

# Master Community Association



## Q4 Executive Board Meeting

Wednesday, November 19, 2014 ~ 12:00 – 1:30 pm.

Stapleton Community Room

2823 Roslyn Street

Denver, CO 80238

### ATTENDANCE

Heidi Majerik (President)  
Michael Kearns (Resident Board Member/Vice President)  
Brian Fennelly (Treasurer)  
Lee Ferguson (Secretary)  
Keven Burnett (SMCA Executive Director)  
George Pavlik (District 1 Delegate)  
Dana Elkind (District 3 Delegate)  
Jessica Ostermick (District 4 Delegate)  
Thomas Atwood (District 6 Delegate)  
Brandy Bishop (District 8 Delegate)  
Jenifer Graham (Business Manager)  
Diane Deeter (Program & Events Director)  
Paula Deorio (Aquatic Director)

### ABSENT

Gregg Looker (Resident Board Member/District 2 Delegate)  
Tim Wilson (District 5 Delegate)

### **I. CALL TO ORDER**

Heidi Majerik

### **II. APPROVAL OF MINUTES**

August 20, 2014 meeting minutes were attached.

❖ **M/S/C~ (Kearns/Fennelly)**

**Motion to approve:** minutes as presented.

### **III. FINANCIAL REPORT**

The Executive Director presented financials

#### Statement of Activity September 30, 2014

• Income (4000 series)	\$4,035, 784.14	Budget	\$4,034,148.00
• Expense (5000 series)	\$4,019,485.65	Budget	\$4,142,572.00
• Net Ordinary Income	\$16,298.49	Budget	-\$108,450.00
• Other Income	\$484,047.33	Budget	\$459,447.00
• Net Income	\$284,839.32	Budget	-\$105,977.00

#### Balance Sheet (as of September 30, 2014)

• Current Assets	\$2,228,891.31 (\$794,487.03-is in long term investments)
• Accounts Receivable	\$396,408.64
• Total Assets	\$2,919,846.29

- Total Liabilities \$710,647.04
- Total Equity \$2,209,199.25
- Total Liabilities & Equity \$2,919,846.29

- ⇒ ‘Dead on’ for bottom line revenue projections. Right at 100.0%.
- ⇒ Community Programming over due to increased programs.
- ⇒ MCA office & Community Room down in expense due to currently relocation (estimated to be moved by Dec 1, 2014)
- ⇒ Insurance over budget, but realigned to have it calendar year vs. June to June.
- ⇒ Aquatic facilities under budget due to the sixth pool not opening summer 2014.
- ⇒ Reserve, Repairs and Replacements under budget; \$80,000 spent on Alley repair and The South Green improvements. These items will show on the year-end balance sheet.
- ⇒ 27% Increase in Assets, Liabilities and Equity year over year.
- ⇒ End year estimate is to be \$100,000 under budget, which will be put into the reserve fund.

❖ **M/S/C ~ (Fennelly/Kearns)**

**Motion to approve:** Financial Report

**IV. GOVERNANCE**

**PROPOSED BUDGET**

**2015 Community Statistics**

- Estimated Population 16,750 (+1500)
- Number of Residential Properties + 13.6%
- Number of Rental Properties 5500 (+600)
- Number of Business Entities 100 (+10)
- Total Commercial Units 867 (+167)
- Total Alley Surface Maintained 42 Miles
- Pool/Aquatic Facilities Managed 6
- Parks Managed #25/40 Acres
- Parkways Maintained 5 Miles/14 Acres
- ROW Managed 65 Acres
- Full/Part Time Employees 12
- Seasonal Employees 145

**2015 Budget Assumptions**

- Residential Assessments to remain at \$40 per month
- Commercial assessment rate will remain the same (\$4.60-\$14.40) in 2015
- Estimated units as of January 1 – 5,500, with 35-45 new sales per month
- Development will continue in filings on the North up to 56rh and East to CPB
- Commercial development will increase to 1200 units by summer 2015
- Rental property will increase to 1500 units by mid-2015

**Administration**

- MCA will continue to staff its operations with four fulltime Directors (Executive, Community, Aquatics and Admin/HR)
- MCA will increase its support staff from 3 to 5 with an additional of 2 positions that will focus on the increased demands of front desk and community events, in addition to the current positions, (Membership, Communications and Aquatic Coordinators)

- MCA will move to 7350 E 29<sup>th</sup> Ave in the Town Center Building to house the MCA front desk, Aquatic, programming, facilities, administration and the Community Room. This is a short term lease agreement that will be maintained until a long term solution is determined.
- MCA will oversee contracts with MSI to bill and collect from approximately 7,000r residential, builder, develop and commercial owners.
- Will increase support staff, two hourly positions that will focus on increased daily demands of Front Desk operations and aquatic programming training.
- Will maintain Roslyn St Office to house front desk, training areas and community room. Will add additional 2500 sf office space located in the 29<sup>th</sup> Avenue Town Center for administration function.
- Will oversee contracts with MSI to bill and collect assessments from approximately 6000 residential and commercial owners.

