



**WRIGHTSVILLE
BEACH**
RECREATION DISTRICT

29 Main Street
Montpelier, VT 05602
(802) 229-0389

Wrightsville Beach Recreation District

Board of Directors Meeting Minutes

Friday, October 14, 2022. 5:30PM - 7:00pm at CVRPC Office

Draft Minutes

Representatives

Worcester - Carl Witke (present)

Montpelier – Jon Copans (present)

Middlesex – George Longnecker (present)

East Montpelier – Kim Kendall (present until 6:30)

Montpelier - Dan Currier (present)

Central Vermont Regional Planning Commission – Christian Freyer (present)

Manager – Collin O’Neil (present)

1. There were no public comments.

2. Update from CVRPC

There was a conversation about WBRD's book keeping services. Currently WBRD contracts with CVRPC for accounting services. Those services are provided by a combination of in-house staff at CVRPC and an outside agency.

3. Officers

Nominations:

Carl Witke - Chair

Dan Currier - Treasurer

Kim Kendall - Secretary

Jon made a motion to approve the nominations. Dan seconded the motion, and the nominations were approved.

4. Minutes

The minutes from May 10, 2022 were approved.

5. Season Updates

Daily operations closed this season on Indigenous Peoples Day. Last year there were 103 shelter rentals, and this year, it increased to 162. The shelter rentals have been a huge success. Season passes continue to grow from 498 in 2021 to 527. Total revenue also increased from \$63,000 in 2021 to \$73,000 in 2022. The 2022 season ended with a surplus of \$20,000.

There were a few incidents of hostile customers where the State Police had to be called. There was also some minor vandalism to signage. A new pricing structure included a discount for teenagers. Disc golf was included in the teenager rate. A new lease agreement with the State was signed. And finally, the board reviewed year to year comparisons of financial data.

A question was posed about the complexity of the fee structure - can folks navigate the system to know if they qualify for discounts? Collin indicated that he does train staff to promote various discounts and to prompt beach visitors to be sure they access discounts they are eligible for.

In a review of this season's tally of utilization and fees, Collin highlighted a new measure for 2022 - total visitors. This can be helpful with the potential sale of sponsorships, to provide a measure of impact. Also useful in measuring the overall financial impact of WBRD.

Overall, the season was fabulous. Great weather, and the length of the season, May - Oct. is what Collin has always hoped for.

Collin hasn't measured the "return" on staffing the park in the shoulder seasons. Model is to lightly staff the beach on weekdays, with staff opening and closing but not at the booth full-time.

One area where Collin sees opportunity for improvement -disc golf. Disc sales, corporate league, family league, singles and doubles leagues are all ways to increase participation and revenue from disc golf.

6. Transition Manager Position to Full Time, Year Round

Discussion of the Beach Manager position and compensation. Collin described a proposal for a portion of compensation being more incentive based - measuring the season's performance relative to the average of the last 4 years.

Question around the proposal - appropriate for a public employee? Also - the manager only has modest control over revenue.

Discussion then shifted to the proposal from Collin to make the Beach Manager position full-year rather than seasonal. Exempt vs. hourly pay structure was discussed, as were a possible benefits package. The point was made that administrative burden climbs when the Beach District moves to a more formal arrangement with a full-time salaried employee. The Board would need to adjust its participation accordingly. The proposal would be funded in part by an increase in per-person charges to each of the four member towns. Timing and prospects for the outcome of this process was discussed. Deeper discussion ensued about the merits of moving toward a full-time annual manager. No action was taken. The Board agreed to meet again in November and requested that Collin present a summary of a proposal in writing along with an updated budget picture for the Beach District.

Adjourn

The meeting adjourned by consensus at 7:15PM.

Respectfully submitted by Kim Kendall and Jon Copans.