



PARKS, RECREATION & CULTURE ADVISORY BOARD MEETING

February 4, 2020, 6:00 P.M.

Community Recreation Center

250 N. 11th Street, Windsor, CO 80550

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(absent)
David Sandlin
Patrick Lightfoot(absent)
Michael Nagl
Shawna Hendricks
Ethan Hahn

Weld RE-4 School Board Liaison
Town Board Liaison

Chris Perkins
Barry Wilson

Also Present:

Parks, Recreation and Culture Director	Eric Lucas
Operations & Facilities Manager	Kendra Martin
Open Space & Trails Manager	Wade Willis
Park Operations Manager	Bob Worthen
Administrative Specialist PRC	Kristy Zulkoski

New member introduction: Ethan Hahn (Student Representative)- Sophomore at Windsor High School, interest in being involved outside of school and the opportunity that this Board brings

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

- Addition to agenda under Item D. Board / Review Discussion – Museum Accession

Mr. Nagl moved to approve the Agenda as amended. Mr. Mask seconded the motion. All members present voted Aye. Motion carried.

2. Liaison Reports

Mr. Wilson / Town Board Liaison:

- Continued discussions and presentations about air quality, supportive of continuous monitoring stations in reaction to state warnings that are issued on the news and on the roads, researched what other communities are currently doing (Boulder, Longmont, Broomfield), Town has budgeted \$250,000 for funding
- Residential Zoning – developers would be required to provide connectivity, open space / pocket park within growth, debate focusing on oil and gas fracking within neighborhoods, 4 members are in favor of removing from the code which would be a big change within Windsor, exception process for those with mineral rights, further discussion in March
- Election in April - Myles Baker / District 1 (Highlands Meadows/CR5 corridor) is term limited and will be running for Larimer County Commissioner, one candidate running unopposed for that position, Ken Bennett will be running unopposed, Kristie Melendez / Mayor is term limited

and will be running for Weld County Commissioner, current Town Board Members Paul Rennemeyer and David Sislowksi along with Hunter Rivera will be running for her position

Mr. Perkins Weld RE-4 School District:

- Potential bond for the District due to full occupancy, process started with two community meetings were held to get feedback about the proposed plans, not very well attended, would include renovations / improvements to Windsor Middle School and two new elementary schools, Windsor Charter will get portion of revenue if bond is approved – proposed gym & auditorium plans
- Applied for Best Grant (Building Excellent Schools Today) \$10 million – funds from marijuana money, usually given to schools that are in really bade shape, not sure if WMS or community of Windsor would qualify

3. Public Invited to be Heard

Janene Wiley in attendance: Master Gardener from Treasure Island / Water & Sewer Board

- No report

B. CONSENT CALENDAR

1. Minutes from December 3, 2019.

- Correction – Ms. Fotsch was present at the 12/03/19 meeting

Mr. Nagl moved to approve December 3, 2019 minutes as ammended. Mr. Sandlin seconded the motion. All members present voted Aye. Motion carried.

C. BOARD REVIEW / DISCUSSION

1. 2019 Year in Review

- Capital Accomplishments
 - 2 new parks – Windshire & Village East
 - Park Shelter at Main Park
 - Maintenance / Museum Facility
- Accomplishments by Department
 - Events – 89 special events, \$70k raised, attendance up 66%
 - Programs – continued growth, most in the 10% range
 - Culture – 3rd year in a row with program growth, +10,000
 - Forestry – urban forest, Treasure Island, ROW / Roundabouts
 - Parks – 26 Parks, cemetery, snow operations
 - Open Space & Trails – outreach, trail / open space maintenance, snow operations
 - CRC – 7,700 members, 2,200 of which are Silver Sneakers, 79% Windsor residents
- Accomplishments by the Numbers
 - 406,006 visits to the Community Recreation Center
 - 333,495 trail users
 - 1.4 million known users of parks, trails, programs, events & facilities
- Marketing / Communication Data
 - 445,281 page views
 - Top 5 Google Search Terms – Windsor Recreation Center, Windsor Lake, Windsor Summer Concert Series, Chimney Park Pool, Windsor Colorado Parks & Recreation
- Strategic Plan
 - Updated Mission, Vision and Values during day long visioning with PROS
 - To Build Community
 - To be the National Leader in Exceptional Recreation Experiences

- Exceptional Customer Experiences, Diversity/Equity/Inclusion, Sustainability, Innovation, and FUN
- Staff will meet with consultants on Feb. 19th to review all findings, community meeting that evening, time TBD

2. Foundation Discussion

- Ms. Fotsch attended Parks Foundations School in West Virginia, classes and networking, 50% Parks & Rec, other 50% of those who serve on a foundation
- What is the Purpose?
 - Connecting resources to needs
 - Complete Projects
 - Need to be story tellers for your Department
- What does the Board look like?
 - 7-9 member board
 - Members should have the 4 C's and 1 D (Culture, Character, Competence, Connections and Diversity)
 - Selection of your board members – innovators, challengers, thinkers, winners (recruit)m expertise, financial savvy, diversity, capacity, connected
- Ensuring a successful relationship with PRC Agency
 - Create an agreement on why this is important for our organization and community
 - How necessary it is to do this?
 - Who will benefit?
 - Relationship with staff members and board members
 - Document the impact
 - Have a project file
 - Create a MOU with both groups
- Next Steps
 - Seek out board members with the qualities of the 4 C's and 1 D to build an effective board
 - PRC Department provide a liaison from each Division to support the Friends Group
 - Simplify and develop a Strategic Plan / Road Map
 - Projects through partnerships
 - Advertising, marketing and communications
 - Raise sustainable funds
 - Keep an eye organizational health
 - Ms. Hendricks – Colorado Health Foundation, grants provide funds to many of the schools, would love to be more involved with the CRC

