

**Jen Mason 10/26/15 12:56 pm**

### **1. Quality of the Vail Experience:**

- As Vail reaches peak capacity, what needs to be done to maintain the quality of the Vail lifestyle?
- What is the probability of the Vail experience becoming too commoditized; for quantity to overtake quality?
- What has to happen so that consumers and residents are still receiving premium level experiences?

As Vail becomes crowded as a year round resort, the Town of Vail, the Vail business community and the Vail residents need to work together to still be the standard of excellence in a resort community. I believe that maintaining a community of residents who reside in Vail full time is paramount in keeping Vail both vibrant and high level resort community. If we have more year round residents that care and invested in the Town of Vail the quality of experience will increase for the visiting guests.

I believe the Town of Vail, needs to look at their slate of events very carefully. The CSE continues to do a great job at evaluating events and the ROI on each event. The recap sessions are more organized, and the CSE is asking the right questions to event organizers. I believe with the new reformed CSE we are going to in right direction to better scrutinize new and existing events.

One idea I have to improve the level of excellence is better customer service training for all levels of employees in the Town of Vail. If visiting guests feel welcome, they will come back year after year.

### **2. Congestion:**

- What can be done to reduce traffic congestion on the community's roadways?
- Is congestion creating public safety and other growth related issues that are being left unresolved?
- Should there be more/less parking on Frontage Road?
- Are the increases in street events and their impact upon available public parking adding to or diluting the Vail experience?

Vail does have congestion problems, I wish I had all the answers to solve this problem. However I believe this is a process of multi solutions to help assist with the congestion.

I am hopefully that more pedestrian walk ways can be built within prime locations. Through looking at adding more parking spaces to existing structures.

Transportation in Vail is ever changing, being flexible and making thoughtful decisions with all user groups in mind is how the council needs to move forward on this issue.

### **3. Environment:**

- Is the Vail experience being degraded by water, noise and visual pollution?
- What can be done to reduce noise pollution from I-70?
- Are the plans for the Gore Creek clean-up adequate or does more need to be done and at a faster pace?

If we are not careful the natural beauty of the Vail Valley will be diminished. We need to make the environment of our community a top priority.

The town of Vail needs to work closely with CDOT to ensure that all efforts are being made to reduce noise on the 1-70 corridor.

The town of Vail is working on getting Gore Creek removed from the impaired list, however we are not moving fast enough. This initiative needs to be front and center with the Town of Vail.

#### **4. Governance/ Inclusivity:**

- How can a higher degree of collaboration be encouraged among factional interests?

It is often that fractional interests are the ones to be avoided, when they truly are the ones to be addressed immediately. By uniting a community we can be progressive, and forward thinking. More collaboration from our community is always the way to move forward. The more voices that are heard the better we will thrive as a community.

- What are the roles, advantages, and projects that should be addressed through public/private partnerships?
- What can be done to expand community involvement in decisions for Vail's future?

The community needs to be reminded, of all of the channels they have to be involved. As a citizen of Vail, I saw a need for the summer in town bus service to run daily to Ford Park. I attended a meeting, spoke up on my concern and the town council pushed the agenda through. The bus service made Ford Park easily accessible to our visiting guests all summer long.

- Should efforts be taken to increase voter participation in TOV elections, such as with the use of mail balloting?

I think that both a mail in ballot and a polling ballot should be encouraged. People feel engaged with voting in person, they are proud to show their civil duty.

- Does there need to be more transparency in Vail governance?

Transparency is always a good avenue.

#### **5. Community Accessibility:**

- How should air accessibility to the Eagle County Airport be financed?

We need to explore all financing opportunities both from the private service in and out of the jet center and the commercial service. Explore why Aspenites are choosing to utilize the Eagle airport over their own airport. We need the Eagle county airport to be better utilized by our local residents.

#### **6. Summary of desired Council Agenda priorities:**

- a. Affordable housing
- b. Thoughtful Traffic Management plans
- c. Increased Customer Service for all Vail employees, not just VRI and town employees but engage small business owners
- d. Environmental practices
- e. Community engagement
- f. Feasibility study on Red Sandstone Elementary school and increasing it to a K-8 school

#### **7. Please provide a brief biography:** Education, employment, organization, qualifications, etc..

8. Vail has been my home for 23 years. I started visiting the Valley in 1991 when my parents lived here and I ran a small business. You may remember the D'Coffee beanery in the Vail Transportation Center. After completing 4 years of University at Boston University with a degree in Biology I came home to Vail. My very first job in Vail was at the information booth, this was the perfect job for me. I was thrilled and excited to finally live in Vail. I loved greeting our guests and informing them about the wonderful things to do in

Vail. I've worked in many capacities since 1993, for Vail Resorts as part of Jeff Wiles' guest services team, I was a shop girl at Wild Bills Emporium. I worked at the Vail Golf Course and for the past 14 years I have worked for the Vail Valley Foundation. My job at the Vail Valley Foundation has taught me so much about the community we live in. At the Vail Valley Foundation, I have learned budget management, collaboration and volunteer management. During the Alpine World Ski Championships I was responsible for Volunteers, Ceremonies and Festivals. All of these positions required me to become very skilled at multi-tasking and listening to others. I am very proud of the work we accomplished as a community on the 2015's. I am also the Director of the Gerald R. Ford Amphitheater for the Vail Valley Foundation. In this position, I get the pleasure of working with many other non-profits in town to ensure that summer in Vail is the best experience for both locals and visiting guests. I have served on the Art in Public Places board off and on for the past 10 years.