



## **PARKS, RECREATION & CULTURE ADVISORY BOARD MEETING**

October 1, 2019 6:00pm  
Community Recreation Center  
250 N. 11<sup>th</sup> St, Windsor, CO 80550

The Town of Windsor will make reasonable accommodations for access to Town services, programs, and activities and will make special communication arrangements for persons with disabilities. Please call (970) 674-2400 by noon on the 24 hours prior to the meeting to make arrangements.

### **AGENDA**

#### **A. CALL TO ORDER**

1. Roll Call & Introduction of New Member
2. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board
3. Liaison Reports
  - Town Board Liaison
  - Weld RE-4 School District
4. Public Invited to be Heard

#### **B. CONSENT CALENDAR**

1. Minutes from September 10, 2019

#### **C. BOARD REVIEW / DISCUSSION**

1. Parks Museum & Museum Construction Tour
2. Jacoby Farm House Tour
2. 2019 CIP Quarterly Update

#### **D. COMMUNICATION**

1. Staff
2. Board

#### **E. ADJOURN**

#### **FUTURE MEETINGS**

|                  |                                                            |
|------------------|------------------------------------------------------------|
| November 5, 2019 | Regular Parks, Recreation & Culture Advisory Board Meeting |
| December 3, 2019 | Regular Parks, Recreation & Culture Advisory Board Meeting |

**The Mission of the Windsor Parks, Recreation & Culture Department is to Impact Lives And Build Community Pride.**

**The Vision of Windsor Parks, Recreation & Culture Department is to Create a Legacy that Exemplifies Health and Wellness, Social Equity and Conservation.**



## PARKS, RECREATION & CULTURE ADVISORY BOARD MEETING

September 10, 2019, 6:00 P.M.

Community Recreation Center

250 N. 11th Street, Windsor, CO 80550

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### Minutes

#### A. CALL TO ORDER

Mr. Mask called the meeting to order at 6:02 PM

##### 1. Roll Call

The following PReCAB members were present:

Nick Mask  
Matt Morgan  
David Sandlin  
Mitchell McNeill  
Patrick Lightfoot  
Michael Nagl

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  
Town Forester  
Administrative Specialist PRC

Eric Lucas  
Tara Fotsch  
Kendra Martin  
Wade Willis  
Bob Worthen  
Ken Kawamura  
Kristy Zulkoski

Introduction of New Member – Michael Nagl

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

Mr. Lucas asked to change 2020 CIP Presentation Update to PRC Strategic Plan Update under Board Review / Discussion

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

##### 3. Liaison Reports

Mr. Wilson/Town Board Liaison:

- Approved metro district for Future Legends Sports Park (formally CNSP), ability to tax within their district, 100 acres broken into two districts, will not take away from Town's tax and anything collected will go back into it especially for improvements like roads / sidewalks, 1<sup>st</sup> reading was last night Sept. 9, 2019
- Party for the Poudre - Thursday September 12<sup>th</sup>, 5:30-7:30pm, tickets available online

Mr. Perkins Weld RE-4 School District:

- New enrollment after the first week of school – 596 total students, 522 within Windsor-Severance and 74 within Charter, represents 8.8% growth

- School Board member Tempy Bowman term limited out, Russ Smart is the only one who turned in paperwork, he will replace Mr. Bowman, Jennifer Lieber and Regan Price will be re-appointed on the Board
- Open House / Ribbon Cutting for Severance High School Thursday, September 12<sup>th</sup> at 5:30 pm

4. Public Invited to be Heard

No Report

**B. CONSENT CALENDAR**

1. Minutes from August 6, 2019.

**Mr. Morgan moved to approve August 6, 2019 minutes as submitted. Mr. McNiell seconded the motion. All members present voted Aye. Motion carried.**

**C. BOARD REVIEW / DISCUSSION**

Mr. Lucas presented on the following:

1. Youth Membership

- Town Board has voted to have a youth member 18 yrs. and under to PReCAB, Tree Board and one other board, one year term that are renewable, voting position, increase board from 7 to 8 members, if current member terms out and does not want to be reappointed, the youth member will stay on and board will then go back to 7 members

