



PARKS, RECREATION & CULTURE ADVISORY BOARD MEETING

March 5, 2019, 6:00 P.M.

Community Recreation Center

250 N. 11th Street, Windsor, CO 80550

Minutes

**A. CALL TO ORDER**

Board Chair Shandi Fischer called the meeting to order at 6:02 P.M

1. Roll Call

The following PReCAB members were present:

Shandi Fischer  
Matt Morgan  
David Sandlin  
Patrick Lightfoot (Absent)  
Nick Mask  
Mitchell McNeill

Weld RE-4 School Board Liaison

Chris Perkins

Town Board Liaison

Barry Wilson

Also Present:

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

Eric Lucas  
Tara Fotsch  
Kendra Martin  
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

Mr. Wilson/Town Board Liaison:

- Windsor-Severance Fire Station will host a 2 hour public meeting conducted by CDOT on March 13<sup>th</sup> at 4:00pm- discussion on moving Highway 392 and getting trucks out of downtown/Main Street, Crossroads would become 392, extension of Crossroads to O Street in Greeley, roundabouts at New Liberty and County Road 13, Highway 257 would go straight through past the cemetery, expanding Harmony to 4 lanes, will give the Town more local control to add turning lanes and ability to better time stoplights
- New school/Poudre School District in Highlands Meadows (County Road 5 and County Road 30) to be open in a couple of years
- Early College-High School at Arena sports, thoughts on putting a middle school off of Westgate behind Arby's
- County Road 5 will have future roundabouts due to new housing developments, looking at issues concerning the intersection at County Road 5 and 392

Mr. Perkins/Weld RE-4 School District:

- Realignment of boundaries for more appropriate population for schools, some families not pleased, but everyone who was affected and opted for school of choice/open enrollment, were granted that option and were able to accommodate those families/students
- Prior to last Board meeting had the opportunity to tour Severance High school, coming along nicely with some areas completely done, previewed certain classrooms and flow of building, start with freshman and sophomores first year and gradually increase adding new grade level each year, no exact number of student population at this time
- Long Range facilities meeting with demographer recommending a 2020 bond which will include two elementary schools and expanding both middle schools, by 2024-28 recommending a third elementary school depending on where growth is occurring most
- Timnath is getting a new school, Severance is out-pacing Windsor slightly in terms of building permits, west side of Greeley seems to be fastest growing area with families with kids who attend Weld RE-4 School District
- Capture Rate is around 130%, growth in all grades throughout the district

4. Public Invited to be Heard

No Report

**B. CONSENT CALENDAR**

1. Minutes from February 5, 2019.

**Mr. Morgan moved to approve February 5, 2019 minutes as submitted. Mr. Mask seconded the motion. All members present voted Aye. Motion carried.**

**C. BOARD REVIEW / DISCUSSION**

1. Smoking/Vaping in Parks Policy (Update)

Ms. Fotsch reported on the following:

- Second work session group with Weld County representatives was held at the end of February and finalized public survey, went out as a social media post from PRC yesterday and received 115 responses within the first hour, many shares on Windsor Town Watch, Windsor Moms, neighborhood pages, TOW added to their page and Greeley Tribune launched an article about it, as of 5:00 PM this evening, 854 surveys have been received, 230 comments
- 70% in support of banning smoking from parks, playgrounds, sports complexes, rec center campus, athletic fields, and special events-ability to track result by zip code in favor and against
- Survey will be up for one month, will have next working meeting with the representatives from county, and bring those results back to PReCAB and the Town Board

2. Policy Discussion: Private Use of Facilities/Parks for Personal Gain

Ms. Fotsch reported on the following:

- Policy for the Community Recreation Center was approved on May 2015
- PReCAB chose not to approve the policy for parks at that time
- Staff have seen an increase in use of parks for private use in the past few years in our neighborhood and community parks (running clubs, boot camp, yoga, dog training, sports lessons-for profit)
- Recommending a new process for private use of parks for personal business gain-application through the Rec Center, fees attached, personal insurance liability

- Loveland, Colorado Springs, Denver have similar policies in place (\$200-\$250 for 5-6 months)
- Running reports to parks staff to notify about classes/trainings being held at certain times
- Fees could be based on one-on-one versus large group sessions, as well as, what kind of impact the activity will make on the grounds
- Potential to create future contractual partnerships with outside businesses, especially for an activity that PRC does not offer
- Staff will put a proposal together and present at the next meeting

## 2. Community Recreation Center/Recreation 2018 Year in Review

Ms. Fotsch reported on the following:

