

**Candidate:** As a candidate for the Vail Town Council we would like to have a public conversation with you via the internet. If you wish to respond, please return your reply to my email address. We will pose questions. It is up to you whether you reply or not.

You may circulate the content of our communications through your own media platform(s). If you desire to know about the Vail Homeowners Association please access the VHA web site: [www.vailhomeowners.com](http://www.vailhomeowners.com)

### **Vail Town Council Candidate 2017**



**Greg Moffet**

Age: 59

Career: Media Sales

Business: Tiga Advertising Inc

Residence: Buffehr Creek – West Vail

Years in Vail: part-time 4, full-time 23

Contact Info: [vha@vail.net](mailto:vha@vail.net)

### **Candidate Dialogue: Complete 10/31/17**

#### **1. The advantages your qualifications, character, and experiences would bring to the Vail Town Council?**

I have been honored to have the opportunity to serve the Town of Vail, Eagle County and the State of Colorado over the 22 years including the following responsibilities and qualifications:

- Graduated Cum Laude from the University of Minnesota Law School (and had the good sense to quit being a lawyer almost immediately),
- Raised two daughters here in Vail,
- Was a second homeowner before I moved here full-time (and a Front Range day skier for years before that),
- Own a business that relies on other Vail businesses for a sizable portion of its revenue. I talk to the business community, merchants, restaurateurs etc. for a living, I understand the business community and its issues,
- My business also involves other ski towns, yielding a great deal of perspective on the issues facing the industry and related communities,
- Served on Vail Town Council for fourteen years from 1999 to 2007 and 2011 to present.
- Served on Vail Planning and Environmental Commission for four years from 1995 to 1999, chaired it for three of those years,
- Served on the Local Marketing District Advisory Board for eight years,
- Served on the Eagle County Open Space Advisory Committee for two years (was chairman for several months),
- Serve on the Eagle County Planning Commission since spring of 2008, I work with the County on a variety of issue and have great relationships w/ the Board and the staff.
- Serve on the Vail Economic Advisory Commission since its inception,

- Serve on the EGE Air Alliance Board since late 2015,
- Serve on and currently chair the Colorado State Land Board with fiduciary and stewardship responsibility of over 2.8 million acres of surface land and 4 million acres of minerals throughout Colorado, including several square miles in Eagle County (one of which is close enough to Vail to annex) for the benefit of Colorado school children.
- Serve on the Public School Fund Investment Board, overseeing the investment of over \$900 million for the inter-generational benefit of Colorado school children.
- Served on the I-70 Corridor Coalition for two years,
- Served on the Vail Valley Chamber and Tourism Bureau/Vail Valley Chamber merger board,
- Served on the Vail Jazz Foundation Board 2012-2015,
- Served on the Taste of Vail Board since 2011,
- organized and hosted the West Vail real neighborhood Halloween Trick or Treat and Party for 8 years.
- Vail Rotarian 1994-2014,
- Avid mountain sports enthusiast
  - skied 30 days last season
  - nordic ski
  - snowshoe (only uphill)
  - mountain bike
  - Road bike (scars to prove it!)
  - Trail run/hike (including sponsoring the VRD's Berry Picker race)

I look great in a variety of medical apparatus.

In short, I bring extensive experience with Vail government and perspective and knowledge of our County and State. I have participated in most of the important decisions our community faced over the last 22 years. I have an educational and experience background that adds real value to Council meeting and decisions. I am also skeptical, as reflected in my voting record over 14 years on Town Council. I work to avoid “groupthink”, which is a trap that’s easy to fall into, especially for a board (like Town Council) that faces frequent staff and public pressure.

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- 2. What are your top five priorities for the next 5, 25 and 50 years to achieve on behalf of:**
  - a. The community-at-large (includes non-resident homeowners and local residents),**
  - b. The local voters (residents).**

As the only former second homeowner on the Council, and very good friends with several second-homeowners, I see the community’s interest aligned on the vast majority (and all material) issues. My priorities for the foreseeable future are:

- To continue to press for the retention of our community. We have a great Town and the all of us (locals, second homeowners and guests) enjoy our authentic community, rather than, say, something like Beaver Creek (which despite its many charms, is decidedly not a community).
- to steward the Town’s continued financial health. We have a healthy financial situation and we need to make sure it stays that way in the face of constant opportunities to spend our fund balance in ways that don’t replenish it. I have a long history of asking hard questions and pushing back on spending.