2. 2019-20 Department Goals Update / Status

- Accreditation (40% is complete, but delayed due to PRC Strategic Plan commitment)
  - Apply Spring 2019 / Applying Fall 2019
  - Submit for Site Visit Winter 2019
  - Site Visit Summer 2019 / Site visit 2020
  - NRPA Accreditation October 2020
- Leave a Legacy in Conservation
  - Develop regional approach to open space acquisition / Begun discussion with Greeley on development of IGA and ongoing discussions of potential acquisition of Shurveiw property
  - Master Plan Kyger parcel / No progress, master plan is proposed on 2020 budget
  - Begin offering environmental education classes / Have offered several throughout the year
  - Paddle the Poudre event to raise awareness - Create interest in river use / No event, however we put summer camp kids in the river, as well as, Windsor Youth Academy participants, river access was ranked at the top of Strategic Master Plan areas for growth by public in survey
  - Take over management of Frank State Wildlife / In progress, Parks & Wildlife has confirmed, anticipate early 2020 finalization
  - Build museum collections facility / Project is 60% complete, scheduled to finish Feb. 2020
- Leave a Legacy in Health & Wellness
  - Nature play & Poudre River access / Day camp kids accessed the river, new nature programs offered this past Spring, summer and Fall for youth and adults, started a field trip program that incorporates out history and access to Windsor Lake on kayaks
  - Sunscreen stations at all community parks / Boardwalk & Chimney Park currently have them, working on grant with Bright Guard to provide stations in all parks

- Ensure programming balance between recreation & competitive athletics / Currently reviewing with Eprep software
- Increase Windsor Lake programming / Purchased more boats and paddle boards for more access to the lake, Master Plan-Lake Operations Plan needs a review-edit in the future to address new wants and needs, PRC Strategic Plan also addressing
- Strive to maintain or exceed 80% of residents within 10 minute walk of a recreation facility or amenity / Department was 92%, not much has changes, Strategic Plan will confirm status
- Leave a Legacy in Social Equity
  - Implement # free days, rentals at lake, CPP, CRC / Held weekly free days all summer at the CRC, CPP and Windsor Lake, participate in PR Month and offered a month full of activities to the community
  - Expand Day Camp, after school, making is super equitable / Added 10 spots due to new agreement for transportation
  - Free swim lessons for all 3<sup>rd</sup> grade students who are resident of Windsor / We did not receive the grant to accomplish this goal, ran into hurdles at school district, discussing a partnership with local swim lessons to engage all 3<sup>rd</sup> graders in the community
  - Free Boating or fishing lessons / Not yet begun work in the area, Fishing Derby
  - Expand Senior Lunch to 5 days / Expanded from 3 to 4 days this summer
  - Ensure new development provides adequate open space & trails / In progress as part of PRC Strategic Plan and Transportation Master Plan, completion Spring 2020
  - Improve connectivity, walkability though right of way's, trails and accessible open space / In progress as part of Transportation Master Plan, completion Spring 2020
    - Mr. Mask inquired about ensuring new developments provide adequate open space and trails and the process to do so – only conversations and requests to developers right now, challenges in certain areas due to lack of funds, could go to Town Board to make requirements in future with Transportation Plan
- Customer Service
  - Complete needs analysis for programs and facilities / Being addressed in PRC Strategic Plan, completion is February 2020
  - Survey customers at CRC on service levels with goal of improving by 5% following year, assuming initial survey is 80% positive / Staff creating survey tool, intend to survey this fall, within Strategic Plan survey we received great scores
  - Increase outreach and communication efforts to engage residents, promote transparency and gather public input / Silver Sneakers survey, Strategic Plan, Public Art Plan, Envisio (coming late 2019)
  - Develop a robust training program for the front line staff / CRC completed operations manual and subsequent training guidelines based on manual
  - Develop a Sustainable Volunteer Program / No progress, staffing is required to meet this goal
    - Mr. Morgan inquired about volunteers at Town level – nothing currently, but definite need for it
- Fiscal Responsibility
  - Study and recommend fee structure change for development / Not started, work in 2020, waiting completion of Strategic Plan

- Study and identify other funding mechanisms / Ongoing and part of Strategic Plan
- Create a financing plan to develop parks and recreation facilities that meets the needs and demands of a growing community / Waiting on Strategic Plan completion
- Effectively manage the replacement and repair of existing capital assets / Held annual Shutdown Week, replaces RTU #2, 2020 budget has \$150k in repair, replacement, of assets at CRC, Parks and Facilities teams utilize Samanage and Cartegraph to track work
- Decrease dependency on the General Fund / Ongoing, we are also utilizing Epreps software to review all programs and make changes as necessary, if Wubit approved, this should help in the area of aquatics
- Evaluate and implement business practices, technology and training, professional development to improve organizational effectiveness / Town has invested in Envisio for tracking goal progress, staff has implemented a Rec Trac training monthly, staff is attending IT department trainings in an effort to improve utilization of existing software
  - Mr. Sandlin inquired about budget presentation to Town Board – Capital is Monday September 16th, Operations on Monday, October 7<sup>th</sup>, will provide updates as PRCAB Board meetings occur

