



## **PARKS, RECREATION, AND CULTURE REGULAR MEETING**

March 3, 2026 - 6:00 PM  
Community Recreation Center, 250 N. 11th Street Windsor, CO  
80550

### **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
3. Liaison Reports
  - Town Board Liaison
  - Weld RE-4 School District
4. Public Invited to be Heard

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

1. Minutes (February 3, 2026)

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

1. Board Elections
2. Review 2025 KPI's
3. PRECAB Amazing Race Activity

#### **D. COMMUNICATIONS**

1. Staff
2. Board

#### **E. ADJOURN**

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 Thursday prior to the meeting to make arrangements.



## Parks Recreation & Culture Regular Meeting

February 3, 2026 - 6:00 PM  
Community Recreation Center  
250 N.11<sup>th</sup> Street, Windsor, CO 80550

### MINUTES

A. MS. BOUCHARD CALLED THE MEETING TO ORDER AT 6:07 PM

#### 1. Roll Call

Present: Vanessa Bouchard/Chair  
Nick Mask/Co-Chair  
Jim Giffin  
Jean Labus  
Patrick Lightfoot (Absent)  
Michael Nagl (Absent)

Mark Leach – School Board Liaison (Absent)  
Ken Symsack – Town Board Liaison

Also Present: Tara Fotsch – Parks, Recreation & Culture Director  
Wade Willis – Open Space & Trails Manager  
Kristy Zulkoski – Administrative Specialist

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

**MR. GIFFIN MOVED TO APPROVE THE AGENDA AS PRESENTED. MS. LABUS SECONDED THE MOTION. ALL MEMBERS PRESENT VOTED AYE. MOTION CARRIED.**

#### 3. Liaison Reports

- Town Board Liaison/Ken Symsack
  - Long term planning
  - Discussion about IGA between Clearview Library and PRC
  - Discussion about Windsor-Severance Fire rescue impact fees, help pay for growth, new station, engines and equipment for all new areas, one-time fee for new houses built, increase of \$700, a year behind after getting stakeholders involved and holding public meetings
  - Re-zoned school district admin building due to expansion
  - Land code amendments for annex property, if wanting to succeed from Windsor, there is now a process
  - Cleaned up code to match state regulations
  - Red light camera grace period ends on February 17<sup>th</sup>
  - Looked into protecting open space purchases using the Open Space Fund and if additional language is needed, ultimately near impossible to sell, needs Town Board authority through ordinance and formal Board action and public input, would

involve TABOR due to it being tax money, will inquire with Town Attorney to find out if there is protection from future Town Boards gifting the land

