



PARKS, RECREATION & CULTURE ADVISORY BOARD MEETING

November 6, 2018, 7:00 P.M.

Community Recreation Center

250 N. 11th Street, Windsor, CO 80550

Minutes

A. CALL TO ORDER

Mr. Lucas called the meeting to order at 7:00 P.M

1. Roll Call

The following PReCAB members were present:

Patrick Lightfoot  
Sandy Brug (absent)  
Matt Morgan  
David Sandlin  
Nick Mask  
Shandi Fischer

Weld RE-4 School Board Liaison

Chris Perkins

Town Board Liaison

Barry Wilson (absent)

Also Present:

Parks, Recreation and Culture Director  
Manager of Recreation  
Open Space & Trails Manager  
Park Operations Manager  
Administrative Specialist PRC

Eric Lucas  
Tara Fotsch  
Wade Willis  
Bob Worthen  
Kristy Zulkoski

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

Mr. Morgan moved to approve the Agenda. Mr. Sandlin seconded the motion. All members present voted Aye. Motion carried.

3. Liaison Reports

Town Board Liaison

Mr. Lucas reported on Mr. Wilson's behalf-Town Board is currently working on 2019 budget

Weld RE-4 School District

Mr. Perkins reported on the following:

- Several public meetings were held in the last month about school boundaries in order to better align the population with the schools, three separate meetings lead by a long term planning committee, based on feedback a few options will be brought to school board to realign boundaries for new high in Severance, as we as, try to balance out other schools with their neighboring populations
- Amendment 73, if passes there will be some changes with school finances and future meetings on how to best distribute that money
- Mr. Lucas inquired about the pool, Mr. Wilson -plan to open first day for girls swim team practice which is next week, Mrs. Fotsch mentioned that the CRC did offer the use of their pool if needed

4. Public Invited to be Heard  
No Report

**B. CONSENT CALENDAR**

1. Minutes from September 11, 2018.

**Mr. Lightfoot moved to approve July 10, 2018 minutes as submitted. Mr. Morgan seconded the motion. All members present voted Aye. Motion carried.**

**C. BOARD REVIEW / DISCUSSION**

1. Introduction of New Members

- Ms. Shandi Fischer-moved to Windsor about five years ago, originally from Fort Collins, attended college in Nebraska and stayed for 40 years, returned to Windsor to be with family, has had an interest in the Boards and joining
- Mr. Nick Mask-moved from Fort Collins to Windsor in 2012, met his wife at CSU, has three year old twins, active consumers of the programs the town has to offer, looking forward to volunteering his time and excited about Parks and Recreation
- Mr. Lucas expressed his appreciation for their involvement and looks forward to working with them

2. Election of Board President

- Mr. Lucas explained the process in the past for those interested in the position as President and what that role looks like, opened the floor to members in order to speak on their interest
- Ms. Fischer expressed her interest in the position

**Mr. Morgan nominated Ms. Fischer for appointment as President. Mr. Mask seconded the nomination. All members present voted Aye.**

3. 2018 Capital Project Update

- Windshire Park: February 1, 2018 final neighborhood meeting, developer build, three acre neighborhood park, behind schedule due to negotiations, new deadline December 31<sup>st</sup>, under construction, Mr. Lucas and Mr. Worthen have approved the playground design, staff has seen it
- Village East Park: Bid out in July originally, town-build, contracted out, bid came in high, new bids due 6/9/18, 1 million project May of 2019 completion
  - 3 new neighborhood parks and 2 community parks in future
  - Future focus on open space and trails
  - Main Park: updated playground
- Cemetery Parking Project: Master plan completed about 6 years ago, 2016 arches were constructed, project is on hold due to high bids that came in, Town Board decision, Mr. Lucas recommended an increase in budget, large multi-year project
- Roundabout at 7<sup>th</sup> & Crossroads: Recently completed, Martin Lind estimated \$112,000; budgeted \$70,000-\$85,000 came in at \$69,000
- Creamery/Mother Statue: Town would fund the construction of the mother, should be installed middle of December, in exchange to the deed for the creamery which will become a maker-space building for next year's budget approximately \$350k