### 3. PRC Strategic Plan Update

- Strategic Plan objective and process
- Community Engagement
  - [www.RecreationLivesHere.com](http://www.RecreationLivesHere.com)
  - Community meeting discussion
    - Subjective findings on PRC Strengths – quality facilities, staff relationships with guests, museum and activities, proximity of parks and facilities, Community Recreation Center, great youth sports (participation and performance), number of playgrounds, clean parks, concert and special events, trails and connectivity, variety of offerings, sports and responsiveness to new sports
    - Subjective findings on Top Priorities – meet existing need and prioritize, multi-generational sports opportunities, more sports fields and sport courts, maintain high level of service, ease of entry and exit to parks during events, financial sustainability and alternate funding sources, increased awareness, more cultural activities, access for all families (cost & ability to pay), geographic equity of access, manage growth and balance offerings, Riverwalk / river access
    - Statistically Valid Survey Results – Goal 375 responses, actual completed 400 responses, residents were able to return the survey by mail or complete it online, 95% level of confidence and +/- 4.9% margin of error, benchmarked to national averages
      - PowerPoint presentation & discussion held on survey results / data for each question participants answered
- Program Services Assessment
- Next Steps
  - Continue online survey – look at data independently, not statistically valid
  - Benchmark Assessment – sent letter / survey to Gold Medal agencies and towns who have gone through major growth: Cobble, TX, Allen, TX, Castle Rock, CO, Golden, CO & Parker, CO

- Level of Service Analysis – Early October visit from consultants to meet with Mr. Willis and Mr. Worthen
- Visioning – consultants will return in November
- Report to Town Board for adoption in January / February

## **D. COMMUNICATION**

### **1. Staff**

- Mr. Lucas –
  - Future Legends Sports Park, still on time for March 2020, turned in updated concept plans for review, next meeting with them on September 12th
  - Will be out September 14<sup>th</sup>- 22<sup>nd</sup>, Ms. Fotsch is in charge
- Mr. Worthen –
  - Technician position was filled internally which leaves a full-time operator position open, will post September 11<sup>th</sup> and remain open for two weeks
- Ms. Martin –
  - Shutdown Week: new flooring, equipment moved and updated upstairs, feedback has been very positive
- Mr. Willis –
  - Kyger Trail bid is out due on Monday, September 16<sup>th</sup>, GOCO Grant vote on Sept. 27<sup>th</sup>, will be attending Colorado Open Space Alliance Conference September, 16<sup>th</sup>-18<sup>th</sup>
- Mr. Kawamura –
  - Tree Board is hosting an educational class on What's Sap with Windsor's Trees in lieu of their regular scheduled meeting on September 24<sup>th</sup>
  - Clean up around Town due to two microbursts
  - Bed renovations at Founder's Park
- Ms. Fotsch –
  - Oktoberfest Sept. 21<sup>st</sup>, 1-7pm at Boardwalk Park
  - Harvest Fest: kudos to all hands-on deck and all the work and time that was put in during the weeks leading up and days following
  - Public Art Plan: partnership with DOLA and CU Architect Program, preliminary plans completed, looking forward to presenting to PReCAB in possibly January
  - Diving into EPrep and cost recovery / financials for our programs

### **2. Board**

- Mr. Wilson –
  - Pelican public art in round a bout at 7<sup>th</sup> installation late October / Early November
  - DDA and Brinkman are holding a meeting September 11<sup>th</sup> about developing back lots behind downtown area, connecting mill to Boardwalk Park, parking lot, condos, possible move of American Legion
  - Poudre Express bus to link UNC to CSU starting Jan 1<sup>st</sup>, possibly 3 stops with one in Windsor
- Mr. Sandlin –
  - Harvest Festival kudos, great event and bands once again, held a party at pavilion from 3-6pm, will pass along pictures to Ms. Fotsch

