

Roll Call

Dennis Kuhn called the June 15, 2009 BOSAC meeting to order at 5:40 pm. Other BOSAC members present included Erin Hunter, Ellen Hollinshead, Jeff Cospolich, Monique Merrill, Peter Joyce and Scott Yule. Staff members present were Heide Andersen, Scott Reid and Peter Grosshuesch.

Approval of Minutes

The minutes were approved as presented.

Approval of Agenda

The agenda was approved as presented.

Public Comments

There were no public comments.

Open Space and Trails

BOSAC/ Town Council Agenda Items

Ms. Andersen introduced the background of the joint BOSAC/Town Council meeting agenda items, including the acquisition strategies and the stated goal in the Town Comprehensive Plan to be a Nordic skiing and mountain bike destination.

Mr. Joyce: Council is seeking BOSAC's feedback. We are striving to not be reactive, but to rather be proactive in potentially promoting trails. Currently event promoters are the only ones promoting the Town's trail system.

Mr. Cospolich: The Golden Horseshoe planning process brought this issue to a head, and BOSAC and others put the brakes on promotion as premature. I think the Town should promote the summer trails. Active advertising of our trail resources will only help the local economy. We've been passive and we have an opportunity to take advantage of the trails we have. I think there is plenty of signage on Town trails to promote it. We might lose the opportunity to market and get more guests. It's good for the Town and for our open space program in terms of more stewardship and more revenue.

Ms. Hollinshead: The mission of BOSAC is to preserve and protect land. Nothing in our Open Space plan says to promote use. The plan does not ask BOSAC to promote our open space and trails. The more people we bring, the more impact we will experience. I would rather let the event promoters do it themselves and see where it goes. As a BOSAC commissioner, our focus should be on protecting open space. If anything, we should move slowly.

Ms. Merrill: Many of the events are for locals. Our role is to preserve open space and keep the trails in a natural state. We should just let it run its course.

Ms. Hunter: I wonder if folks who are not trail users would support spending open space funds on promoting mountain biking or any other use.

Mr. Kuhn: I think we should let things evolve on their own. Events are already promoting the Town. We should see how the events do this summer. Regarding nordic skiing, I have heard that the town is considering not opening the nordic trails. Is this true?

Mr. Joyce: That concept was brought up as a suggestion for a way to save money, among many other suggestions. The trails could potentially be groomed, and free for access, but there would be no staffing of the Gold Run Nordic Center.

Mr. Yule: The Town trail system is pretty limited. The routes all lead to something that is bigger and outside of town. I don't think the Town system is worth promoting at this point, since there is nothing compelling to promote. The events use our system to start and finish the events. We are the hub of a future trail system that will be great, but most of it is outside town. In winter, we groom Town trails and it is well signed, available and clear to all users.

Mr. Joyce: The essence of this question is whether the Town should control its message or let it take its course. Is it important to devote energy and resources to brand the town trail system? We are lucky that we have high quality promoters and events so far, but should they be the ones to develop and carry the Town's message?

Ms. Hollinshead: The Town needs to stay on top of the event promoters and make sure it dictates what is said.

Mr. Cospolich: Due to the soft economy, I think we need to market this. We don't offer beginner level trails or good lift access trails, but we do offer upper intermediate and above trails. This is an opportunity that could be done well to draw people here instead of other places like Crested Butte. We are missing the train if we don't take this on. It's not Jeff Westcott's job to market the Town; instead he is able to send email blasts to past racers. That is not promotion of the trails. The Breck Epic will have minimal impact on overall trail promotion. We need to get people to think of Breckenridge as a place to come stay and bike.

Ms. Merrill: I am concerned that people won't know where to go. Signage is poor once you leave Town trails.

Mr. Yule: Once we build a trail, our role is to maintain the trails and provide good access. If an event damages the trails, we need to play a role in ensuring that those damages are repaired. I agree that it is not BOSAC's job to promote the Town trails, just build and maintain them.

Mr. Kuhn: Maybe we should outline to promoters and Council what message we want to send as a Town. Should Council look at guidelines for promoters to help unify and establish a consistent message regarding our trails?

Mr Yule: The Nordic system is ready to be promoted, the summer trails are not.

Mr. Joyce: It may be inevitable that cycling and skiing will grow. I would like to see us take on the marketing to take control rather than let it evolve. We should bring people to Town doing the activities that we as a community support. We are not even close to capacity on our trail system.

