



PARKS, RECREATION & CULTURE ADVISORY BOARD MEETING

December 4, 2018, 7:00pm
Community Recreation Center
250 N. 11th 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
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 November 6, 2018

C. BOARD REVIEW / DISCUSSION

1. Staff Presentation - Parks
2. Staff Presentation from 2018 Larimer County Regional Trails Meeting
3. Frank State Wildlife Area – Status Update
4. Policy Review Priority

D. COMMUNICATION

1. Staff
2. Board

E. ADJOURN

FUTURE MEETINGS

January 8, 2019
February 5, 2019

Regular Parks, Recreation & Culture Advisory Board Meeting
Regular Parks, Recreation & Culture Advisory Board Meeting

The Windsor Parks, Recreation & Culture Department oversees the provision of services related to recreation and cultural opportunities for the entire community through quality programs, facilities, service and management of natural resources.



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

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 Pettine

Weld RE-4 School Board Liaison

Chris Perkins

Town Board Liaison

Barry Wilson (absent)

Also Present:

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

Eric Lucas
Tara Fotsch
Kendra Martin
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 Pettine-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
- Mrs. Pettine expressed her interest in the position

Mr. Morgan nominated Mrs. Pettine 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 31st, 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 7th & 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 2nd 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 1st and 15th
 - No issues/concerns brought up
- November 26 Budget Adoption (tentative)
 - Must adopt on December 10th or 12th, 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 1st 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 2nd, 3rd, or 4th 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

Ms. Pettine moved to adopt the 2019-20 proposed goals as presented. Mr. Lighfoot seconded the motion. All present voted Aye. Motion carried.

D. COMMUNICATION

1. Staff

- Ms. Sandy Brug-Take to Town Board for approval to appoint an alternate in her absence
- Tree Board member to join PReCAB-still awaiting feedback, Mr. Lucas will attend their meeting at the end of the month
- Sub-Committee opportunities for public to meet with staff starting in January
- Financial Report-sales tax are high, achieved goal for revenue, payoff bonds early
- Diamond Valley update-in process of completing a master plan, submitted an informal design, formal by end of year, minor subdivision, a few buildings and 2-3 new fields, goal to open in June of 2019, submission for review
- 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 12th
- 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 1st, 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. Pettine 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 _____ day of _____, 20____

Shandi Pettine/Board Chair
Parks, Recreation & Culture Advisory Board

Submitted by: Kristy Zulkoski, PR&C Administrative Specialist



PReCAB REPORT

December 2018

DIRECTOR'S UPDATE



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

Can you believe that it is December already! I hope everyone had a fantastic Thanksgiving and as we head into the last month of 2018, I would like to take a moment to thank staff for their hard work over the past year. Impacts on the lives of those who live work and play in Windsor is truly amazing to me.

Just this week I was looking at numbers comparing 2017 and 2018 measurable impacts for the 2019 budget document and frankly, it is overwhelming! Do you realize we will end the year just shy of 400,000 building visits at the CRC and will have served more than 50,000 more people in our recreation programs and events in a year-to-year comparison. We could not do it without the dedicated professionals that work in the parks, recreation and culture department...their efforts are why I am thankful!

We have selected Taylor Kohrs to build the Village East Neighborhood Park. We intend to complete the project by early May. Staff has been very busy wrapping up 2018 projects, putting the finishing touches on Windsor Wonderland (our last special event of the year), and performing annual performance re-

views.

I have been spending my time on the recycling center re-location, budget preparation, parks maintenance / museum collections facility and our PRC Education Series. The latter is a very important initiative that we undertook this year to provide four (4), in house education opportunities for staff to continue their professional development. Additionally, I am beginning to focus on 2019 projects / initiatives as well as the 2020 budget process.

Your agenda is somewhat light with several key updates. The first agenda item is actually the last of the bi-annual division reviews. The parks team is officially on the clock! Wade Willis, Trails & Open Space Manager will present for you what he presented at the annual Larimer County Open Space & Trails meeting. We have an update for you regarding the status of the Frank State Wildlife Area and finally staff would like your input on what key policy reviews most interest you in 2019. For example: smoking in the parks, pets at special events, etc. As always, please feel free to reach out if you have questions, concerns or would like something added to the agenda!