- Recreation & Culture Division-Community Recreation Center, Fitness, Aquatics, Youth/Toddler/Teen Programming, Day Camps, Adult Programming, UPWARD, Athletics, Culture, Museums, Community Events
- Memberships & Recreations Center Visits
  - 7,398 Memberships 2% increase
  - 399,694 Users 7% increase
  - 248,784 Member Check Ins 69% increase
  - 50,464 Drop In Users 2% decrease
  - 7,502 Child Care Users 31% increase
- Membership/Drop In Revenue
  - YTD 2017: \$1,096,357.77
  - YTD 2018: \$1,174,774.41
  - YTD 2018 Baseline: \$1,114,128.00
  - YTD 17/18 Difference: up \$78,416.64 (up \$26,995.31 from last month)
  - YTD/Baseline Difference: up \$60,646.41 (up \$28,517.31 from last month)
- 3 Month Membership Revenue
- Annual Membership Revenue
- Drop Ins & Token Revenue
- 20 Visit Pass Revenue
- Silver Sneakers Revenue
- Recreation Center Highlights
  - 9,754 Senior Lunches Served 11% increase (will be adding 4<sup>th</sup> day/week)
  - 3,278 Pickleball Players 55% increase
  - 330 Birthday Party Rentals 9% decrease
  - 478 Room Rentals for Private Events 27% increase
  - 1,244 Day Camp Participants 211% increase
  - 2,187 Preschool Open Gym Participants 23% decrease
  - 42,830 Fitness Class Participants
  - 1,574 Personal Training Sessions held
- Indoor & Outdoor Aquatics Highlights
  - 990 Indoor Swim Lessons 8% increase
  - 383 Indoor Swim Lessons – Wait Listed
  - 796 Private Swim Lessons 14% decrease
  - 1,126 Outdoor Swim Lessons 106% increase
  - 23 Outdoor Swim Lessons – Wait Listed
  - 11,389 Chimney Park Pool Users
  - 363 CRC Members purchased the CPP Pool Pass Add On 69% increase
- Recreation
  - Youth Sports – 6,064 participants 37% increase

- Adult Sports – 790 participants 3% decrease
- UPWARD – 487 24% decrease
- Teens – 4,917
- Youth Programs – 2,654
- Adult Programs – 247
- Mobile Rec Van – 1,010
- Culture
  - Programs/Education – 2,644 increase 87%
  - Exhibits – 2,179 – 2%
  - Boardwalk Park Visits – 3,739 increase 165%
  - Outreach – 826
- Community Events
  - 86 Events
  - 57 Internal PRC Events
  - 15 External Events
  - \$45,000 Sponsorship Dollars brought in
  - New Events-Oktoberfest/Magical Forest
- General Fund Revenues/General Fund Expenses
  - General Recreation - \$778,008/\$1,702,884
  - Aquatics - \$192,003/\$308,465
  - Culture - \$24,572/\$305,647
  - Community Events - \$77,287/\$160,951
- CRC Revenues/CRC Expenses
  - CRC Expansion - \$4,974,831/\$2,862,970
  - CRC - \$1,207,032/\$1,287,367
- New exercise equipment for CRC-on a 3 year lease, will replace during this year's shut down week
- Recently submitted a grant for \$10,000 (approval at the end of March) for free swimming lessons for all 3<sup>rd</sup> graders within Weld RE-4 School District-includes bus transportation to and from the school, swim instructors/8 lessons, going to a different school each month
  - Voucher program for students who are Windsor residents, but attend other school districts
  - Sponsorships-Bank of Colorado and Ehrlich Toyota
- Consistently thinking of incentives/ways to attract the public in order to fill certain staff positions, especially for the 10:00am-2:30pm block of the day

## **D. COMMUNICATION**

### **1. Staff**

#### **Mr. Lucas:**

- Membership count update-not including Silver Sneakers (2,250), CRC currently has 4,140 Windsor residents, 372 Severance residents, 366 Fort Collins residents, 147 Timnath residents, 92 Greeley residents, remaining numbers from Denver to Wellington-ability to get live updates at any time
- Strategic Plan-kicked off last week, starting a branding initiative, will conduct a SWOT analysis within each department, the consulting team will fly out to hold meetings with PReCAB, Town Board, internal stakeholders, staff, and visit all of our parks/facilities, uploading documents on a shared dashboard on Dropbox and will get into public comments and feedback and put out the survey
- Cemetery bid/parking lot-delayed from last year's budget, bid openings are tomorrow

- Mother statue is done, targeting the Saturday before Mother's Day (April 20<sup>th</sup>) for the install
- Ms. Fotsch currently working on Gold Medal application

Ms. Martin:

- Hiring for Recreation Supervisor Guest Services and a couple of front desk positions in order to get fully staffed

Mr. Willis:

- Poudre Heritage Alliance/Poudre Pour on March 31<sup>st</sup>, tickets are on sale, looking for more sponsors
- Safe Routes to School Kickoff on Monday, March 11th at Grandview Elementary School

Mr. Worthen:

- Johnny Martinez/Cemetery Tech is taking a job with Community Services, will be looking to fill his position

2. Board-  
None

## ADJOURN

**Mr. Morgan moved to adjourn the meeting. Mr. McNeill seconded the motion. All members present voted Aye. Motion carried. The meeting was adjourned at 7:26 P.M.**

### CERTIFICATION:

Approved by the Windsor Parks, Recreation & Culture Advisory Board on the 2 day of

April, 2019

  
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Eric Lucas/Parks, Recreation & Culture Director  
Parks, Recreation & Culture Advisory Board

Submitted by: Kristy Zulkoski, PR&C Administrative Specialist