

I) CALL TO ORDER, ROLL CALL

Mayor Mamula called the meeting of October 20, 2020 to order at 8:15am. The following members answered roll call: Ms. Gigliello, Ms. Owens, Mr. Carleton, Mr. Bergeron, Mr. Kuhn, Ms. Saade and Mayor Mamula.

II) APPROVAL OF AGENDA

Mr. Holman stated there were no changes to the agenda.

III) PARTNER ORGANIZATIONS PRESENTATIONS

BRECKENRIDGE TOURISM OFFICE

Ms. Lucy Kay gave a brief update on marketing strategies during the COVID timeframe and current occupancy, which is up year over year and which excluded COVID hot spots. She also stated BTO is prepared to do more for winter marketing if needed, but that is not the norm. Ms. Kay explained the BTO proposed budget and cuts for 2021, which were included in the memo in the packet. She also stated they are allocating more resources for community communication to focus on locals and businesses, and overall the budget is down about 22% for 2021. She stated the BTO is focused on next summer and fall with support for winter marketing with safety messaging. Ms. Gigliello asked how winter marketing might change with Vail Resorts and Ms. Kay stated the ski resort has good data sources and will focus on what it needs to do to get business. Mr. Bergeron asked about the past summer visitors, and if there were more telecommuters and families looking to escape urban environments. Ms. Kay stated that as long as work and school can be remote people will travel and stay here, but she doesn't think we are going to lose our hardcore skiers this winter. Mr. Holman added that NWCOG and CAST are looking at trends with new relocations to mountain communities and how engaged these people will be in the community. Mayor Mamula stated he would like to stay away from weekly events in the future, and "build back better" shouldn't necessarily mean more people coming here. Mr. Bergeron stated this summer we survived without events, and Ms. Gigliello suggested maybe we consider some blackout weekends for events in general. Ms. Kay stated we need to focus on the destination visitors, who are traditionally the ones who spend money. Mr. Bergeron stated the locals are feeling the impacts of the people on the trails, and Mr. Kuhn stated he was contacted by several people this week with concerns about short-term rentals and how busy Town has been this summer, which is impacting quality of life. Mr. Carleton stated we need to work on rebuilding in a way we want with possible less focus on liquor events. Ms. Saade stated she likes the focus on trail etiquette and high-value guests and working with the community. Council agreed they liked the "Build Back Better" idea. Council agreed to the budget proposal.

BRECKENRIDGE HERITAGE ALLIANCE

Ms. Larissa O'Neil of the Breckenridge Heritage Alliance stated the approach in 2020 was to cut the capital budget and all of the scheduled projects as part of that. She further stated the 2021 budget has some small projects included. She stated it's business as usual for operations with some changes for COVID safety, and we have seen an uptick in tours and remote history lessons through the BHA. Ms. O'Neil further stated they are requesting a budget that is 10% reduced from last year, and that is partly because we manage Town-owned facilities and there are a lot of operating costs associated with that. Ms. O'Neil also stated that reductions include liability insurance cuts, the marketing budget, and reduced staffing. Ms. O'Neil stated she is confident they can operate core programs and tours throughout the year. Ms. Owens asked about capital projects and Ms. O'Neil explained they will be cut in 2021 as well. Ms. Owens asked if the current operating plan is working with the COVID restrictions, and Ms. O'Neil stated it is and the staff are good. Ms. Owens also stated the free community programs have been good for locals and visitors. Council agreed to the budget proposal.

BRECKENRIDGE CREATIVE ARTS

Mr. Matt Neufeld, Director of the BCA, stated this season was one of reinvention, and the BCA eliminated some positions and used other strategies to be nimble and pivot during this time. He stated they supported Walkable Main with live concerts, arts demonstrations, solidarity talks, the Bikeful Tower on Main Street, hope messages, free drive-in movies for the community and much more. Mr. Neufeld stated that looking to next year, we need to be adaptable, and we will build on our 2020 programming. He stated the proposal for the 2021 budget has 3 scenarios and he would ask the Council to

consider option #2 and with a fall WAVE festival in 2021. He further stated scenario #2 is a 22% reduction of Town funding. Ms. Gigliello asked about animating safe events outside in the winter, and how could we create an outdoor atmosphere in the winter? Mr. Neufeld stated we have some ideas for outdoor installations this winter as well as indoor activities. Mr. Bergeron asked what would happen to the cost of utilities if we are operating in the Riverwalk this winter, and Mr. Neufeld stated we would need to look at it on a case-by-case basis if it was different from what is included in the current budget. Ms. Saade thanked the BCA for being a good partner, and asked if the surplus from this year could be reinvested in 2021 operating costs. Mr. Neufeld stated yes and we would like to build on the reserves in the future. Mr. Holman stated Breck Music is now part of the BCA budget as well. Mayor Mamula stated this is a time to look critically at everything we are doing and to decide what we really need to do. He also thanked BCA for the creative ideas this summer, and Mr. Carleton stated he agreed with that sentiment. Council agreed to the budget scenario #2 without fall activation, and Mr. Carleton stated they could take the \$300,000 in reserves from this year and use \$100,000 for operating costs and put the additional money into reserves for 2021. He also suggested the BCA come back in February for another ask specific to a Fall WAVE festival. Ms. Owens stated she agreed. Mr. Neufeld added that Breck Music is focusing on education right now and looking at community programs rather than large concerts. He also stated they will be able to adjust based on the situation and can run even better programs with some more planning time and the possibility for new types of programming based on the situation. Ms. Gigliello stated she would like to see Breck Music be more flexible and creative. Mr. Holman stated we need to clarify the amount for the reserves, and the Town would be giving them an additional \$100K to further fund the reserves for 2021.