You rarely see people on the trails. Breckenridge is about healthy endeavors and we should support and promote that to the public.

Ms. Hunter: I am unsure if the trails are ready for mountain biking. However, the Nordic trails are ready for marketing.

Ms. Merrill: No on mountain biking and yes on Nordic skiing. The greater signage is not ready for mountain biking promotion. I don't think that Nordic skiing trails are at capacity. We are on the map already in the Nordic skiing world.

Mr. Cospolich: The trails are ready to be marketed as is. If you go to any other similar town that is regionally significant in mountain biking or Nordic skiing, I don't think their signs are any better than ours. Our demographic is intermediate and higher. Part of the appeal for some is having to ask for directions at Amazing Grace or elsewhere. Nordic skiing is a much more controlled environment with groomed trails. The potential population of Nordic skiing is smaller than mountain bikers.

Ms. Hollinshead: We are not ready for mountain biking promotions because the signage is poor. The Golden Horseshoe and the USFS Travel Management Plan need to be finalized. We need more signage so people don't get lost. Better maps, better signage are needed. Nordic skiing is set in place and ready to be marketed.

Mr. Cospolich: We have also had discussions about not putting in trailheads in until the use is dictates it. Why wouldn't the same logic apply to signage?

Mr. Kuhn: We need to separate Nordic skiing and mountain biking as issues, since it seems that Nordic skiing is ready to be promoted, but the mountain biking is still evolving and becoming more complete.

Mr. Yule: The Town is already promoting the trails through the Summit Trail Running Series.

Ms. Hunter: Why is this focused only on mountain biking and not on other trail uses? Is it because they have the most upside in terms of tax dollars? I think we should be careful to not exclude other non-motorized uses.

Mr. Yule: Mr. Rossi often stated that the Trails Plan and Upper Blue Nordic Master Plan are outdated. Do we agree? It may be time to plan for the next steps, since many of the goals in the Nordic master plan have been attained. I think we are good to go with the Trails Plan, which was just revised.

Ms. Hollinshead: We should update the Nordic master plan.

Mr. Joyce: Now is a good time to plan, because it is cheaper to plan now, and then build later.

Acquisition Topic:

BOSAC agreed unanimously that the assessment sheets and Acquisition strategy documents were very useful and should be retained when considering potential acquisitions.

Mr. Joyce: The concentric circles concept is useful because it includes proximity to Town as a consideration.

Mr. Yule: The identified action areas are useful. I want to know if a given property is in an area of focus.

Ms. Hunter: I think including proximity to Town should be added as a concept in the acquisition strategy document.

Ms. Hollinshead: The Town open space program goes to Hoosier Pass in my opinion. I think we should be protecting land between Tiger Road and Hoosier Pass.

Mr. Cospolich: I don't think the concentric circles concept fits. I think the acquisition strategy document is good as it is.

Mr. Kuhn: These two documents work well together. We don't need the concentric circles concept. Let's make sure to use these documents when we consider acquisitions.

BOSAC directed staff to review the Open Space Plan to ensure that the boundaries of the program go all the way to Hoosier Pass.

BOSAC/OSAC Agenda Items

BOSAC agreed that the joint BOSAC/OSAC agenda was appropriate.

Commissioner Issues

Ms. Hunter: Please prepare the paragraph to be read to go into Executive Session.

Ms. Merrill: Many of the rides are currently wet. It would be great to encourage the event promoters to keep people off of wet and snowy trails. Perhaps the promoters could offer training rides or information about what is open and dry and what is not.

Ms. Hollinshead: We should put "avoid muddy trails" on the trail posts throughout the system. The route on the top of Nightmare on Baldy is very wet. We should install "Trail Closed due to Muddy Conditions" signs on the trails. I would like to discuss dog poop stations at all trailheads.

Mr. Joyce: Is there any progress on the Sallie Barber Road issue? (Discussions are ongoing.)

Mr. Yule: Nice work on the Lower Flume.

Next Meeting

The next BOSAC meeting is a joint meeting with OSAC and is scheduled for 5:30 pm on July 13, 2009 in the BOCC Room in the County Courthouse. BOSAC will also meet jointly with Town Council on June 23, 2009 at 6:00 pm in Council Chambers.

Ms. Hunter motioned to adjourn the meeting and Ms. Merrill seconded. The meeting was adjourned at 8:05 p.m.

Dennis Kuhn, Chair