3 . CRC Customer Service Satisfaction Survey

- Sent out to members that have been utilizing the facility within the last 3 months of when the survey was distributed in November, 32 questions, 618 responses
- Results
 - Most important to our members – clean facilities, friendly staff, classes/programs
 - What can be improved – space, equipment, weight room, better times
- Recommendations
 - Customer Service – continual training
 - Education of the Front Desk – knowledge of all
 - CRC music – staff research
 - Cleaning – continual day time cleaning
 - Opportunities for 7-9 year olds – program opportunities

- Aquatic communication – signage for equipment and etiquette
- Fitness Instructors – reaching out to all personalities
- Child Care age- Staff with consider a younger age
- Space – discussions on decreasing pickleball, creative use of space and capacity will continue
- Extended facility hours – staff is looking at possibilities

4. Naming Rights Policy

- Two upcoming requests / dedications (no current policy in place outside of monetary donation)
 - Brycen Zerby (Main Park Playground)
 - Unnamed (trail)
- Presented the City and County of Denver Policy and Procedures as an example
- Will research more from across the country, bring draft policy to meeting in March
- Mr. Mask – making sure that the family's wishes are taken in account, prefers the petition requirement from the community

5. Envisio Demo

- Is live within Town's website to share with the public
 - Town's Strategic Plan – 5 Focus Areas, Goals and Action Steps
 - Staff updates behind the scenes every month
 - Capital Improvement Projects (\$50,000+)
 - PRC Strategic Plan
 - Transportation Master Plan
 - Police Strategic Plan
- Staff will update behind the scenes every month
- Project management tool, but allows a way to report to public, create an open & transparent government
- Will tie to Performance Based Budgeting's 2-year plan in the near future

6. Monthly Report

- Pros
 - Provides a snapshot of the previous month,
 - Outward facing document available to the public
 - Opportunity for staff to be recognized monthly
- Cons
 - Time consuming for staff
 - Staff uncertain of value to Board and public
 - Publisher format is not ideal or user friendly
- Discussion – like it, but can see time constraints, possible Quarterly Summary, staff updates similar, financial side as a Town Board member with numbers is beneficial, around an hour per person to complete, choosing one topic to share is difficult due to so much going on, opportunity for staff to share successes and challenges
- Will come with a summary style format next month, share feedback at that time

7. Museum Accessions

Boy Scouts of America badges & pins

- Donation
- Owned and used by Windsor resident Steve Weinmeister
- 3 gold, one bronze, and one metal pin, three patches red embroidery on green canvas fabric

Slate Chalkboard

- Likely used in the Whitehall schoolhouse when in use
- Original location on the Cullison Farm, north of downtown Windsor
- 2 ft. x 3 ft, natural slate, damage to one side, in which a missing piece from one side

Mr. Mask moved to approve the accessions into the museum collections as presented. Mr. Sandlin seconded the motion. All members present voted Aye. Motion carried.

D. COMMUNICATION

1. Staff

- Mr. Willis
 - Poudre River Forum on February 28th
 - Poudre Pour in March, moved from Fort Collins to Boardwalk Park this year, currently looking for donors and sponsors
- Mr. Worthen
 - Parks move to new facility at Public Services Campus
 - Forestry shipped over 800 trees for Magical Forest Event on February 8th at Eastman Park South
- Ms. Fotsch
 - Met with Town Board about partnerships with outside agencies for events, looking for final approval at next TB meeting
 - Staff engagement / workplace culture - What's your Why, created vision boards, book club "Start with Why", fun and engaging activities led by staff during weekly meetings, sharing challenges and successes
- Ms. Martin
 - What's your why with facilities team
 - Down 2 facilities specialists
 - Continuing to work with survey results and making decisions on how move forward
- Mr. Lucas
 - Have exchanged a number of emails with issue about Red-Tail Hawk before construction begins
 - Sign standards amongst staff, trying to meet requests
 - Selected to present with Ms. Fotsch in Fort Collins at Regional Parks & Rec Conference in April
 - Continuing to work on TMP and PRC Strategic Plan, going up for adoption next month
 - Future Legends will not get the field done by deadline which is about 40 days away, will go to Town Board again with how to move forward, did approve the master plan for the site two weeks ago, concerns around the operations portion and immediate benefit to PRC

2. Board

- Mr. Wilson – Inquired about employment for seasonal/part time positions: posting within 7-10 days
- Ms. Hendricks – Outdoor Prescription for Colorado, healthcare providers are prescribing patients to get out in nature, list of all parks and trails on website
- Mr. Hahn – inquired about trail connectivity: building around Kyger, connect to River Bluffs trailhead, full connection to Fort Collins in the next 3 years, 40 continuous miles of trails from Greeley to Bellevue
- Mr. Mask – praise to staff for park and facility upkeep and such high standards

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 8:03 P.M.

CERTIFICATION:

Approved by the Windsor Parks, Recreation & Culture Advisory Board on the 3rd day of

March, 2020



Nick Mask/Board Chair

Parks, Recreation & Culture Advisory Board

Submitted by: Kristy Zulkoski, PR&C Administrative Specialist