



PARKS, RECREATION & CULTURE ADVISORY BOARD MEETING

June 5, 2018, 7:00 P.M.

Community Recreation Center

250 N. 11th Street, Windsor, CO 80550

Minutes

A. CALL TO ORDER

John Nuspl called the meeting to order at 7:01 P.M.

1. Roll Call

Matt Morgan-Absent
Patrick Lightfoot
Rebecca Holder-Otte
John Nuspl
Dave Sandlin-Absent
Sandy Brug
Chris Perkins

Town Board Liaison

Barry Wilson

Also Present:

Parks, Recreation & Culture Director
Manager of Recreation
Parks Operation Manager
Open Space & Trails Manager
Customer Service Supervisor
Customer Service Representatives

Eric Lucas
Tara Fotsch
Bob Worthen
Wade Willis
Mike Lucero
Logan Anderson
Michelle Vasquez
Meredith Logan

2. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board

Ms. Holder-Otte moved to approve the Agenda. Ms. Brug seconded the motion. All members present voted Aye. Motion carried.

3. Liaison Reports

- Town Board

Mr. Wilson reported on previous topics discussed:

- LaBue Farm purchased for future community park.
- Approved the park shop and museum archive-combined location at Diamond Valley.
- Final Village East Park plan was also approved.
- Outside of Parks, Recreation & Culture-Sewer line 257/Harmony and another water line going in to the north Weld water system, giving the town two connections and a more reliable system and dual connections. Working on something similar with Fort Collins/Loveland Water District. Looking into potential water treatment facility-right now purchasing water from three different water districts, own water rights but have to pay for the treatment. Next week Town Board will tour Brighton and Cherry Creek to look at 2-3 water osmosis treatment systems which is a consideration for Windsor.
- Two day strategic planning-looked at 5-20 years in future, great for Mr. Wilson as a new Town Board member, very proactive in looking out further then others and knowing where the Town has to go.
- Mr. Nuspl inquired about major project on corner of County Road 13-Owned by a doctor who leased it to Best Way Concrete, 20 acres for mining over the next 3 years, then

return it to the state it's in now. Future thought from owner is to have a Home Depot there, but nothing submitted. Property is not part of Windsor, but incorporated Weld County. Concrete trucks will go anywhere and everywhere to deliver, but agreed to divert gravel trucks from Main Street.

- Weld Re-4 School District
 - Mr. Perkins reported that school is out for the summer and construction continues to go on, some changes, but remains within budget and contingencies and still on track. Working on Saturdays at WHS to make sure they get done on time.
 - Mr. Nuspl inquired about the sign needing bus drivers-continual problem, always looking for more bus drivers/challenge to fill spots. Through school year, constantly rotating through drivers, they stay for only a few months, then there is a need for more. Not a full-time/year round position, 2-3 hours in the morning, 2-3 hours in the afternoon, 50-60 kids.

4. Public to be Heard
No Report/Hearings

B. CONSENT CALENDAR

1. Minutes from May 1, 2018

Approved minutes will now be signed by John Nuspl, PReCAB-Chairman

Mr. Lightfoot moved to approve the minutes as submitted. Ms. Brug seconded the motion. All members present voted Aye. Motion carried.

C. BOARD REVIEW/DISCUSSION

1. Customer Service Presentation

- Mr. Lucero, Customer Service Supervisor reported on the following:
 - Introduced the Customer Service and Child Care Teams, explained each role and their importance to the front desk, public, and overall organization.
 - Reviewed topics that will be the focus of presentation.
 - Facility/Park Shelters: Room Rentals 92% increase in paid room rentals from 2016-2017, on pace to do over 900 paid room rentals in 2018 (740 in 2017), new technology available. Park Shelters averaged 225 over the last 3 years, heaviest May through September (42/month). Child Care Center M-F 8AM-1:30 PM average 28, high 39. M-TH 4:30 PM-8 PM average 10, high 18, Saturday 8 AM-12 PM average 15, high 2, fun place to be and kids enjoy their time while in there, great relationships built.
 - Expressed his highest praise to his entire team/staff and all they do.
- Mr. Anderson, Customer Service MOD reported on the following:
 - Explained COE (Cooperative Office Education) program offered through WHS during junior year.
 - Amenities of CRC-Gymnasiums, pool/hot tub area, weight room, aerobic/fitness classes, Senior Lounge, open room space (ceremonies, meetings, receptions, etc.), child care.
 - Statistics: Eco Counter- located outside front doors, counting people who walk in, 2017 highest is about 40,000 people to lowest around 23,000 people, somewhat dependent on time of year (in building in winter vs outdoor amenities in summer). Annual Family of Four memberships- increases in September/October due to grand opening/expansion and renewals and January due to 13th month free promotion. Passes/Daily Visits- year annual passes seem to be more popular, daily pass purchased to check it out then tendency to turn around and buy a longer-term pass because they like it, a lot of outside visits from surrounding communities outside of Windsor. Memberships- 4,751 total, Silver Sneakers as a new addition. Registrations In-Person /Over the Phone- 61,689 in 2017 and 32, 509 so far in 2018. Online Registrations (RecTrac)- 5,739 in 2017 and 3,402 in 2018. Wanting to improve

those numbers with future trainings for staff and public, making it easier and less time consuming, more user-friendly.

