

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

Vail Town Council Candidate 2017



Mark Gordon

Age: 54

Career: Real Estate

Business: Christiania Realty

Residence: Alpine Drive in the Matterhorn Neighborhood – West Vail

Years in Vail: 17

Contact Info: vha@vail.net

Candidate Dialogue: 100717

Mark: VHA Questions 6 & 7:

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

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>

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

One of my core beliefs is that voting should be made easier for valid voters, and to always strive to increase participation in government. Mail-in ballots do just that. Even though I will miss seeing all my neighbors at the polling location on election day, the ease and increased participation of mail-in ballots just makes sense for TOV elections. Of course, like everything in Vail, it will have to be discussed and before making any decision the citizens must have their say.

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

As context for question 3 and 4, 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.pdf>

One of the main issues facing the Town of Vail, and one which is not regularly discussed, is remaining competitive in a very crowded mountain resort market. If we lose our position as the premier mountain destination, then all other issues become moot. In order to remain at the top of the market segment we have to continue to improve quality of life, guest service, economic vitality, and diversify our economy. As a member of the Commission on Special Events (CSE), I always keep this in mind. The return on investment from events is over \$30 of economic activity per dollar spent by the town. The town has to keep funding events and always be improving the event menu and quality. Events can get our guest to visit Vail and to return, but we also have to provide them with great activities, restaurants, and retail once they are here. One of the keys to Vail's success is that it is a municipality rather than just a resort. There are plenty of resorts, but very few real towns that can deliver what Vail delivers. I've heard Vail described as a town of 5,000 concierges. We are probably the most welcoming group of "locals" that exist in a mountain town. Our interactions with our guests has to remain second to none. To ensure that our citizens continue to provide this level of guest service, they must feel ownership of the town. The town government has to make sure that it listens to our stakeholders. I am proposing a new comprehensive strategic plan and the creation of a Community Advisory Council made up of a diverse group of our stakeholders. We need to make sure that Vail has the structures in place to include our community members in all decisions.

From: mark gordon

Sent: Monday, October 2, 2017 1:09 PM

To: Jim Lamont

Subject: Re: VHA/JFL/MG: RE: VHA/JFL/TOVTC/ Candidates: VHA Question #3: Confirm receipt. Thank you. Jim Lamont

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?

There is NO deferred maintenance due on either Lionshead or the Vail Village parking structures. The town budgets significant dollars each year to maintain the structures. There are NO safety issues in either parking structure. Neither structure is due for replacing in the near future. But if the town should need to make a large investment in infrastructure the town currently has NO debt and a great credit rating. The town also has significant cash reserves.

2. What are your top five priorities, for the next 5 years, 25 years, 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).?

First let me state emphatically that as an elected official it will be my duty to represent and to think about all of the stakeholders in Vail, which includes voters and non-voters. I strongly believe that contrary to what is implied in your question, the interests of both resident and non-resident home owners are very similar. Past Town of Vail surveys have shown this empirically time and time again. The difference is only at the margins. A perfect example of this is shown in the 2016 survey. In the section on events, non-resident homeowners wanted more events, while the local residents thought we had the right amount. 90% of the respondents thought that we had either the right amount of events or not enough events. Residents and non-residents are completely aligned in their priorities for Vail. We all want vitality, environmental and economic sustainability, great quality of life, and a real community.

Vail is always strongest when the town government and the stake holders are communicating effectively and often. My top priorities will be to create formal and structured mechanisms for this dialogue to take place. It has been over 10 years since the last comprehensive town strategic plan, Vail 2020. We need to immediately start working on another strategic plan that includes all stake holders. In order to insure continued effective communication I propose that the town create a new board/commission. The Vail Community Advisory Council will be made up of a diverse group of stakeholders. We need to include long time “locals,” non- resident homeowners, renters, young, old as well as a diverse socio-economic sampling. Like the VEAC, the council could be made up of up to 30 people and it should meet once per month. The group will be involved in all of the issues that are facing the town. This will be a great way for the members to truly understand the issues and be able to give their input far away from the emotion filled Tuesday night meetings. It will also afford the opportunity for the members to be involved at the beginning of issues rather than just at the end when many of the decisions are already set. The other benefit of this board will be to get more community members active in Town Government.

If we enhance the communication between all of Vail’s stakeholders and the Town in these structured settings then the priorities of the town over the next few years up to 50 years are not up to a single elected official, but are set town wide, as they should be.

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

Not only do I have direct Town governing experience from my time on the CSE, VEAC, and Town Council, but during my time living in Vail I’ve experienced everything from being a renter to a homeowner, a front line hourly worker for Vail Resorts to owning my own business in Vail Village. And while I’ve never been a part time resident, through my real estate business most of my clients and many of my friends are. This diverse experience in Vail allows me to better understand the values and issues of all of Vail’s stake holders. In 2006, while on Town Council, I, along with Kent Logan championed the Vail 2020 strategic town plan. I believe it is time for another “conversation” with all of our stake holders.

[© Copyright 2017](#)

Post Office Box 238 Vail, Colorado 81658

Telephone: (970) 827-5680 E-mail: yha@vail.net Web Site: www.vailhomeowners.com