- Weld RE-4 School District/Mark Leach
  - No Report

4. Public Invited to be Heard

- No Report

B. CONSENT CALENDAR

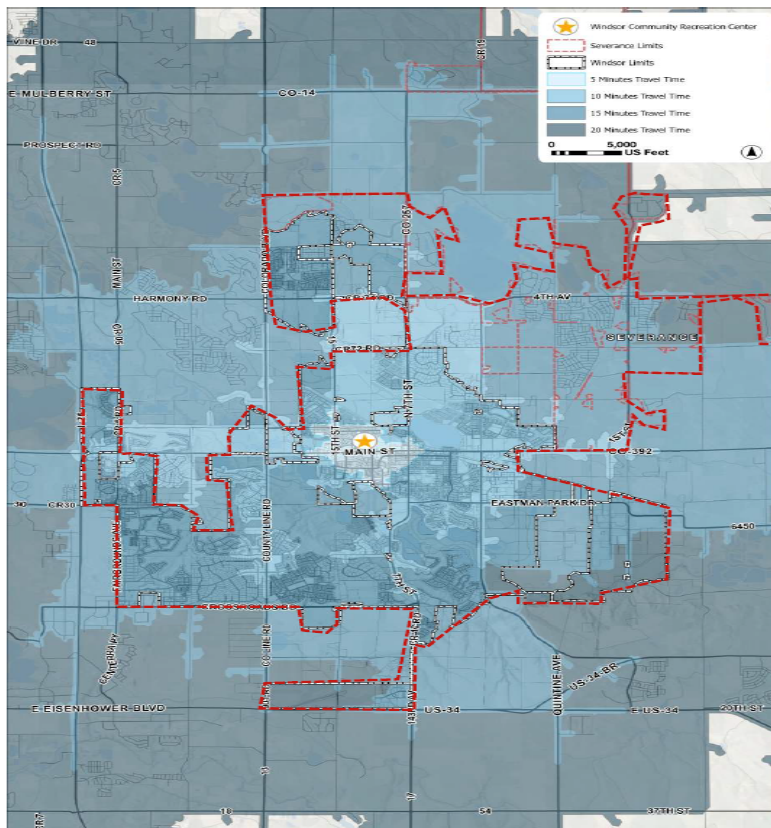
1. Minutes from January 6, 2026

**MR. MASK MOVED TO APPROVE THE JANUARY 6, 2026 MINUTES AS PRESENTED. MS. LABUS SECONDED THE MOTION. ALL MEMBERS PRESENT VOTED AYE. MOTION CARRIED.**

