



## PARKS, RECREATION & CULTURE ADVISORY BOARD MEETING

March 3, 2020, 6:00 P.M.

Public Services Campus

922 N. 15<sup>th</sup> Street, Windsor, CO 80550

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### Minutes

#### A. CALL TO ORDER

Mr. Mask called the meeting to order at 6:00 PM

##### 1. Roll Call

The following PReCAB members were present:

Nick Mask  
Matt Morgan  
David Sandlin  
Patrick Lightfoot(absent)  
Michael Nagl  
Shawna Hendricks  
Ethan Hahn(absent)

Weld RE-4 School Board Liaison  
Town Board Liaison

Chris Perkins  
Barry Wilson

Also Present:

Public Services Director  
Recreation Manager  
Operations & Facilities Manager  
Open Space & Trails Manager  
Park Operations Manager  
Culture Supervisor  
Administrative Specialist PRC

Eric Lucas  
Tara Fotsch  
Kendra Martin  
Wade Willis  
Bob Worthen  
Laura Browarny  
Kristy Zulkoski

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

**Mr. Nagl moved to approve the Agenda as presented. Mr. Sandlin seconded the motion. All members present voted Aye. Motion carried.**

##### 2. Liaison Report

Mr. Wilson / Town Board Liaison:

- PRC Strategic Plan- very well received, recognition of high levels of service and maintenance and comparison to others around the nation
- Fracking in neighborhoods- new state laws based on Senate Bill 181, no industrial operations in residential zones except oil and gas, failed vote 4 to 3, business as usual for now, in July the State will release rules and may produce setbacks
- Transportation Master Plan- presented to Town Board last week, playing catch up with community's growth, Poudre Express now available from Greeley to Fort Collins with stops in Windsor, not only looking at expansion of roads (lane and roundabouts), but other means of travel besides vehicles for residents throughout town in the form of trails and other connectivity

Mr. Perkins Weld RE-4 School District:

- Design advisory committee has been hard at work finalizing concepts of new schools and renovation of middle school, putting together detailed cost modeling with construction

management and general contractors to prepare for the bond and pushing forward with those initiatives

- New principals - Evan Netzer/Skyview and Jen Brownhill/Severance High School

3. Public Invited to be Heard

- No report

**B. CONSENT CALENDAR**

1. Minutes from February 4, 2020.

Correction Town Board Liaison Report – Town Board Budget \$250,000 for funding for air quality

**Mr. Morgan moved to approve February 4, 2020 minutes as ammended. Mr. Nagl seconded the motion. All members present voted Aye. Motion carried.**

**C. BOARD REVIEW / DISCUSSION**

1. PRC Strategic Plan

- Draft created by PROS Consulting was presented to Town Board last night, adjust wording slightly and make some minor changes, intention to go back to Town Board for final adoption at the end of this month
- Will be a tool for staff to move forward in order to guide future decisions, actions and steps moving forward in the next 5 years, will be extremely important due to revisit after that time due to our community's fast-paced growth
- Planning Process – Where are we today? Where are we going tomorrow? How do we get there?
- Staff input, site visits, community engagement, statistically valid survey, program and fee analysis
- Program Services Assessment –
  - Program Services Strengths
    - Well-rounded, diverse array of programming
    - Program descriptions effectively communicate the key benefits and goals
    - Current programs have high participation and low cancellation rates
    - Financial practices support a high cost recovery goal with varied differential pricing strategies
    - Dedicated staff with heavy customer service focus
    - Location, fees and quality of programs help drive participation
    - Participants get their marketing through word of mouth, activity guide and website
    - Programs are heavily supported through participation -waitlists are used regularly
  - Program Services Opportunities
    - Seek to become CAPRA Accredited
    - Evaluate core programs and individual programs annually
    - Develop and implement a written formal program development process
    - Develop Emergency Action Plans- by location for programs/events
    - Update cost recovery policy and create performance metrics for programs
    - Enhance marketing and messaging to reach target markets for all offerings
    - Increase program equity with greater distribution across multiple sites using GIS
- Site Assessments
  - Site and Facility Strengths
    - Quality & level of service by Town is excellent (recreational and site amenities, public art, interpretive signage, landscaping, CPTED, etc.)