-to look with a healthy skepticism at laws and large capital expenditures that come to us by fiat (like the International Building Code), or with the “opportunity” to meet dubiously projected future needs with large expenditures (like the underpass). It’s easy to fall into the thrall of consultants and experts forget to exercise common sense and restraint.

If we focus on keeping the lights on, neighborhoods intact, and money in the bank, we will have the strength and resources to meet the next 5, 25 and 50 years.

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**3. How would you suggest the TOV approach the financing of an estimated nearly \$½ billion in deferred maintenance to replace the Vail Village/Lionshead parking structures and Town Hall building, also should the parking capacity in the two main parking structures be expanded?**

**3b. How should your approach be financed? Totally through local taxes (property, sales, and others, i.e. user fees? What other types of financing options could be used? When does the local tax burden become so heavy as to be counter to the interest of both local and non – resident tax payers.**

*As context, you may want to review the following links for VHA’s analysis of the TOV’s financial situation and the basis for the estimated cost of deferred maintenance for the aforementioned infrastructure.*

<http://www.vailhomeowners.com/VHA%20Vail's%20Financial%20Future%20081917%20Final.pdf>

[http://www.vailhomeowners.com/Parking%20structure%20Research%20JFL%20072617abrevised%20080217.p  
df](http://www.vailhomeowners.com/Parking%20structure%20Research%20JFL%20072617abrevised%20080217.pdf)

The parking structures, while old, are not suffering from deferred maintenance. In fact, the Town’s Public Works professionals make sure that we budget maintenance as needed for continued efficient and safe performance/operations.

That said, we are in for a major transportation disruption in the near future. The impacts go well beyond parking, but will absolutely change the way we look at our parking requirements. Consequently, I’m only voting for the new \$14 million RSES parking structure if it is inexpensively convertible to a higher use. The structure may well be obsolete before it opens. In the face of this dynamic environment, we need to take a breath and see what the transportation landscape looks like before we plan on any big capital spending initiatives that may leave us with an expensive white elephant.

Assuming continued need for the same amount of square footage (which is a dubious assumption), Lionshead is the easiest to solve because we have several more years of TIF funding available if we determine that we need to substantially renovate the structure. If we need to replace the Village Structure in the future, it may be time to look at the scarce real estate asset as an opportunity to build a multi-purpose building on the site and finance it creatively, perhaps with a new TIF district. Town Hall is probably self-financed over a several year renovation, rather than a more expensive complete tear down/rebuild.

I’m very leery of new taxes, especially those that fall on residents and property owners. I was the only Council member that opposed the proposed property tax increase back in 2002 (it lost at the ballot). I think our sales tax is currently about as high as it should go.

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**4. What do you foresee as potential pathways to incentivize economic growth for the TOV and the Vail community at large?**

*As context, you may want to review the following VHA analysis of voter participation rates for at-the-polls vs. all mail-in balloting.*

<http://archive.constantcontact.com/fs179/1101935191883/archive/1118136766926.html>

That’s the \$64,000 question. As we mature as a destination we will need to further ramp up the creativity that has brought us this far. From the Town’s perspective (we can’t control Vail Resorts, and exert less influence in Broomfield w/ every

passing acquisition), we need to evolve our toolbox, and especially our event menu, to stay relevant as generations age. Events that appeal to different demographics and take advantage of our diverse lodging demand and pricing have worked well to date (compare the New York Phil's average daily rate and average age/net worth to GoPro weekend). We need to continue to keep focused on staying relevant.

From a development standpoint, we need to encourage redevelopment, but remain mindful of both carrying capacity and the economic limits to new retail square footage. Demographic realities (millennials shop less and experience more) have led to a trend of falling retail sales/square foot over the last few years. I am confident our dynamic business community will adapt to the new realities (it's a lot easier to find \$1,000 cowboy boots than climbing shoes in Vail these days), but that process can be painful, and the government can't force it. 15 years ago, I advocated for a significant increase in retail square footage to reduce rents/sf. It worked, but we are probably near that strategy's limit.

