

Minutes of the Town of Marble
Special Meeting of the Board of Trustees
April 17th, 2025
Marble Fire Station, 300 W. Park St. Marble, Colorado

A. Call to order & roll call of the special meeting of the Board of Trustees of the Town of Marble – Mayor Ryan Vinciguerra called the meeting to order at 6:00 p.m. Present: Amber McMahill, Dustin Wilkey, Larry Good, Ryan Vinciguerra and Amy Rusby. Also present: Ron Leach, Town Administrator, Terry Langley, minutes and Mariah Villalobos, parking.

B. Mayor Comments

C. Discussion of the proposed Paid Parking Program for the summer of 2025 – Mariah and Ron met on April 11 to begin discussions on the paid parking program. This included setting the launch date and tasks to be completed prior to that date (action items). Mariah proposes calling the program The ATV Go Point. The fee will be \$35 for the day on Friday, Saturdays and Sundays from May 23-Sept 28. The goal is to help regulate traffic visiting the Lead King Loop as well as funding personnel and costs associated with parking issues. Ron Leach will serve as lead and Mariah as the parking attendant. Informing the public is a key action item. Suggestions included KDNK, roadway signage, town website, Chamber website and social media. Larry asked if there are other potential stakeholders and both the parks committee and CVEPA were suggested. Ron addressed the need to remove the tree that is leaning toward the power lines and suggested having whoever does the proposed clearing and dirt-work push it over when he does the clearing. This will probably be Matt Piffer. The method to mark the parking was discussed and included possibly using pavers, labeling and possibly naming the spots. Dustin mentioned the need for whatever we use to be able to be moved for the winter to allow for plowing. Larry asked about the ownership of the property and Ron explained that the town owns it but there are deed restrictions from the SBA. The plan is to place a Tough Shed and a kiosk as a place to inform and collect payment. Amy suggested using the designation of OHV rather than ATV. Other entities suggested for notification include campgrounds, OHV clubs and Stay the Trail. A press release should go to the area newspapers.

Action Items discussed include

1. Ordering Supplies
2. Pamphlet design
3. Pilot Program
4. Develop over all message so all are communicating clearly
5. Check to see if the tablets we have will work.

Timeline

April-May – collaboration on publicity, message, etc.

May – work out kinks with a soft opening prior to Memorial Day
End of season – follow up work session.

Other questions and discussion points:

- Dustin asked if we plan to proceed with this if we don't hear from the SBA and the plan to so do so.
- Dustin asked about costs because it is not in the budget. Ryan feels the revenue will offset any expenses.
- Larry asked about the method of marking spaces. Things under discussion include pavers, chalk, paint, cones, A frame sign
- Include Federal Holidays.
- Payments: No Cash, direct pay, square has cash system. Volunteer/honor system during the week? Tips encouraged. Education regarding what the fees are going toward.
- Amber asked where the brochures will go. Mariah feels they should be in tourist info spots as well as handed out on site. Amber has brochures that were already developed but never printed.
- Ryan suggested using the Live Loud company for hats/t-shirts.

Messaging: what do we want to communicate? Dustin suggests tourism info. Larry feels we need to focus on the parking message. "Marble Announces" OHV Truck/Trailer Parking. Ryan: Press Release to local papers, radio stations, web sites, clubs; brochure with parking info to local businesses, campground, social media. Stay the Trail. Mariah will work on the press release.

Estimate of expenses: \$5,000

The group went to the site to see where the kiosk or tough shed will be located as well as to see the proposed parking sites.

E. Adjourn.

Respectfully submitted,
Terry Langley