- Number of experiences across all park offerings
- Maximizing available spaces – sports field overlay, office space, hallways, bump outs
- New facility hub at DPW
- NRPA Pillars – Health & Wellness, Conservation, Social Equity (e.g. stormwater BMPs, number of experiences, wide segment appeal, natural and man-made integration, and ADA access)
- Cultural heritage and assets are preserved and celebrated
- Playgrounds – toddler/youth combined
- Trail quality and level of service
- Site & Facility Opportunities
  - Develop site master plans -open space, undeveloped property, redevelopment
  - Update aging playgrounds and repair surfacing
  - Update digital promotions until development settles down
  - Develop land acquisition criteria for vetting opportunities to accept/ purchase property
  - Update the Maintenance Management Plan – in progress
  - Conduct feasibility studies for high priority investments and business plans for revenue generating facilities
  - Improve deteriorating sections of trails, improve crossing (Kodak Rd.), enhance trailheads and add standards
  - Increase access to water-based recreation resources
  - Land use/management policy – environmental conditions, developed vs. undeveloped, O&M
- Benchmark Overview
  - Compared Windsor to other communities who are CAPRA Accredited, NRPA Gold Medal Winners, and who have gone through similar population growth patterns
  - Allen Parks & Recreation Dept/Texas, Park District of Oak Park/Illinois, Castle Rock Parks & Recreation/Colorado, Golden Parks & Recreation/Colorado and Parker Parks & Recreation/Colorado
  - Windsor currently ranks above the National Best Practice in the areas of Parks, Trails, and Indoor Recreation Space, but as time goes on and population continues to rise, that will not be the case for long
- Statistically Valid Survey
  - Goal 375 responses; 400 actual completed responses
  - Residents were able to return the survey by mail or complete it online
  - 95% level of confidence and +/- 4.9% margin of error
  - Primary reasons respondent households participate in programs (one of their top 3 choices)
    - Location of program facility – 61%
    - Fees charges for class – 38%
    - Quality of program facility – 32%
    - Times program is offered – 27%
  - Reasons preventing use of parks, recreation facilities and programs (multiple choices could be made)
    - Not enough time – 28%
    - I do not know what is being offered – 23%
    - Program times are not convenient – 20%
    - Class full – 18%
  - Most preferred sources of information (one of their top three choices)
    - Parks, Recreation & Culture Activity Guide – 52%

- Town of Windsor website – 49%
  - Social Media – 35%
  - Word of mouth (friends & neighbors) – 30%
- Level of agreement with various statements concerning potential benefits of Parks & Recreation System
  - Makes Windsor a more desirable place to live – 52% strongly agree, 42% agree
  - Preserves open space & protects environment – 42% strongly agree, 44% agree
  - Improves my physical health & fitness – 41% strongly agree, 43% agree
  - Helps keeps kids out of trouble – 25% strongly agree, 51% agree
- Items most willing to fund with tax dollars (one of their top four choices)
  - Develop additional trails & connectivity of trails throughout the community – 44%
  - Acquire open space for passive activities – 39%
  - Upgrade existing multipurpose trails – 25%
  - Upgrade existing outdoor pool – 22%
  - Develop a new community recreation facility – 20%
- Mechanisms respondents most support using to fund items (one of their top two choices)
  - User fees by patrons – 49%
  - A local sales tax increase – 46%
  - An increase to local property taxes – 14%
  - I do not support any of these – 13%
  - Don't know or not sure – 16%
- Prioritization of \$100 for parks and recreation
  - Maintenance of parks/trails & facilities – 26%
  - Acquire/construct open space & trails – 25%
  - Indoor multi-generation, multi-use recreation facilities – 18%
  - Outdoor facilities (athletics, parks, etc.) – 16%
  - Other – 16%
- Top priorities for investment for recreation facilities based on the priority investment rating (high priority 100+)
  - River access/riverwalk – 160
  - Mountain bike & hiking trails – 149
  - Natural areas/wildlife habitats – 149
  - Walking trails – 148
  - Outdoor splash parks – 141
  - Community recreation centers – 138
  - Paved greenway trails – 130
  - Boating/canoeing/kayaking facilities – 128
  - Indoor swimming pool – 125
  - Botanical gardens/arboretum – 108
- Top priorities for investment for recreation programs based on the priority investment rating (high priority 100+)
  - Farmer's Market – 200
  - Adult fitness & wellness programs – 178
  - Special events -116
  - Outdoor adventure programs – 109
  - Nature programs – 106
- Core Values
  - Exceptional Customer Experiences
  - Diversity, Equity, and Inclusion
  - Innovation
  - Sustainability

- FUN
- Vision
  - To be the national leader in exceptional recreation experiences
- Mission
  - To Build Community
- Big Moves
  - New Signature Facility – that compliments the current recreation center, providing spaces that currently exists and need more capacity and new spaces, fieldhouse, cultural center and arts facility
  - Focus on Planning & Executing – Master Plan and specific focus plans for Major Functions and Services
  - Funding – start a foundation and identify dedicated funding sources (e.g. public funding, community support, partnerships, etc.)
  - Technology – integration into all aspects of operations
  - Enhance culture of Customer Service excellence – customer service training from top to bottom
- Next Steps
  - Board adoption
  - Final Report
  - Public viewing through Envisio software
  - Focusing on Windsor residents

