

**AGENDA**  
**PERFORMANCE AND ENGAGEMENT COMMITTEE**  
**WEDNESDAY, December 1, 2021**  
**→ 4:00 p.m.\*\* ←**  
**VIDEO/WEB CONFERENCE**  
**Denver, CO**

1. Call to Order

**CONSENT AGENDA**

2. Move to Adopt the Consent Agenda
  - November 3, 2021 meeting summary  
(Attachment A)

**INFORMATIONAL BRIEFING**

3. Annual awards celebration preview  
(Attachment B) Steve Erickson, Director, Communications and Marketing
4. Continued discussion on returning to in-person Board meetings  
(Attachment C) Douglas W. Rex, Executive Director

**ADMINISTRATIVE ITEMS**

5. Report of the Chair
6. Report of the Executive Director
7. Other Matters by Members
8. **Next Meeting – January 5, 2022**
9. Adjourn

\*\*The start time for this meeting has been moved to 4pm, due to the cancellation of the Board Work Session

Persons in need of auxiliary aids or services, such as interpretation services or assisted listening devices, are asked to contact DRCOG at least 48 hours in advance of the meeting by calling (303) 480-6701.



**ATTACH A**

SUMMARY  
PERFORMANCE AND ENGAGEMENT COMMITTEE  
Wednesday, November 3, 2021

Members Present:

Steve Conklin, Chair	Edgewater
Steve O'Dorisio	Adams County
Aaron Brockett	Boulder
William Lindstedt	Broomfield
Jason Gray	Castle Rock
Randy Weil	Cherry Hills Village
Kevin Flynn	Denver
George Lantz	Greenwood Village
Joan Peck	Longmont
Ashley Stolzmann	Louisville
John Diak	Parker
Bud Starker	Wheat Ridge

Others present: Doug Rex, Executive Director; and DRCOG staff.

Chair Conklin called the meeting to order at 5:33 p.m. with a quorum present.

Move to adopt the consent agenda

Director Lantz **moved** to adopt the consent agenda. The motion was **seconded** and **passed** unanimously.

Items on the consent agenda included:

- Summary of the October 6, 2021 Performance and Engagement Committee meeting.

EXECUTIVE SESSION Pursuant to C.R.S. 24-6-402(4)(f) – Executive Director Performance

Chair Conklin **moved** to go into Executive Session: For discussion of a personnel matter concerning the performance evaluation of the Executive Director, as authorized under C.R.S. Section 24-6-402 (4)(f) and not involving: any specific employees who have requested discussion of the matter in open session; any member of this body or any elected official; the appointment of any person to fill an office of this body or of an elected official; or personnel policies that do not require the discussion of matters personal to particular employees, and that the participants in the executive session include the Committee members, Randy Arnold and Jenny Dock. The motion was **seconded** and **passed** unanimously.

Members went into Executive Session at 5:40 p.m. Members returned to open session at 6:34 p.m. Chair Conklin reported that Executive Director Rex is respected, admired, and appreciated for his work supporting the region and the invaluable role he upholds at

## Performance and Engagement Committee Meeting Summary

November 3, 2021

Page 2

DRCOG. It was an overall very positive review, so the committee decided to amend the Executive Directors contract to be extended.

Director Stolzmann **moved** to extend Executive Director Rex's current contract and to include a 4% merit increase. Additionally, the committee gives the executive director direction to go back and participate in the salary survey with the rest of the employees to ensure that the committee does not need to make a market correction. The motion was **seconded** and **passed** unanimously.

### Discussion on returning to in-person Board meetings

Executive Director Rex provided a brief reminder of current process' and newly proposed options moving forward to the committee. Staff compiled a [return to in-person meetings](#) proposal for review by members. Members had suggested edits for staff to change on this document before it is submitted to the entire DRCOG board. There will be further discussion at the December meeting.

### Report of the Chair

There was no report from the chair.

### Report of the Executive Director

There was no report from the executive director.

### Other Matters by Members

There were no matters from members.

### Next Meeting – December 1, 2021

The meeting adjourned at 7:13 p.m.

# ATTACH B

To: Chair and Members of the Performance and Engagement Committee

From: Doug Rex, Executive Director  
303-480-6701 or [drex@drcog.org](mailto:drex@drcog.org)

Meeting Date	Agenda Category	Agenda Item #
December 1, 2021	Informational Briefing	3

**SUBJECT**

Annual awards celebration preview

**PROPOSED ACTION/RECOMMENDATIONS**

N/A

**ACTION BY OTHERS**

N/A

**SUMMARY**

Following the postponement of the spring 2020 awards celebration in response to the emergence of the COVID-19 pandemic, the most recent awards celebration was conducted virtually in April 2021. The Communications and Marketing division is planning the 2022 awards celebration, with deadlines for securing venue, catering and technology agreements quickly approaching. Staff invites committee feedback on recommended event format (virtual or in-person) for 2022. Staff is considering moving forward with plans for an in-person event in spring 2022, with a contingency plan to either postpone the in-person event to a later date if public health circumstances warrant, or to pivot to a virtual format.

**PREVIOUS DISCUSSIONS/ACTIONS**

The Performance and Engagement Committee shared feedback on the 2021 virtual awards celebration event on June 2, 2021.