Sincerely,

Eric Lucas
Director of Parks, Recreation & Culture



RECREATION DIVISION

Holiday Programming

What are your plans for the month of December? Here is a list of great programs to entertain the family, stay in shape over the holiday season and enjoy some local culture events over the break!

December 8th—Paint a wine glass at the Art & Heritage Center.

December 15th—Gingerbread House Workshop

December 27, 28, Jan. 2,3,4—Winter Break Camp for school age kids!

Join one of the many fitness classes and sweat off those holiday treats!

Join us at the AHC for our new exhibit MASH UP through March 10th!



BY THE NUMBERS

2,792

SWIM LESSONS TAUGHT THROUGH OCTOBER

2600

BOARDWALK PARK MUSEUM VISITORS THROUGH OCTOBER

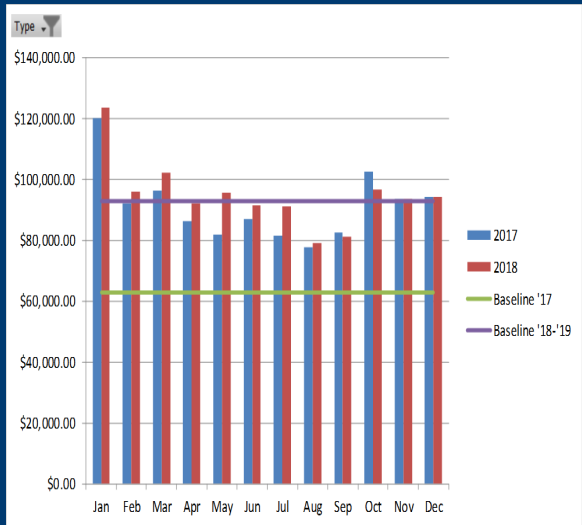
31,938

SILVER SNEAKER USERS THROUGH OCTOBER

2453

CULTURE PROGRAM PARTICIPANTS THROUGH OCTOBER

COMMUNITY RECREATION CENTER



CRC Revenue

Through 10 months we have exceeded our revenue goal (paid building entry), as we head into December.

With 2 months left we anticipate surpassing our revenue projection.

PARKS DIVISION

Winter Work Plans and Contracts Services..

As winter is now upon us, parks staff are busy wrapping up FY18 General Fund spend-down, capital outlay projects and awarding/scheduling contract services. One of the largest Parks contract projects was the 7th Avenue and Crossroads roundabout landscaping.

7th Avenue and Crossroads roundabout landscaping.



The project was completed on-time and under budget!



The Archery range relocation project has been completed as well.



The project involved relocating the entire facility from Diamond Valley to the Kodak property/Poudre Trail head.



Forestry and Horticulture

Winter work plans for Forestry included removal of 60 dead trees from the Kyger reservoir as part of the preservation of the Kyger open space management area. Similar work involved removal of woody shrubs and many willows along the number two ditch as part of annual maintenance required by the ditch company.

Kyger Reservoir tree removals



Christmas light hanging for downtown and the CRC/PD has been completed and each year the light displays continues to grow!

Christmas lights- hanging for downtown



OPERATIONS & FACILITIES

Community Recreation Center Front Desk and Facilities

The Community Recreation Center is preparing for the Holiday rush. When school lets out the CRC fills up. We are anxious to see the kids enjoying the pool, adults getting a few more workouts in and of course the pickle ball players hoping to play any time they can. Our front desk staff helped get the Recreation Center to look fun and festive. Now comes the tough decision of how many times is too many to listen to Rudolf the Red Nosed Reindeer!



Facilities crew is working hard to keep up with the high traffic as well. The team refinished the Evergreen floors right before the Thanksgiving break and WOW do they shine! Now they are working diligently on preventative maintenance of our roof-top units and getting our assets into an easy to use program for tracking and maintenance purposes.

Numbers at a glance

CRC Customers in 2018

The Community Recreation Center front desk greeted over **362,000** customer so far in 2018.

November Visits

November broke the all-time high for building visits with **42,379** people through the front doors of the CRC!

Memberships

In the month of November we gained **419** memberships. October was 616 and is typically our largest month because of renewals.