### Aquatics

• Number of Resident Cards	11,500
• Percent of population that use facilities	80%
• 2014 Annual Usage (5 pools)	125,000
• 2014 Max. Daily Users	3,285
• 2014 Program Participants	5,184
• 2014 Swim Team	340
• 2014 Total Program Visits	34,207

### **Pools**

- 1) MCA will hire and train a seasonal staff of approximately 140 seasonal employees to operate pools from Memorial Day to Labor Day with an estimated usage of 130,000 for the season
- 2) MCA will continue to operate the Pool Concessions
- 3) MCA will operate a full offering of swim programs to the community including: Swim Team; Learn to Swim; Adult Masters/Tri Training

### **Fees**

- 1) Resident card fee will remain \$20 per year (\*\*All cards are \$20, Discount only applies to **online renewals**) Discounted renewals available online only (if the card has not expired), for \$10 per card.
- 2) Resident guests will remain \$5 per entry (except weekends and holidays, \$10 per entry)
- 3) Non Resident fees will remain at \$8 per regular entry (except weekends and holidays, \$10 per entry)
- 4) Unlimited Resident guest card will remain at \$80 each (4 max per household)
- 5) Swim programs will remain the same per session (\$8 for standard session = \$42-\$50)

### Community Programming

**2014 Program Attendees** **85,000-100,000**

- Continue to provide Core Community Programming – Markets on the green, Movies on the Green, Concerts on the Green, Friday Night Flights, Wine on Wednesday, Theater on the Green, July 4<sup>th</sup> Pancake Breakfast and Parade, Stapleton Beer Festival, Stapleton Rocks, Spring Egg Scramble, Winter Welcome and Town Center Lighting, Active Minds, Inc.
- Continue to grow and expand recreational programming such as the Stapleton Kids Triathlon held annually in August
- Continue outdoor live theater productions including the August Shakespeare in the Park production of ‘Much Ado About Nothing’
- Will work to develop unique additional programming designed for the North green (e.g. Thursday evening Jazz/Blues series)
- Will continue to partner with Sam Gary Library to support added community programming. (focus on tweens & teens)
- Will continue to partner with Central Park Recreation Center to support added community programming. (focus on tweens & teens)

**Community Parks & Facilities**

**Parks & Facilities**

- 1) MCA will manage and oversee the maintenance of six aquatic facilities and corresponding systems that shall be operated Memorial Day weekend to Labor Day weekend. MCA shall manage the system as a whole and determine the most efficient operating hours and season to best respond to the seasonal demands by residents.
- 2) MCA will oversee contacts for the maintenance and operation of approximately 110 acres of Park, Medians, Right of Way and open space.
- 3) MCA will continue to oversee mosquito control contract for all storm water facilities throughout North and South Stapleton.

**Repair and Replacements**

- 1) Pools = \$120K (Re-surface Aviator and misc. repairs)
- 2) Parks = \$50K (Trees, Drainage & Landscaping)
- 3) Parkways = \$50K (Trees)
- 4) Alleys = \$100K (Concrete)

**Improvements**

- 1) South/North Green Performance stage upgrades
- 2) Added lighting/security systems at Aviator, PJ, F15, JS, R35 and Maverick
- 3) Additional shade structures in specified picnic areas
- 4) Additional park features geared towards active teens and adults

❖ **M/S/C ~ (Delegates~Bishop/Pavlik)  
(Board~Kearns/Ferguson)**

**Motion to approve:** 2015 Ratified Budget

**V. ANNUAL MEMBERS MEETING & DELEGATE ELECTION  
2015 Delegate Election**

2015 Current Delegates Reinstated		2015 Open & Contested Seats	
		<b>District 1 (Bluff Lake/Eastbridge)</b> (Filings 12, 16,20, 21, 35, EB TC)	<b>Tim Hampton</b>
<b>District 2 (29<sup>th</sup> Ave)</b> (Filings 2, 4)	<b>Gregg Looker</b>		
<b>District 3 (29<sup>th</sup> Ave)</b> (Filings 3, 5, 9)	<b>Dana Elkind</b>		
<b>District 4 (Southend)</b> (Filings 6, 8, 10, 17, 22, 24, 30)	<b>Jessica Ostermick</b>		
<b>District 5 (Eastbridge)</b> (Filings 11, 15, A1, A2)	<b>Tim Wilson</b>		
<b>District 6 (Central Park North/West)</b> (Filings 18, 19, 32)	<b>Thomas Atwood</b>		
<b>District 7</b> (All Filings North of Smith Road)	<b>Lee Ferguson</b>		
<b>District 8 (Conservatory Green)</b> (Filings 23, 26, 28, 36, 42)	<b>Brandy Bishop</b>		

**Delegate Election Nomination and Election Process**

- Nominations for the open Delegate seats were taken up to the Annual Members Meeting on November 12, 2014.

- Members of the open District areas can vote via electronic ballot or paper ballot between November 12 until December 17 at Noon.
- Votes will be tallied and the nominee with the most votes will retain the open Delegate seat for 2015.

#### **VI. MCA FUTURE LEASE UPDATES**

##### **7350 E 29<sup>th</sup> Ave – 3<sup>rd</sup> Floor**

Will be moving effective December 1, 2014.

##### **Conservatory Green**

The MCA is continuing to move forward with this project.

#### **VII. EXECUTIVE BOARD UPDATES**

##### **Nominations were taken to replace Michael Kearns, whose term is 2014-2016**

- Brandy Bishop
- George Pavlik

⇒ The Board conducted a silent vote, Ferguson (Secretary) tallied the votes, 4 votes for Pavlik, 3 votes for Bishop. Pavlik will continue as a Board Member to finish the term until 2016.

**Heidi Majerik will be leaving the board, Forest City will appoint another representative to take her seat.**

#### **VIII. UPCOMING MEETING SCHEDULE**

- December 17, 2014 / Delegate Meeting
- January 21, 2015 / Delegate Meeting
- February 18, 2015 / Executive Board Meeting

**Meeting adjourn: (Fennelly/Ferguson)**