

## Memorandum

**To:** Mayor and Council  
**From:** Tom Baker, Town Administrator  
**Date:** September 15, 2015  
**Re:** Discussion with Elisabeth Borden, The Highland Group ([thehighlandgroupinc.com](http://thehighlandgroupinc.com))

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**Purpose:** The purpose of this item is to continue our research on elements of the Kuersten property and our idea of a Health and Wellness Campus.

**Background and Discussion:** Over the past two months I have had phone and email discussions with Ms. Borden. During that time I have given Ms. Borden an understanding of Council goals and desires regarding the Health and Wellness Campus idea. Prior to the meeting (4:30), at Town Hall, staff and Mayor/Mayor Pro Tem will give Ms. Borden additional background information and take her on a site visit (we will post this as a worksession meeting so other Council can attend if desired.)

At our last meeting, Council explored the facets of the site and with Jeff Simonson's analysis began to understand the potential value of the gravel on this site. (Jeff will continue his explanation of the site at 7 PM this evening.) Council also wanted to explore the market feasibility of health and wellness uses for this site and before undertaking a complete market study Council wanted to talk to a professional in the field to understand what trends and opportunities exist. Council also wanted to understand what a market study will and will not do and how much it may cost.

Elisabeth Borden of the Highland Group will address the following topics in her prepared remarks and also answer questions as they arise:

- Trends and dynamics in housing and care across the spectrum of senior housing and long-term care (including short-term rehab in skilled facilities);
- New and alternative approaches/trends for aging in community (such as co-housing, group homes, cooperatives, shared services, etc.);
- Existing and planned properties and trends in rural and mountain communities in Colorado; and,
- Approaches and potential costs of various types of market and feasibility research.

At the end of the meeting, we expect to have a better understanding of trends, issues and opportunities in the health and senior care field and an understanding of market studies, their usefulness and their cost.