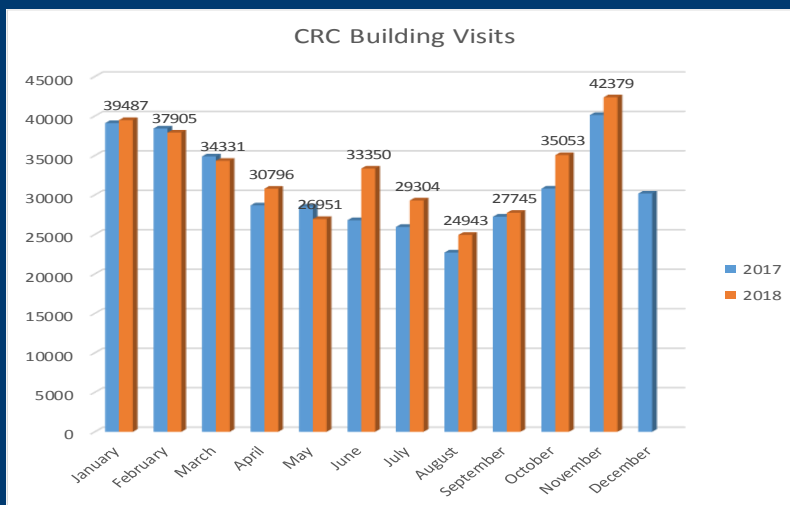
Birthday Rentals

In the month of November we hosted **21** birthday party rentals in our facility.

COMMUNITY RECREATION CENTER VISITS

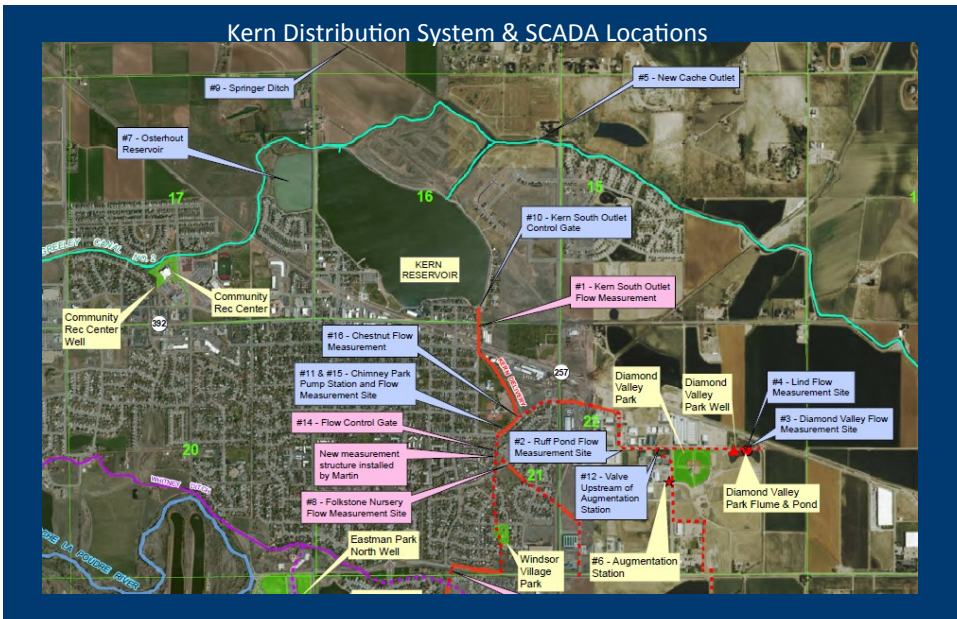
After 11 months, we have seen 18,916 more building visits than in 2017.

We are on target to surpass 395,000 visits in 2018.