## **E. ADJOURN**

**Mr. Lightfoot moved to adjourn the meeting. Mr. Sandlin seconded the motion. All members present voted Aye. Motion carried. The meeting was adjourned at 7:15 P.M.**

CERTIFICATION:

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

\_\_\_\_\_, 20\_\_\_\_

\_\_\_\_\_

Nick Mask/Board Chair

Parks, Recreation & Culture Advisory Board

Submitted by: Kristy Zulkoski, PR&C Administrative Specialist



# PR eCAB REPORT

October 2019

## DIRECTOR'S UPDATE



Eric Lucas  
Director of Parks, Recreation  
& Culture  
970-674-3500

It always impresses me how quickly staff is able to transition from one season to another and late September and October always prove to be another transition time as we shift from outdoor activity to indoor, and maintenance goes from operational to preventative.

Key areas of focus for the divisions thus far during this transition period have concentrated on wrapping up the major summer event season with another successful Oktoberfest, closing the outdoor pool completing projects and 2020 budget preparations.

Recreation staff are winding down fall sport, completing registrations for winter sports and are working on the spring 2020 activity guide! Parks staff are completing projects, looking towards winterization and snow operations.

Leadership staff presented the 2020 CIP projects to the Town Board on September 16th and have a follow up on October 8th. Operation budgets are scheduled to be presented on October 7th.

We have received bids for the Kyger Trail project and will

be announcing in a joint press release with partner agencies (Sept 27), that we have been awarded \$2million for GOCO to complete the Poudre Trail connecting Windsor to Fort Collins! We expect to be under construction in early November.

Finally, I do want to let you know that we are seeing progress on the Diamond Valley project, with plan submittals and a flurry of discussions with the ownership group and their representatives. I am beginning to feel more and more optimistic that this project is coming to fruition. Lots of details remain to be worked out but it is nice to see progress rather than remain in a state of flux. I cannot yet provide complete details but hope to soon.

Your agenda this month is quite simple with our 3rd quarter review of the 2019 CIP projects. We will mix it up a bit by touring the Parks Maintenance & Museum Collections construction site as well as the Jacoby Farm property that we now officially own.

**Don't forget.....the meeting starts at 6pm.**

As always, please feel free to reach out if you have questions, concerns or would like something added to the agenda!

Eric

## Recreation Lives Here

# PARKS DIVISION

**Budget....closing in on fy19 spend-down items!**

## Parks Maintenance

Parks staff are busy ordering many supplies and materials as part of their annual spend-down purchasing. While many of these items are based on fall work, and thus can't be ordered until then, other items are supply items to prepare for the coming spring. Each year Parks staff orders materials like playground surfacing material, planting bed mulch and fall turf fertilizer. The influx of people moving into Windsor just this year alone has had an impact on the longevity of our playground surfacing. The engineered wood fiber used in our playgrounds that do not have rubberized surfacing is breaking down much more rapidly than in previous years to the increased number users!



Last years big order of Engineered Wood Fiber

Other items include supplies and small tools such as irrigation components, janitorial supplies and small tools. Park Maintenance began implementing a level of service standard or LOS in 2018. A big part of that LOS is ensuring the grass in our parks is healthy, safe and aesthetically pleasing. A solid irrigation system is the basic foundation to achieving that result. As such, irrigation supplies have been a critical piece of our annual inventory!



Sprinkler valve repair in Main Park

**Tree contracts out and educating Windsor!**

## Forestry and Horticulture

As our FY19 budget year begins to close, Forestry has their annual fall contracts they'll be issuing in the last few months of 2019. One of those contracts is the removal of two deceased cottonwoods on Walnut St.



Tree Board held an educational class for the general public at the Community Recreation Center, September 24th. Several of the board members were on hand to answer questions and provide helpful advice on planting and appropriate tree selection for Windsor! It was a successful event!

# TREE TALK

what's sap with windsor trees?

SEPT. 24 | 6-7 P.M. | WINDSOR CRC

Come to the Windsor Community Recreation Center on September 24 to talk about trees with the Windsor Tree Board. This recap of Sick Tree Day will give homeowners the chance to learn about common problems that affect trees in Windsor. This talk will touch on the Emerald Ash Borer, the Japanese Beetle, and more. No pre-registration is available.

