



Minutes of HRCA/HRMD Joint Board Meeting  
November 4, 2014 – 6:00 PM  
Metro District Boardroom

Attendees: Metro District Board – Renee Anderson, Allen Dreher, Rick Owens, Carolyn Schierholz, Nancy Smith and Vicky Starkey; also Terry Nolan and Sherry Eppers. HRCA Board – Scott Lemmon, Brock Norris, Melissa Park and Dennis Seymour; also Jerry Flannery and Jamie Noebel.

1. The boards did a round table of introductions. The group welcomed the new HRCA Board Member, Melissa Park.
2. Highlands Ranch Strategic Marketing Update. Sherry Eppers and Jamie Noebel made a brief PowerPoint presentation (see addendum) updating the boards on the joint marketing effort with the Metro District, HRCA, the Chamber, Shea Homes and Burns Marketing. All agreed to proceed with Burns providing logo/font enhancement alternatives to support the anticipated 2015 Metro District renovation of six community entry monuments. A complete style guide is the ultimate expected outcome from this effort. Sherry mentioned the Senior Health Information Fair – Joint Metro and HRCA event coming soon.
3. CEO/GM update.  
Jerry Flannery covered:
  - a. Reorganization:
    - 1) Did not replace assistant GM position vacated by Peggy Zack
    - 2) Formed new property management section under Mike Bailey. Improved services and efficiency.
    - 3) Christina Caputo new Finance Director
    - 4) Melissa Park elected to the seat vacated by Christina.
    - 5) Sections of the organization are working well together.
  - b. Honest and comprehensive reserve study has led to more funds set aside in the 2015 budget for future facility upgrades
  - c. Strategic Plan is in work although already yielding results such as the McKinstry energy savings effort.
  - d. Programs improved and growing.
  - e. Jerry is recently elected to the Chamber Board
  - f. Recent cooperative efforts with the Metro District include:
    - 1) Fence violation enforcement
    - 2) Strategic marketing
    - 3) Shared parking lots maintenance
    - 4) Northridge Park renovation.
    - 5) Northridge Park and Northridge Recreation Center coordination. Staffs are working together to limit strain on available parking.

Terry Nolan covered (see addendum):

- a. Community survey currently being conducted.
  - b. RTD Call-n-Ride will continue in 2015 as a result of cooperative effort between Douglas County, the Metro District and RTD.
  - c. Metro District 2015 Proposed Budget.
  - d. Northridge Park renewal planned for 2015.
  - e. Community entries upgrade – planned to begin in 2015.
4. Future Annexation Defense. Rick Owens talked about the Metro District's goal of seeking legislation requiring Metro District approval of annexations within large communities like Highlands Ranch. An outline of the proposed legislation was shared (see addendum).
5. Other Topics. Dennis Seymour questioned how it is decided who does what between the Metro District and HRCA. Some of the HRCA board members expressed a desire to avoid competition between the organizations. It was suggested that our Pickleball programs be coordinated.
6. Next Meeting. Set for February 3, 2015 at HRCA.

The meeting concluded at 7:50 p.m.