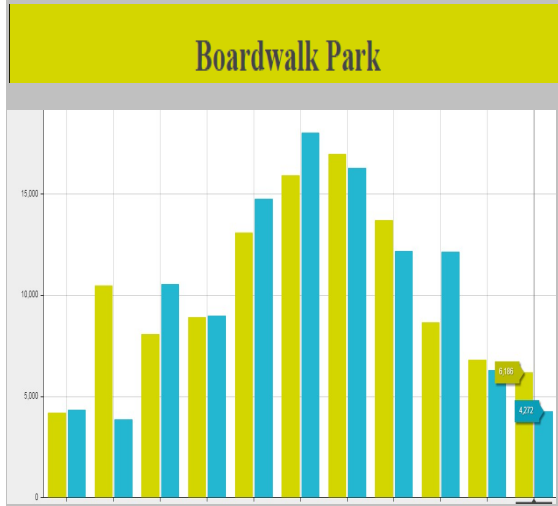


OPEN SPACE AND TRAILS

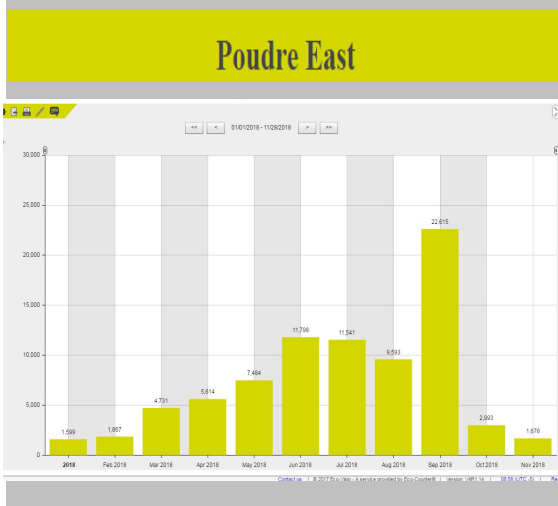
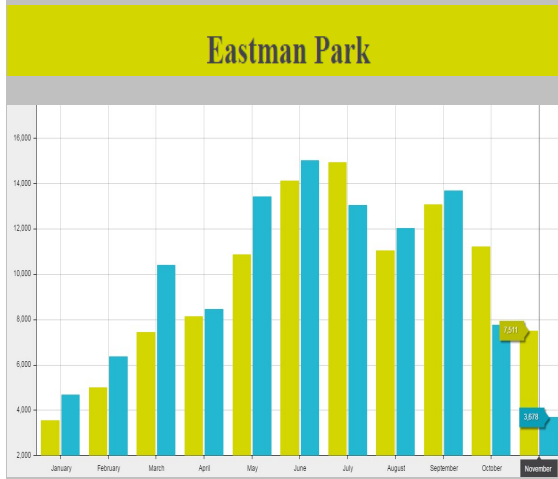
In November and December we are completing SCADA improvements to our non potable water distribution system from Windsor Lake. SCADA stands for Site Control And Data Acquisition. This years improvements will help eliminate the loss of 50-60 Acre Feet on an annual basis and increase the measurement accuracy at 3 sites. An acre foot is equal to about 1 vertical foot of water over a football field. The cost to purchase outright an additional 50-60 acre feet in todays market is \$750,000.



Boardwalk Park



Poudre East





FACEBOOK ENGAGEMENT

INTERACTIONS

961 REACTIONS

122 COMMENTS

77 SHARES

1,160 TOTAL ENGAGEMENTS

TOP POSTS

	DATE	REACTIONS	COMMENTS	ENGAGEMENT	REACH
Downtown Holiday Lights	Nov 15	188	10	9.1%	3,549
Archery Range	Nov 01	180	50	12.5%	6,981
#LetThemPlay	Nov 10	65	5	5.9%	1,753

BY THE NUMBERS

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Windsor Parks, Recreation & Culture	5,621	0.95%	23	109.9k	4,776	1,160	50.4	305



TWITTER ENGAGEMENT

INTERACTIONS

0 REPLIES

0 RETWEETS

0 COMMENTS

24 LIKES

TOP POSTS

	DATE	REACH	RESPONSES	CLICKS	RETWEETS
Windsor Wonderland VIP	Nov 27	203	—	3	—
Ugly Sweater Dash	Nov 27	203	—	—	—
Thanksgiving	Nov 22	203	—	—	—

BY THE NUMBERS

Twitter Profile	Total Followers	Follower Increase	Tweets Sent	Organic Impressions	Organic Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 WindsorPRC	203	0.5%	8	2,401	11.83	60	0.3	0	4



WEBSITE ENGAGEMENT

19,331
VISITS

15,245
UNIQUE PAGE VIEWS

46 seconds
DURATION

TOP 3 PRC PAGES

1. CRC | 2. ACTIVITY GUIDE | 3. WINDSOR WONDERLAND

Top Channels