\$5  
at the door

TOWN OF WINDSOR  
PARKS, RECREATION & CULTURE

f t i y | 250 N. 11 St. | 970-674-2440 | windsorgov.com/prc



# RECREATION DIVISION

## Pickleball Fun Facts!

- First thought of in 1965 by Congressman Joel Pritchard and his friends to entertain their children. They used a badminton court, tennis net, ping pong paddles and a wiffle-type ball that they had on hand.
  - Pickleball is so popular because people of all ages can play the sport. It is very popular with retirement aged adults, they can get their exercise in a fun way without having to play on a big court such as tennis.
  - Scoring. The game is played to 11 and must be won by 2. The serve must be hit with an underhand swinging motion and the ball contacted below the hips. When the ball is served the player on the receiving side must let the ball bounce once before hitting.
  - Pickleball can be play indoors or outdoors. The court uses doubles badminton measurements.
  - Windsor has a local Pickleball Club that meets at
- Main Park May through September.
- You can drop in to catch a game at the CRC Monday, Wednesday, Friday's from 7 am to 2 pm.
  - The Town build 6 outdoor courts for folks to also enjoy due to the popularity. These are available for rent if you want to guarantee you have a space to play!

Borrow a paddle from the CRC front desk and come join us and learn the game that is taking over!



## PICKLEBALL BY THE NUMBERS

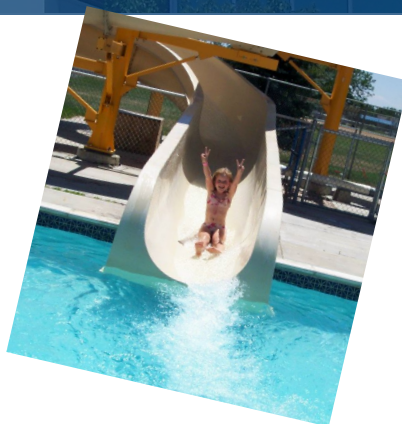
|      |                                     |
|------|-------------------------------------|
| 2017 | 2,100 PLAYERS @ CRC                 |
| 2018 | 3,278 PLAYERS @ CRC                 |
| 2019 | 2,903 PLAYERS @ CRC THROUGH AUGUST! |



# OPERATIONS & FACILITIES

## Fall is here!

Fall is here and our facility staff is starting the process of winterizing facilities and closing up operations for the winter. Chimney Park pool was winterized the second week in September and with help from the Recreation staff the pool cover was buttoned up the following week. This puts a real end to the 2019 Summer pool season. Until next year CPP.



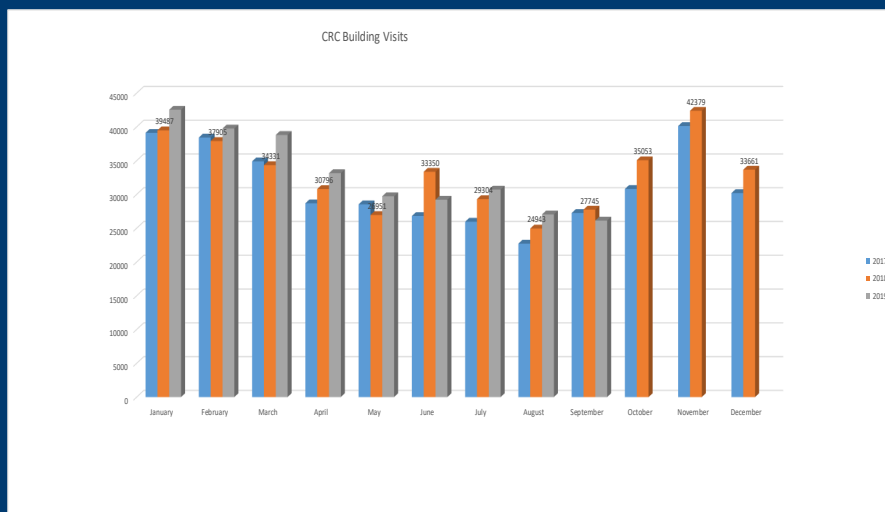
As we gear up for a busy fall, our staff at the CRC are finalizing a contract with Renew Active. United Healthcare created a partnership opportunity similar to that of Silver Sneakers called Renew Active. After some research and staff discussions we have decided to partner and offer Renew Active



members to utilize our facility. We began our partnership with Silver Sneakers quickly after we opened the expansion of the Community Recreation center and have had tremendous success with the program. We have high hopes that the Renew Active program will yield great results as well.

