feed, a BV Rec Blog, and Google analytics & reports. The VistaWorks proposal was for \$3,000 in initial fees and \$69/month for the Website Management Plan. If tasked to add additional content to the website, it would be billed separately at \$125 in 15 minute increments. Mark estimated that it would take 2 to 3 months for development.  
Ed Barkowski, a private citizen with website design experience, also presented an option for the Rec Info Center. Ed stated that he recently redesigned the website for The Buena Vista Roastery and switched the hosting from WordPress to Shopify. Ed has built two mock websites on SquareSpace. Ed offered 3 proposals. Proposal 1 includes the initial website build and assistance with existing content migration, 1 year of tech support for up to 6 hours per month. Additional support would be billed at a rate of \$35 per hour, and the initial payment would be \$1,000 for one year. Proposal 1 would also include direct payments to the Site Builder/Host: \$12 - \$18 per month, \$144 - \$216 annually, and Domain Name Registration: \$10 – \$20 per year. Proposal 2 includes the initial website build and

assistance with existing content migration with 2 years of tech support for up to 6 hours per month. Additional support would be billed at rate of \$35 per hour, and the initial payment would be \$1,500 for two years. Proposal 2 would also include direct payments to the Site & Domain for \$154 - \$236 annually. Proposal 3 includes would include the initial website build and assistance with existing content migration for up to 20 hours. Additional support would be billed at rate of \$35 per hour, and the initial payment would be \$600. Proposal 3 would also include direct payments to the Site Builder/Host for \$154 - \$236 annually.

The board then discussed the proposals from the Lively Merchant at the January meeting, VistaWorks, and Ed Barkowski at length. Emily was tasked with researching the availability of additional funding for the ongoing website maintenance and assistance. Marcus suggested researching the monthly domain, hosting, and plug-in cost for each of the proposals. Marcus and Rick volunteered to assist with additional research into the project.

#### NEW BUSINESS ITEMS:

- I. Discussion re Whitewater Park Work Plan: The Whitewater Park Work Plan was not discussed due to time.
- II. Discussion re Rec Coordinator Report: Shane reported that the registration for the Youth Soccer League is now open. BV Rec will be hiring game officials, practice facilitators, and finding volunteer coaches. Shane also noted that the Coed Volleyball League Registration Deadline is Friday, February 16. Shane spoke with the champions of the Bike Polo program, and they agreed to pay \$3 drop-in registration each week to help cover the cost of lights and field maintenance.
- III. Discussion re Rec Director Report: Emily reported that the road through the River Park is closed, and is now the River Park Trail. Country Music Festival Public Meeting with the County Commissioners is Tuesday, February 20.
- IV. Discussion re Next Meeting: The Board decided that the February Recreation Advisory Board meeting will be used to discuss the long term goals for the Recreation Department.

#### ADJOURNMENT:

The meeting was adjourned by Earl at 9:25am.

Respectfully submitted:

---

McKenzie Lyle, Co-Chair

---

Shane Basford, Recreation Program Coordinator