#### 4. 2019 Budget Update

- Staff presented Capital Projects for 2019 in August to Town Board
  - Town Board met last night (11/5/18), multiple questions about capital in terms of parks, creamery, lake Wubit, Eaton House renovation, and new collections facility
  - \$1.75 million build of new collections facility, currently at capacity and unable to accept/collect donations on 2<sup>nd</sup> floor of Art and Heritage Center with no fire suppression or climate control, Board is not fully behind the project, will continue to have conversations and provide further information for need
- Operating Budgets presented on October 1<sup>st</sup> and 15<sup>th</sup>
  - No issues/concerns brought up
- November 26 Budget Adoption (tentative)
  - Must adopt on December 10<sup>th</sup> or 12<sup>th</sup>, unless special meeting is called

#### 5. 2016-18 Goals Final Update

- Improve Marketing, Communications and Regional Visibility
  - Objectives
    - Utilization of a variety of mediums (print, electronic, video) to inform the public of opportunities within the Windsor PRC system
    - Application for the NRPA Gold Medal Award
    - Begin application for NRPA Accreditation Certification
    - Submission of articles to regional publications, area papers and online sites regarding Windsor PRC
  - Measurable/Status
    - Compare baseline numbers as of January 2016 annually to determine success-Web, social media REACH, paper, Activity Guide, creation of Annual Report, WMS videos (2016 & 2017), mission/vision statement, monthly report
    - Application status-2017 & 2018 Gold Medal Finalist, Gold Medal initiative
- Customer Service
  - Objectives
    - Always focused on customer-determine membership retention rate for CRC, friendly staff service, day of caring/acts of kindness, thank you gifts for customers
    - Customer Service improvements-training program for front line employees, training manual creation, ensure happy faces all the time
    - Develop a sustainable volunteer program-adequate staffing, Friends of Park Program
  - Measurable/Status
    - Track membership retention rate-ongoing, down 536 from high of 5,100; however Silver Sneakers is at an all time high of 2,041
    - Creation of annual customer service survey- not yet started, limited complaints
    - Training Manual completed, utilized, modified on annual basis-completed/ongoing, accreditation will take this to new level
    - Status of program-2017 program showed significant increase in participation, staffing is needed to improve program
- Fiscal Responsibility/Revenue Generation
  - Objectives

- Ensure cost recovery philosophy adopted by Department is being followed, meet cost recovery goal of CRC
  - Evaluation of services that have negative financial impact on overall fiscal health of department, consider ways to improve or lessen negative impact
  - Increasing partnerships/sponsorships
  - Implementation of new program opportunities which provide for revenue generation
- Measurable/Status
  - Examination annually during budget season, ongoing, tracked monthly
  - Youth sports fees (Res/NR)
  - Compare baseline against January 2016 statistics
    - 2016 (\$19,000)
    - 2017 (\$45,000)
    - 2018 (\$45,000)
    - \$24,000 locked in each year for 3 years
- Diversification of Programs & Facilities
  - Objectives
    - Programming that is creative and responsive to the communities growing needs while ensuring offerings remain inclusive and affordable for all-expansion of non-sport programming, increased cultural activities, outdoor programming increased
    - Expand community outreach in areas of conservation/social equity/health and wellness
    - Advocate for increased facilities in growth areas-biking/trails, sports, culture, other areas identified in Master Plan
  - Measurable/Status
    - Tracking of implemented programs against existing and their popularity-ongoing
    - Further exploration required-not yet started
    - Annual examination during budget process-ongoing, see CIP projects
- Community Recreation Center
  - Objectives
    - Successful opening of CRC
    - Successful first year of operations of CRC
    - Reach 3,000 annual membership base after 1<sup>st</sup> year of operation
    - Implementation of 20 new programs or events within first 2 years of operation
  - Measurable/Status
    - Survey results/public feedback/feedback of Advisory Boards and elected officials, ongoing
      - 373, 480 building visits in 2017
      - Outpacing this number in 2018
      - Average 1,000 visits per day
    - Cost recovery/survey membership and community, ongoing/monthly
    - Track membership statistics
      - Completed-reached 3,000 in January in 2017
      - Last report is 4,372 and 1,825 Silver Sneakers
      - Current is 4,564 and 2,041 Silver Sneakers