Of course, to the extent we retain a community living in and near town we retain year-round vitality, keeping more businesses open longer (e.g. the dining options this week are much richer than in late October when I first ran in 1999). So, in short, housing, housing, housing.

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**5. When do you foresee the circumstances existing under which every Town of Vail election is conducted by all mail-in balloting?**

*As context, you may want to review the following [VHA analysis of voter participation rates for at-the-polls vs. all mail-in balloting.](#)*

<http://archive.constantcontact.com/fs179/1101935191883/archive/1118136766926.html>

Hopefully never, because that set of "circumstances" would be evidence that the community, and its institutions, are done. We will have become Beaver Creek East, which would signal the death of the community. At-the-poll elections are one of the last great civic engagement opportunities. If you haven't been to Vail on election day, you are missing out. Election Day is not only the opportunity to interact with neighbors, but as importantly, with our long-time crew of volunteer election judges (to be fair, many of them are also our neighbors). It's super easy, and super American, to vote in Vail, just register and stop by Town Hall. I invite anyone reading this to read <http://bowlingalone.com/> and not understand the need to hold on to our social/civic institutions.

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**6. What are Vail's most significant quality-of- life issues?**

- loss of community.
- housing cost and scarcity.
- climate change and its effects on both winter and summer.
- event fatigue.

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**7. Do you believe that an environmental analysis, neighborhood master plan and site development plan should be provided for public review before a zoning, rezoning, or condemnation occurs?**

*As context, you may want to review the following links to VHA's analysis of the TOV's conduct with respect to these matters.*

<http://www.vailhomeowners.com/VHA%20VR%20EV%20Housing%20Final%20082917.pdf>

<http://www.vailhomeowners.com/VHA%20Report%20May%202017%20Final%20050917.pdf>

<http://www.vailhomeowners.com/Looking%20at%20the%20bigger%20picture%20-%20Vails%20New%20Renaissance%20final%20032317%20.pdf>

-no, that's putting the cart before the horse as it relates to zoning or rezoning (especially down-zoning). Condemnation is a rara avis indeed, and every case (much like an SDD) is different and requires an event specific approach.

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**8. Including existing residents, what is your estimate for the number of minimum wage workers that should be housed in the Town of Vail?**

**a. What priority should housing for minimum wage workers be given in the next 2 years?**

I don't think anyone working in Vail, including VR employees that get a free pass and housing assistance, make anything like minimum wage. My daughters were making at least 2X minimum wage working after school and summer jobs almost a decade ago. Consequently, any answer I could give is irrelevant.

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**9. What roles should the town and county bus systems play in providing access for the down-valley work force employed in Vail?**

*As context, you may want to review the following link to VHA's analysis of the TOV's involvement with respect to these matters.*

<http://www.vailhomeowners.com/VHA%20Transportation%20Master%20Plan%20Report%20Final%20021817.docx.pdf>

-Town system: none.

-County system, a lot more. The County system needs to be more frequent, less expensive, and more direct (faster).

**a. Should tax/fee based funding be reduced or expanded to fund the bus system?**

-probably moot, smart money says we will see a tax issue on the ballot to increase funding for ECO.

**b. What is an affordable ticket price for the rider?**

-for the ECO, less than the current fares, which in some cases are more than our locals parking products.

**c. What needs to be done to improve security and safety?**

-on the buses? Is there an issue?

**d. Is it too soon to talk about commuter train service between Gypsum and Vail?**

It's never too soon, but Southern Pacific (Anschutz) has 0 interest in it, so we can continue our one-way conversation until we are blue in the face. Anyone out there know Phil and can get a phone call returned? I'll be there to pitch.

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**10. What is your reaction to the following statement from a local resident that speaks to the effect of recent increases in local taxes and fees: "You can't make things more affordable by making them more expensive"?**

It's certainly true. I've voted against the recent fee increases as well as pushed back on Building and Fire Code "updates" that require ridiculously expensive systems like sprinklers in residences. Sadly, in most, if not every, case I think the vote was 6-1 w/ me as the only vote against.

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