IV) RESERVED FUNDS REVIEW

Mr. Waldes stated the funds can be divided into two categories, Service Funds and Reserve Funds.

WATER

Mr. James Phelps stated this is a utility fund that is paid for by the users. He reviewed the fund with budgeted amounts for 2021. The full presentation is part of the packet for this meeting. Council discussed the merits of spending on water infrastructure and difference between PIFs, Water Rates, and Water Maintenance Fees, among other things.

GOLF

Mr. Erroll Miller, Golf Course Superintendent, stated golf had a banner year and staff and guests stayed safe. He also added people were happy to be playing, and budgeted revenues were up. He stated we are budgeting conservatively for 2021 and the fund is in good shape. Mr. Miller explained there was ice damage to the putting surfaces that caused significant damage and it was an anomaly this year. Council thanked Mr. Miller for his work running the Golf Course, and stated his replacement will come on this winter. Mr. Holman stated Mr. Miller has done an amazing job and has made money for this fund every year and we hope to be able to celebrate his work in the future.

HOUSING

Ms. Laurie Best, Town Housing and Childcare Manager, explained the lines of the fund and went over the pro forma and expenses for 2021, including the Alta Verde project and improvements on Airport Road. Mayor Mamula thanked her for her work.

OPEN SPACE

Mr. Scott Reid reviewed the Open Space Fund, including several frozen positions in 2020 and the budgeted amounts for 2021. Mr. Bergeron asked about the Wellington Oro Reserve, and Mr. Reid explained that while the design is functional it doesn't solve the problem and we are working with the EPA to change the focus to see what else we can do to consider alternatives. He also explained the Hoosier Pass Bike Path project has not begun to move forward yet. Ms. Gigliello asked about revisiting the frozen positions in February 2021 and Council agreed that was a good idea.

OTHER FUNDS

Mr. Waldes reviewed the other budget funds, including the conservation trust fund, marijuana fund, cemetery fund.

INTERNAL SERVICE FUNDS

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Mr. Waldes stated these funds are intended to smooth out allocations year over year so you don't have large spikes in capital expenditures. He further stated he would like to recommend a \$250,000 transfer from the General Fund to the Health Benefits Fund to better seed the fund moving forward. Mr. Holman stated we need to get through 2021 and look at what the future holds for health insurance for the Town. Council agreed to move the \$250,000 into the fund.

V) COVID UPDATE

Mr. Holman stated things are evolving every day with COVID and the County is looking at several measures to restrict gatherings or rolling back last call at restaurants. He further stated that currently we have about 10 different restaurants looking at temporary modifications for the winter for outdoor seating. Mr. Chapin LaChance, planner, stated outdoor spaces need to only have two sides, which will be difficult with our winter weather conditions. Mayor Mamula stated we need to look for further guidance on this issue from CDPHE. Mr. Holman stated he would have to do a Town Manager order to allow for outdoor temporary structures. Mr. Holman also added there will be pick-up areas outside businesses set up for this winter. Mr. Holman stated Town Hall will pull back to 25% occupancy today and we will see what the County says, including regarding recreation group class sizes and smaller group sizes overall. He further stated the County is discussing it more today and he will let Council know what is decided. Mr. Kuhn asked about violations called into the short-term rental hotline, and Mr. Holman explained that the hotline representatives contact the responsible agent for the property who will fix the problem within 60 minutes, and if it's not addressed it's considered a violation. He also stated that repeat violations will be addressed through administrative rules and regulations. Mr. Holman emphasized that violations should be called in immediately. Mr. Holman added that we haven't done a good job addressing the 10-person rule for short term rentals and we want to see what the County says and if they lower the number before taking more action. Mayor Mamula stated we need to communicate the information when we get it and then enforce it.

VI) OTHER MATTERS

Mr. Holman stated there will be a special Town Council meeting on November 3.

VII) ADJOURNMENT

With no further business to discuss, the meeting adjourned at 10:48am. Submitted by Helen Cospolich, CMC, Town Clerk.

ATTEST:

_____/s/_____
Helen Cospolich, CMC, Town Clerk

_____/s/_____
Eric S. Mamula, Mayor