- Michelle Vasquez, Customer Service MOD reported on the following:
 - Birthday Party options: Pool Party Birthday Package-\$110, one hour in room, 30 wristbands for swimming. Birthday Party Package-\$50.00, two hours in room, add on's are available for additional cost (Critic, Science, Open Gym) and are very popular. Averaged 31 birthday parties a month in 2017, 366 total. This year averaging 42 parties a month, at this rate will reach 500 mark by December. In the process of adding third party package (Nerf Battle Party Package) and proposing 1-2 more (Princess/Mermaid Party and Art Party) to keep interest, getting people coming back and investing in Windsor.
- Meredith Logan, Customer Service Representative reported on the following:
 - Overall knowledge of front desk/customer service staff: memberships/terms, programing, rentals, classes, times/days, pricing, parties, etc. and everything offered in order to provide the correct information and assist public.
 - Activity Guide: 200+ activities each season.
 - Unique questions from public-CRC used as a town go-to for all types of information, non PR&C related.

Mr. Wilson complimented how quickly the public is addressed when asking a question, not only in person, on the phone, but also social media/Facebook. The Department as a whole does a great job responding to the public.

Ms. Holder-Otte inquired about what is customer service's biggest opportunity or challenge as a team-Ms. Logan expressed her thoughts on town growth and so quickly, being able to keep up, inconsistencies with policies/procedures in order to provide the best information and everyone on the same page. Mr. Lucero talked about the expansion and emphasized the importance of customer service and making sure they are doing the right thing, they are taken care of, looking out for the best interest of the rec center and town and their guests, priority number one.

Mr. Nuspl inquired about staff turnover-Mr. Lucero feels blessed with the consistency/term of his team. Ms. Fotsch mentioned how years ago there were issues with losing people every 2-3 months due to part time status at the front desk, but with the help and approval from Town Board/Management they have been able to make the adjustments and add on full-time/benefited staff.

Mr. Perkins inquired about continued growth and utilization numbers for expansion and another recreation center-Mr. Lucas projecting 10 years out, hitting 60,000 population target, 2028-2030.

2. 2019-20 Goals

- Mr. Lucas reported the following:
 - Working on goal setting process for past 2-3 months, very close, info not public yet, but wanted to share now.
 - Reviewed goals set-Accreditation, Leave and Legacy (Conservation, Health & Wellness, Social Equity), Customer Service, Fiscal Responsibility. Brought back objectives in how to achieve them.
 - Strategic Plan session-two year goals were set from Town Board perspective, as well as, what the Town looks like long term, 10-20 years out. Focus on 60,000 population.
 - Presented a caricature sketch from artist who came in during entire day and compiled a visual of the Town Board and Senior Leadership Team's vision of Windsor. Included are short and long term goals where Parks, Recreation & Culture are intertwined within every single element. Focus on five main areas-Water, Trails, Roads and Traffic, Downtown, Facilities.
 - Will hold a public discussion in next month or so. No decisions yet, but what we would like to be in a perfect world and what steps we can take to get there.
 - Other ideas were discussed, but not all are shown on vision visual.

- Discussed specifics of proposed goals, will send slides to all members to look over and get thoughts.
- Discussion was held about more business expansion other than downtown-being more intentional with building and where, combined fees, keeping up with demands/staff/budget/trends, looking to partner with other business to focus on wellness (not all on PR&C), being affordable, holding focus groups and talking to general public about what they are looking for/wanting, code changes/park fees and discussing how to be creative, but still meeting the needs, affluence balance-programming piece being a challenge, how to stay competitive ,but not impact participation, looking to outside consultants and how to plan for trends, new ways to publicize activities/events (Activity Guide used solely for athletics).

D. COMMUNICATION

1. Staff

- Submitted NPRA gold medal video-find out late September in Indianapolis. Posted on website, Facebook and YouTube.
- Luke Bolinger leaving, going to Town of Erie.
- Request from Tree Board-joint meeting in September, if interested, onsite at Highland Meadows Park/Tree Audit-Bring back for decision in July.
- Eric will be gone to Yellowstone-Tara is in charge.
- Summer is in full swing, day camp up to 42 participants (23-27 average last year).
- Things going well with trails/inquiries/development/upkeep, new seasonal staff.
- All Town BBQ/Concert/Artisan Market Thursday June 7
- Farmers Market on Saturdays
- Reminder-July meeting on the 10th

2. Board

- Plans for Jacoby Farm Park: Historical Society did an oral history with Larry Jacoby, posted on YouTube

E. ADJOURN

Ms. Brug moved to adjourn the meeting. Mr. Lightfoot seconded the motion. All members present voted Aye. Motion carried. Meeting was adjourned at 8:25 PM

CERTIFICATION:

Approved by the Windsor Parks, Recreation & Culture Advisory Board on the 10th day of July, 2018

John D. Nuspl

John Nuspl, Chairman
Parks, Recreation & Culture Advisory Board

Submitted by:
Kristy Zulkoski, PR&C Administrative Assistant