## COMMUNITY RECREATION CENTER VISITS

After 9 months we have seen almost 298,000 visits. 2018 total was 395,905 which we are on target to beat in 2019.



## Numbers at a glance

### CRC Customers in 2019

The Community Recreation Center front desk has greeted almost 298,000 customers so far in 2019.

This is 12,500 more than this time in 2018.

### September Visits

September brought 26,522 visits to the Community Recreation Center with an average of 915 visits a day.

### Memberships

In the month of August we gained 343 new members.

### Silver Sneakers

September Silver Sneakers numbers had over 2,248 visits from a total of 2,499 Silver Sneaker members.

January 2019 stays in the lead with 4,550 visits

### Birthday Rentals

In the month of September we hosted 34 birthday party rentals in our facility.

# OPEN SPACE AND TRAILS

## SPOTLIGHT

### September Highlights

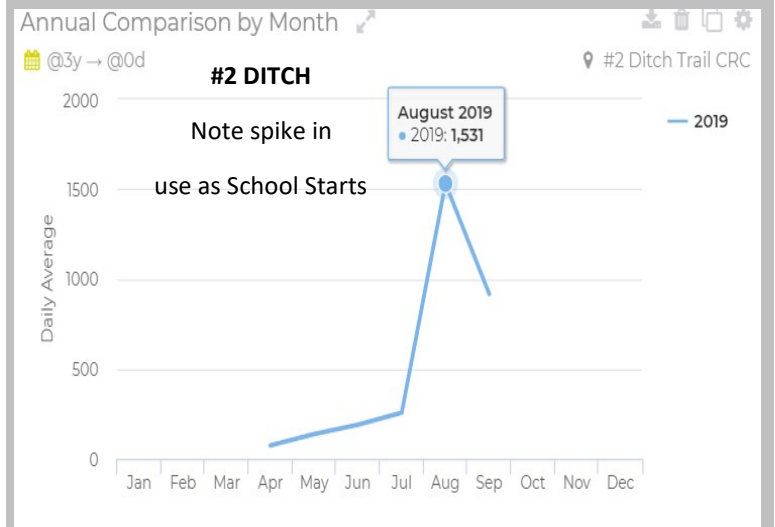
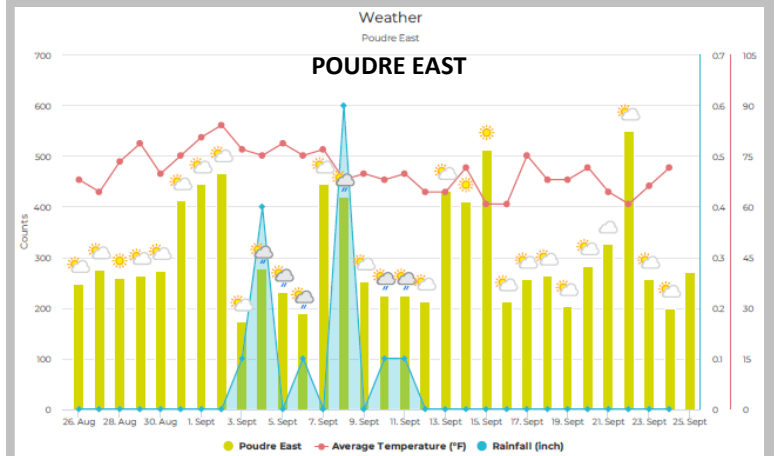
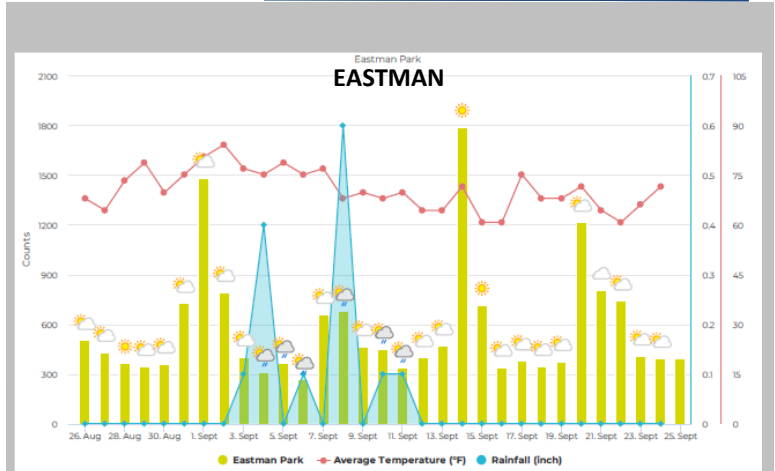
- Attended Colorado Open Space Alliance Conference
- GOCO Grant Award Announced for completion of Poudre Trail Partners, Fort Collins, Timnath, and Larimer County.
- Bid of Kyger to River Bluffs Trail (Under Budget)
- Biketoberfest (2 Participants)