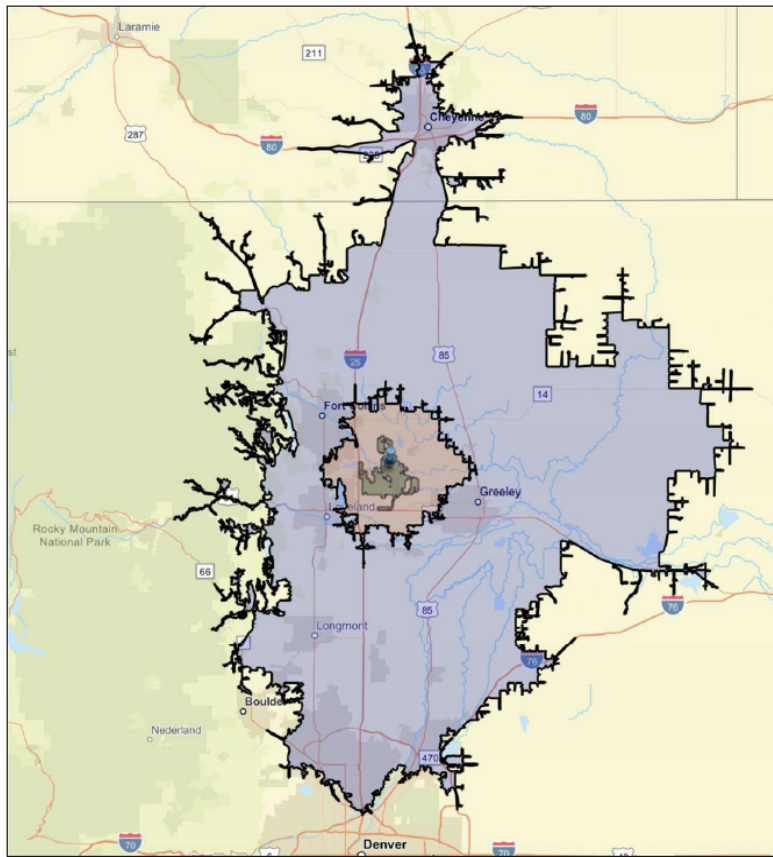
C. BOARD REVIEW/DISCUSSION

1. Future Facility Feasibility Study Update

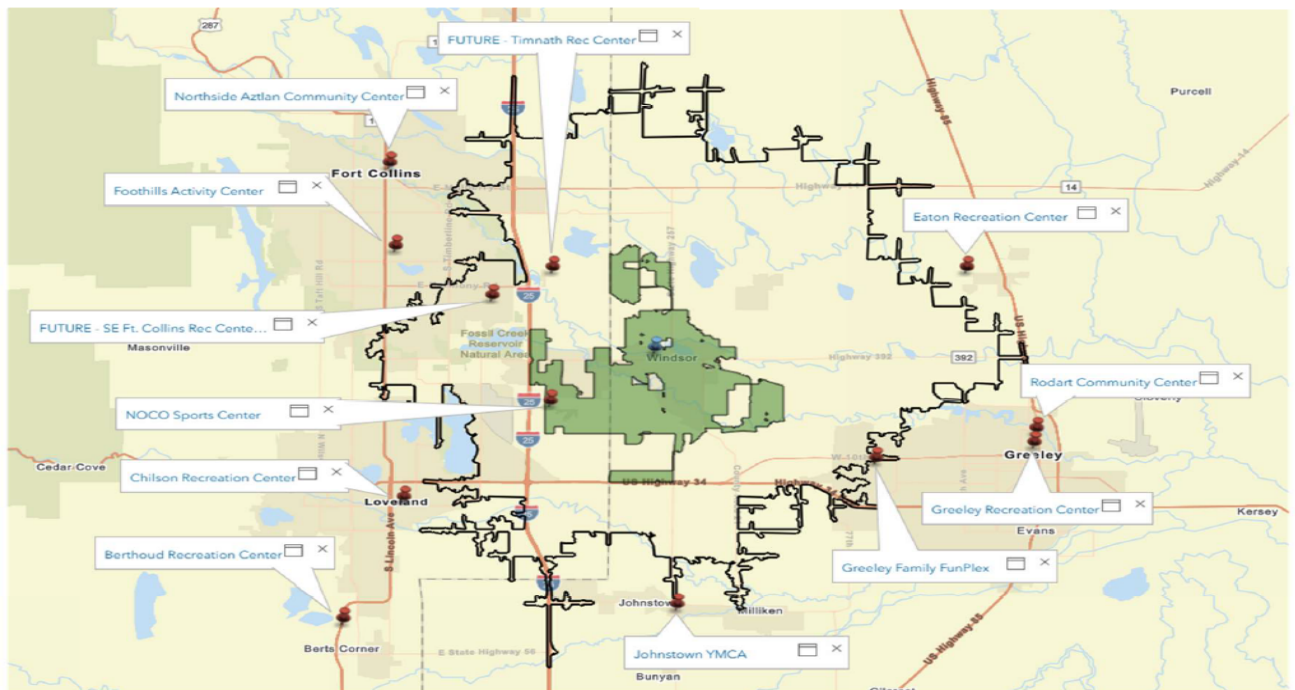
- Work to Date (RDG Planning & Design / Ballard King & Associates – Recreation Planning and Operations Consultants)
  - Market Feasibility
  - Community Engagement
  - Program Spaces + Plan Diagram
  - Next Steps
- Service Areas
  - Windsor & Severance (Immediate)
  - 20-Minute Drive (Primary)



- 60-Minute Drive (Regional)



- Adjacent Facilities
  - Blue Pinpoint – Existing Windsor Facility
  - Red Pinpoints – Alternative Providers (some are future facilities, not yet open)



- Characteristics
  - Total Population (+)
  - Median Age (+)
    - Growing quickly, increases across all age groups
    - Older adults fast-growing
  - Households with Children (+)
    - 34-36% of households have children
  - Median Household Income (+)
    - ~ \$125,000 – higher than that state and national level
  - Household Budget Expenditures + Recreation Spending (+/Consistent)
    - Residents spend more than average on fitness and lessons
- ❖ A second recreation center would serve both families and seniors – the two largest user groups
- ❖ The community has the resources and interest to support expanded recreation facilities
- Market Potential Index (MPI)
  - Measures the relative likelihood of the adults or households in the specified area to exhibit certain consumer behaviors or purchase patterns compared to the U.S.
  - An MPI of 100 represents the U.S. average
    - Source: This data is based upon national propensities to use various products and services, applied to local demographic composition. Usage data was collected by MRI-Simmons in a national representative survey of U.S. household, with ESRI providing forecasting
  - Private Service Area
  - Measure likelihood of adult participation
  - Active Adult = Active Youth
    - Source: Data collected by MRI-Simmons
- ❖ Participation in sports and fitness is above national average
- ❖ Strong local interest in walking, weightlifting, yoga, pickleball golf and biking
- ❖ Fastest growing activities include pickleball (+800% growth since 2015), pilates, tennis, and golf

