



## Record of Proceedings

### Minutes of the Work Session and Regular Monthly Meeting of the Board of Directors of the Norwood Park and Recreation District

Held: Monday, October 13, 2025 at 6:00pm (work session) and 7:00pm at the Oliver House, 1555 Summit St., Norwood, CO 81423, and available via Zoom

#### Attendance:

The work session and regular meeting of the Board of Directors were called and held, as shown, in accordance with Colorado law. The following Directors were present:

Krys Smith, Kelvin Verity, Matt Stanger, and Karl Cody

Also present were staff members Daiva Chesonis and Liza Tanguay, and Julia Maynard (general public).

- 1) Called to order 6:05pm

Work Session re. Music on the Mesa began with Daiva Chesonis:

- 2) Financial summary, as presented by Liza to the Town Trustees, is income of \$25,576, and expenses of \$26,611. So the bottom line is \$4,965 in the black, which is nice for a second year event. The overview from Michelle shows different numbers. But we'll go with \$5K.

In looking at the NPRD contribution to Music on the Mesa, we budgeted \$2,500, and that pretty much covers Daiva's and Michelle's time that went into it this year. However, this is not currently reflected in the Quickbooks reports, as wages, etc, are just listed under Admin. Does this need to be addressed? And going forward, is it the same in the 2026 budget? We haven't gotten to the budget review. And the labor for MotM does not get a separate line in the budget.

Discussion followed as to how much will be budgeted as NPRD's contribution to MotM 2026 - merchandise, bar supplies will be listed as Special Event Expenses. This year, only beverages, ice, and hats were purchased; next year there will be T-shirts...or some other souvenir-wear (tangent discussion). Unless otherwise directed by the board, labor will be included in the overall wages & salaries budget line.

Liza provided feedback from the Town board: with the \$5k profit, maybe the town doesn't need to provide a larger sponsorship. However, general costs of the event are going up, and bigger talent will take more money. Daiva: Perhaps with Country Jam not happening in 2026, we could get a better-known rockin' country western band for June. Which might require use of the bigger stage, then, too. And in answer to Trustees' question of "what's the payback for the Town?" Discussion ensued about the return-on-investment factors, quantifying them, what 'Sponsorship' means (as clearly defined on the sponsorship form, and as a gift - once given, it doesn't require return), future ask-expectations, tax revenue proceeds (being so minor), why it's at the fairgrounds instead of in-town property, etc.

- 3) Feedback on operations.

---

#### The Mission

*To provide diverse year-round recreation opportunities through the creation and maintenance of high quality parks, trails, facilities and programs.*



## Norwood Park and Recreation District

P.O. Box 645

Norwood, Colorado 81423

[www.norwoodparkandrec.org](http://www.norwoodparkandrec.org)

[Play@NorwoodParkandRec.org](mailto:Play@NorwoodParkandRec.org)

Starting with Vendors, friction points: double-touched, with NPRD and Fairgrounds. And the fairground doesn't have the capability to take payment (\$25) via CC. And there's additional vendor license permitting paperwork - takes extra steps. So - moving vendors to Lincoln Street would side-step this barrier. However, there's no cover, electrical or water available.

On to head counts: June was about 650 people, August had about 450. Food vendors sold out in June; and the bar sales for NPRD also reflected the lower participation in August.

Feedback on merchandise: Liza says yes on shirts, but just one color, all sizes. Matt wants to see hoodies. Daiva is attempting to keep the source of merch local (Fishbone, etc.) But the original quote Daiva got that included t-shirts and hoodies was over \$13,000 cost. For this audience, thinking mid- low-ticket items are best. Idea for getting kids involved in "this year's design" contest. Discussion about "annual", selling ad space on shirt backs. Daiva mentioned a wish to have the Merch tent more up-front and in-your-face.

Note: set up west-edge vendors up against the arena instead of on the west side of pig palace due to wind.

What worked: Having a bar manager who commits 3 days of time for set-up, operations, and tear-down/inventory. Also, left-overs from the August MotM bar were made available to stock the Harvest Dinner bar, at cost. So does that revenue go to MotM, or NPRD "event revenue" in general?

Recommendations on Dates for 2026:

June 14th=Sunday before Tell.Bluegrass Festival - not Father's Day this year. Let's keep it.

August 9 - the sunday before school starts OR August 2 - when Telluride has nothing on the calendar, and it gives a buffer before the Back-to-School press.

Why is it on a Sunday instead of Saturday? Cost of talent & support staff, and it's a family-targeted event. But we have a chance to increase bar revenue. And why not start the music sooner, particularly August. So - look at the cost difference of bands for Saturday, August 1st.

Daiva's final request: an NPRD credit card to use for MotM.

Volunteers: Board member participation, people coming back. So far, looks good.

<BREAK>

---

### The Mission

*To provide diverse year-round recreation opportunities through the creation and maintenance of high quality parks, trails, facilities and programs.*