**PROPOSED MOTION**

N/A

**ATTACHMENT**

Staff Presentation

**ADDITIONAL INFORMATION**

Should you have any questions regarding this item, please contact Doug Rex, Executive Director, at 303-480-6701 or [drex@drcog.org](mailto:drex@drcog.org); Steve Erickson, Director Communications and Marketing at 303-480-6716 or [serickson@drcog.org](mailto:serickson@drcog.org).

# 2022 AWARDS CELEBRATION

Options for consideration

**Amber Leberman,  
Communications Manager**

# 2022 AWARDS CELEBRATION THEME





# THEME



- **Envision:** A nod to Metro Vision, the region's aspirational vision for its future. Member governments envision a better quality of life for their communities.
- **Engage:** DRCOG and its member governments engage the residents, businesses and community partners to shape the region's future.
- **Empower:** DRCOG and its member governments empower residents, businesses and community partners to continue to make life better in the region.

# EVENT DETAILS



- **Venue:** Empower Field at Mile High  
(on hold with deposit)
- **Date:** Wednesday, April 27, 2022
- **Time:** 6 p.m. social hour  
7 p.m. plated, seated dinner

# FORMAT OPTIONS



- **In-person event.**  
*Precedent: 2019 and previous.*
- **Virtual event.**  
*Precedent: 2021.*

# BENEFITS: IN-PERSON



- Resumes **pre-pandemic** format.
- **Moderate expense** with out-of-pocket costs expected to be fully covered by sponsorships.
- Fosters **camaraderie** among attendees, with a casual opportunity to **socialize**.
- Winners recognized in-person generates **excitement**.
- **Gala atmosphere** with **venue-specific perks** such as stadium tours.

# DRAWBACKS: IN-PERSON



- Limited participation options for **immunocompromised** or **disabled individuals**.
- Uncertainty regarding the **COVID-19 pandemic** in spring 2022.
- The venue or public health authority may require some combination of **safety measures** such as contact tracing, limits on the number of attendees, vaccination status verification, negative COVID-19 tests or mask protocols.
- Uncertain **attendee demand** for an in-person event.

# BENEFITS: VIRTUAL



- Relatively **low expense**, out-of-pocket costs fully covered by sponsors last year.
- **Fully accessible** to individuals who are immunocompromised or have disabilities.
- **Unlikely to be canceled** or changed as pandemic response evolves.
- **No sunk costs** for in-person components.
- **Recorded** for those who can't attend in real time.

# DRAWBACKS: VIRTUAL



- **Limited sense of camaraderie** among attendees.
- **Limited opportunity to socialize.**
- **Less excitement** around winner recognition.
- Potential unforeseen **technical difficulties.**

# ESTIMATED OUT-OF-POCKET\* COSTS

In-person	Virtual
<b>\$69,700</b>	<b>\$22,000</b>
DRCOG staff raised \$70,000 in sponsorships for an in-person event in 2019.	DRCOG staff raised \$25,000 in sponsorships for the virtual event in 2021.

\* Out-of-pocket costs include all expenses related to venue, catering, audio/visual and awards.



# UNCERTAINTIES



- What format do **potential attendees** prefer?
- How does event format affect **sponsor interest**.
- How have recent economic forces shaped **sponsor capacity**?
- How will the **COVID-19 pandemic** affect in-person gatherings in spring 2022?
- What effects will **inflation** and **staffing shortages** have on total costs, especially catering?

# FOR CONVERSATION



- What has the committee been experiencing with **similar events**?
- Thinking of your **member government** and community: What event format is most appealing?
- Putting on your regional hat as the **hosts of this event**: What format is most appealing?

# RECOMMENDATION FOR DISCUSSION



- Plan for an **in-person event** on Wednesday, April 27, 2022, but continue to monitor changing conditions.
- Minimize **financial risk**.
- Minimize **participant risk**.
- **Delay out-of-pocket payments** to the extent possible.
- If public health circumstances require, **postpone** the in-person event.

# TIMELINE



- If the committee endorses an in-person event, staff will resume coordination with **Empower Field at Mile High** following this meeting.
- Staff expects DRCOG will owe a 50% deposit to Empower Field at Mile High in late **February 2022**.



## DISCUSSION

**Amber Leberman**

**Communications Manager, Communications and Marketing**

**303-480-6706**

**[aleberman@drcog.org](mailto:aleberman@drcog.org)**

**ATTACH C**

To: Members of the Performance and Engagement Committee

From: Douglas W. Rex, Executive Director  
(303) 480-6701 or [drex@drcog.org](mailto:drex@drcog.org)

Meeting Date	Agenda Category	Agenda Item #
December 1, 2021	Discussion	4

**SUBJECT**

Post-COVID in-person meetings

**PROPOSED ACTION/RECOMMENDATIONS**

N/A

**ACTION BY OTHERS**

N/A

**SUMMARY**

A continuation of a discussion from last month regarding the structure and timeline for a return to in-person Board meetings.

**PREVIOUS DISCUSSIONS/ACTIONS**

N/A

**PROPOSED MOTION**

N/A

**ATTACHMENT**

N/A

**ADDITIONAL INFORMATION**

If you need additional information, please contact Douglas W. Rex, Executive Director, at [drex@drcog.org](mailto:drex@drcog.org) or (303) 480-6701.