## 2. Public Art Master Plan

- Presented by Laura Browarny/Culture Supervisor, Carolyn Wagner Snyder in attendance
- Presented draft at a work session with Town Board, will go back next Monday for final adoption, Windsor may be slightly behind in public art, but is in a good position and plenty of opportunities to grow with this plan as a guide and receive public support
- Master Planning Team – University of Colorado Denver and DOLA
  - A team of graduate students in the fields of Landscape Architecture and Historic Preservation worked alongside an advisor from the University Technical Assistance Program to complete the plan
- Guiding Principles
  - Engaging – The Town the Windsor promotes a sense of place within the community. Public Art will encourage residents to interact with their environment in new and exciting ways
  - Inclusive – The Town of Windsor values diversity and strives to promote equity in all of its programs. Public Art will be accessible to all people regardless of age, race, or socioeconomic status
  - Relevant – The Town of Windsor is a modern town with historical roots. Both of these aspects are key to the community's identity, and Public Art will help illustrate how Windsor is inspired by the past and looking toward the future
- Districting Approach – broke up the Town by areas that tend to have common architecture, age and industrial traits (Northwest, Northeast, Od Town, West, Southeast, Industrial)
- 633 total number of survey respondents
  - Would you like to see more artwork in Windsor?
    - Yes 83%, No 5%, Neutral 12%
  - Would you support the Town designating a portion of funding for Public Art?
    - Yes 66%, No 14%, Neutral 20%
  - Top 3 locations for art
    - Downtown, Parks, Trails & Pathways

- Types of art that could be included in the plan
  - Sculpture, infrastructure, murals, environmental, community art, temporary installations
- Priority sites for public artwork
  - Short Term – Recreation Center, Jacoby Farm Historic Site, Ditch Trail connecting Windsor Lake and Jacoby Farm
  - Long Term – Tacincala Park (2021), Harmony Road Corridor
- Recommendations
  - Create a Public Art Advisory Committee to oversee art selection, commissions, budgets, community input, and management
  - Create a management plan to ensure that there are procedures in place for a care, cleaning, repair, and potential removal of all public art
  - Look to other cities for ideas and inspiration, Loveland and Greeley can both provide valuable insights
  - Continue to involve the public as much as possible

### 3. Future Legends Update

- Drawings and concepts are done
- Town Board approved last week an extension for the two fields due to snow, now June deadline for sod, this will extend final completion date of project
- Still working through an Operations Agreement
- Will start construction on other fields once weather gets better with the intention of being done by Spring of 2021
- Nothing will change for us this year as for as usage and maintenance
- Fields will sit for summer and expected to be for soccer and football use this fall
- Other amenities will include – additional fields, a miracle field (all turf), dormitories, stadium (received fees for foundation review, will house minor league baseball, minor league soccer, and professional women's soccer teams, seat about 4,000 with capacity of up to 20,000 for concerts), indoor dome facility with synthetic turf and sport court, additional parking, bar/restaurant, hotels, other areas still in concept for future retail

### 4. Public Services Department Update

- Mr. Lucas' new role as Director of Public Service – oversees Parks, Recreation & Culture and Public Works
  - Focus on efficiencies and process improvement, vision/strategic plan, workplace culture, and the future of Windsor
  - Advertise for Deputy Director of Parks, Recreation & Culture in near future
  - Terry Walker/Director of Public Works had announced his retirement for late September

## D. COMMUNICATION

### 1. Staff

- Staff Report
  - New format, less time consuming, very well received by board
- Ms. Fotsch
  - Continuing the focus on workplace culture with staff
  - Junior Achievement for 3<sup>rd</sup>-5<sup>th</sup> graders at Mountain View on March 17<sup>th</sup> to talk about jobs in local government within the departments of PRC, finance and public works
  - Summer hiring time – aquatics positions have been posted
  - RFP Bids are out for concessions/liquor for Yappy Hour and Oktoberfest



- Mr. Willis
  - Still recruiting for Open Space and Trails Technician, full time position
  - Poudre Pour at the end of the month at Boardwalk Park, will send out reminder/invite
  - Capital Improvement Projects – fieldtrip to look at other riverwalks in Lyons, Boulder and Loveland
  - Attended HOA meeting with Mr. Wilson
  - Kyger construction starting this week and completion by early May
- Mr. Worthen
  - Senior Technician position filled, 12 applicants
  - 392/257 beautification near cemetery, irrigation improvements, treasure island upgrades
- Ms. Martin
  - Focus on facilities team which is currently down 3 positions, have used facility techs to help during days hours, and working on creative ways to find coverage while meeting cleaning needs

2. Board

- No Report

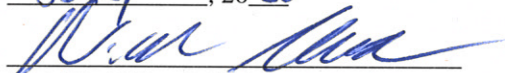
**E. ADJOURN**

**Mr. Sandlin moved to adjourn the meeting. Mr. Nagl seconded the motion. All members present voted Aye. Motion carried. The meeting was adjourned at 8:02 P.M.**

CERTIFICATION:

Approved by the Windsor Parks, Recreation & Culture Advisory Board on the 7<sup>th</sup> day of

July, 2020



Nick Mask/Board Chair

Parks, Recreation & Culture Advisory Board

Submitted by: Kristy Zulkoski, PR&C Administrative Specialist