## 6. 2019-20 Proposed Goals

- Accreditation
  - Apply Spring 2019
  - Submit for site visit Winter 2019
  - Site visit Summer 2020
  - NRPA Accreditation October 2020
  - Following top national standards
- Leave a Legacy in Conservation
  - Develop regional approach to open space acquisition
  - Master Plan Kyger parcel
  - Begin offering environmental education classes
  - Paddle the Poudre event to raise river awareness/create interest in river use
  - Take over management of FSW (Frank State Wildlife)
  - Build museum collections facility
- Leave a Legacy in Health and Wellness
  - Nature play/Poudre River access
  - Sunscreen stations at all community parks
  - Ensure programming balance between recreation & competitive athletics
  - Increase Windsor Lake programming
  - Strive to maintain or exceed 80% of residents within 10 minute walk of a recreation facility or amenity
- Leave a Legacy in Social Equity
  - Implement #of free days-rentals at lake, CPP, CRC
  - Expand day camp-after school, making it super equitable
  - Free swim lessons for all 2<sup>nd</sup>, 3<sup>rd</sup>, or 4<sup>th</sup> grade students who are a resident of Windsor
  - Free boating or fishing lessons
  - Expand senior lunch to 5 days
  - Ensure new development provides adequate open space & trails
  - Improve connectivity/walkability through right of way's, trails, and accessible open space
- Customer Service
  - Complete needs analysis for program/facilities
  - Survey customers at CRC on service levels with goal of improving by 5% following year-assuming initial survey is 80% positive
  - Increase outreach and communication efforts to engage residents, promote transparency and gather public input
  - Develop a robust training program for front line staff
  - Develop a sustainable volunteer program
- Fiscal Responsibility
  - Study and recommend fee structure change for development
  - Study and identify other funding mechanisms
  - Create a financing plan to develop parks and recreation facilities that meets the needs and demands of a growing community
  - Effectively manage the replacement and repair of existing capital assets
  - Decrease dependency on general fund
  - Evaluate and implement business practices, technology and training/professional development to improve organizational effectiveness

- Aquatic Supervisor position-4 great internal candidates, will make an offer tomorrow (11/7/18)
- Ms. Laura Browarny accepted the Cultural Supervisor position; her former position has been accepted, will start December 12<sup>th</sup>
- Ms. Lexi Spykstra accepted intern position throughout the fall after working as a seasonal employee, will wrap up events for the year
- Windsor Wonderland-December 1<sup>st</sup>, train will arrive with Santa
- Archery range moved, ADA access ramp completed, new frames, Kodak/Poudre trailhead
- Regional Boards meeting of Larimer County next Wednesday (11/14/18)- Mr. Willis will be presenting on how Windsor tax improvements will be used

2. Board-

- Mr. Mask inquired about the "Brown Palace" under Operations and Facilities-Brown shed next to CPP

**ADJOURN**

**Ms. Fischer moved to adjourn the meeting. Mr. Morgan seconded the motion. All members present voted Aye. Motion carried. The meeting was adjourned at 8:22 P.M.**

**CERTIFICATION:**

Approved by the Windsor Parks, Recreation & Culture Advisory Board on the 5th day of

Dec, 20 18  


Shandi Fischer/Chairman  
 Parks, Recreation & Culture Advisory Board

Submitted by: Kristy Zulkoski, PR&C Administrative Specialist