### PROPOSED ARCHERY RANGE IMPROVEMENTS

- Double size of parking lot
- Raised shooting platform
- 8 Target Wild Shooting Course
- Fencing
- Storage shed
- New Paths
- Teaching Shelter
- Additional range targets and lanes
- 60 and 100 yard lane

### FUNDING

Staff will be applying for a Colorado Parks and Wildlife Shooting Range Grant (SRDG). SRDG allocates up to \$500,000 annually in matching funds. Ranges must provide substantial public benefits and include an environmental stewardship plan. We feel the existing range has been an incredible success and improvements are merited and will definitively benefit the community.





# COMMUNICATIONS



## FACEBOOK ENGAGEMENT

### INTERACTIONS

913 REACTIONS  
106 COMMENTS  
95 SHARES  
4,867 TOTAL ENGAGEMENTS

| TOP POSTS                       | DATE     | TOTAL ENGAGEMENTS | REACTIONS | COMMENTS | REACH |
|---------------------------------|----------|-------------------|-----------|----------|-------|
| Oktoberfest Promotion           | Sept. 4  | 662               | 109       | 30       | 5,264 |
| Oktoberfest                     | Sept. 21 | 626               | 39        | 2        | 2,237 |
| Senior Lunch Football Challenge | Sept. 4  | 574               | 122       | 9        | 4,417 |

### BY THE NUMBERS

| Page                       | Fans   | Net Page Likes | Messages Sent | Impressions | Engagements | Engagement Rate (per Impression) |
|----------------------------|--------|----------------|---------------|-------------|-------------|----------------------------------|
| Reporting Period           | 6,720  | 39             | 22            | 122,679     | 5,962       | 4.9%                             |
| Sep 1, 2019 – Sep 25, 2019 | ↗ 0.6% | ↘ 40%          | ↘ 35.3%       | ↘ 21.4%     | ↘ 14.4%     | ↗ 8.8%                           |



## TWITTER ENGAGEMENT

### INTERACTIONS

0 REPLIES  
1 RETWEETS  
0 COMMENTS  
1 LIKES

| TOP POSTS                    | DATE     | REACH | RESPONSES | CLICKS | RETWEETS |
|------------------------------|----------|-------|-----------|--------|----------|
| Summer Concert Series Survey | Sept. 24 | 438   | 1         | 4      | 1        |
| Oktoberfest                  | Sept. 20 | 267   | —         | —      | —        |
| Basketball Registration      | Sept. 18 | 267   | —         | —      | —        |

### BY THE NUMBERS

| Twitter Profile | Total Followers | Follower Increase | Tweets Sent | Organic Impressions | Organic Impressions per Follower | Engagements | Engagements per Follower | Retweets | Clicks |
|-----------------|-----------------|-------------------|-------------|---------------------|----------------------------------|-------------|--------------------------|----------|--------|
| WindsorPRC      | 269             | 1.5%              | 5           | 1,386               | 5.15                             | 16          | 0.06                     | 1        | 6      |



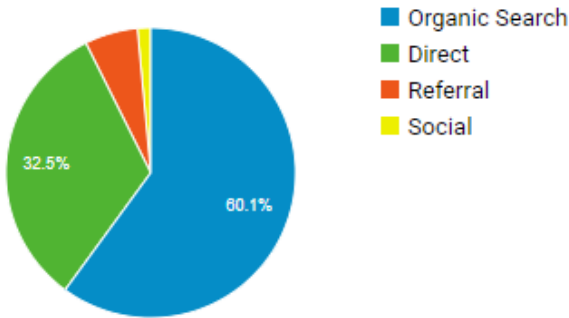
## WEBSITE ENGAGEMENT

26,909  
VISITS

21,701  
UNIQUE PAGE VIEWS

55 SECONDS  
DURATION

Top Channels



### TOP 3 PRC PAGES

1. COMMUNITY REC CENTER | 2. ACTIVITY GUIDE | 3. FITNESS SCHEDULE