Adults participated in:	Expected Number	% of Pop	MPI
Aerobics	2,714	8.4%	112
Baseball	974	3.0%	101
Basketball	2,039	6.3%	110
Bicycling (Road)	3,828	11.8%	118
Boxing	571	1.8%	98
Football	1,005	3.1%	112
Frisbee	985	3.0%	106
Golf	3,098	9.6%	119
Martial Arts	369	1.1%	87
Pickleball	1,483	4.6%	126
Pilates	1,294	4.0%	124
Ping Pong	1,544	4.8%	119
Soccer	1,324	4.1%	109
Softball	617	1.9%	106
Spinning	634	2.0%	118
Tennis	1,307	4.0%	113
Volleyball	858	2.7%	100
Walking for Exercise	11,812	36.5%	113
Weightlifting	6,154	19.0%	125
Yoga	3,694	11.4%	119

- National Sporting Goods Association Data
  - Primary Service Area (20-Minute Drive)
    - Age Distribution
    - Median Income
    - Region
    - National
    - = Unique Participation Percentage
  - Why It Matters
    - The existing facility is heavily used, and demand will increase with growth
    - A second center supports quality of life, healthy lifestyles, and inclusivity
    - Helps the communities remain a top choice for families and active adults
- ❖ Key take-a-way: Demand will continue for diverse programs, especially fitness and emerging sports

Activities	Average	2025 Population
Aerobic Exercise	17.0%	22,471
Boxing	1.7%	2,283
Exercise w/ Equip	16.7%	22,023
Martial Arts/MMA	2.3%	3,024
Pilates	2.8%	3,638
Running/Jogging	12.8%	16,876
Weightlifting	12.9%	17,090
Workout @ Club	10.3%	13,557
Yoga	9.2%	12,203
Basketball	7.7%	10,179
Cheerleading	1.3%	1,705
Exercise Walking	34.1%	45,076
Gymnastics	2.0%	2,691
Pickleball	5.6%	7,342
Table Tennis/Ping Pong		
Pong	4.8%	6,388
Tennis	4.5%	5,892
Volleyball	3.6%	4,723
Wrestling	1.1%	1,404

- Understanding Competitive Tournament Users
  - Characteristics of these users
    - Convenience is preferred but not required
    - Cost is less important compared to casual users
    - Scheduled use of facilities is required
    - Facility characteristics are EXTREMELY important
  - Consistent feedback we hear (and take with a grain of salt...)
    - You will make A LOT of money from tournaments (not necessarily accurate)
    - I'm tired of seeing people leave our community and spend their money "there"
    - We need more practice space (primetime, of course)
    - If you build it, they will come (not so fast...)
- ❖ 18-36 weekends per year/season are typically used for tournaments; not all year
- Sport Tourism Impact
  - Direct Impact Distribution of \$100,000
    - Transportation – 24.4% (\$24,400)
    - Lodging – 21.2% (\$21,200)
    - Food & Beverage – 19.0% (\$19,000)
    - Recreation – 13.4% (\$13,400)

- Retail – 12.6% (\$12,600)
- Tournament Operations – 9.3% (\$9,300)
- As the level of competition increases, the tournament operations/facility rental offset decreases
- If regular tournaments displace regular users, memberships and admissions can drop
- The region having two facilities provides scheduling options to potentially alleviate, not eliminate

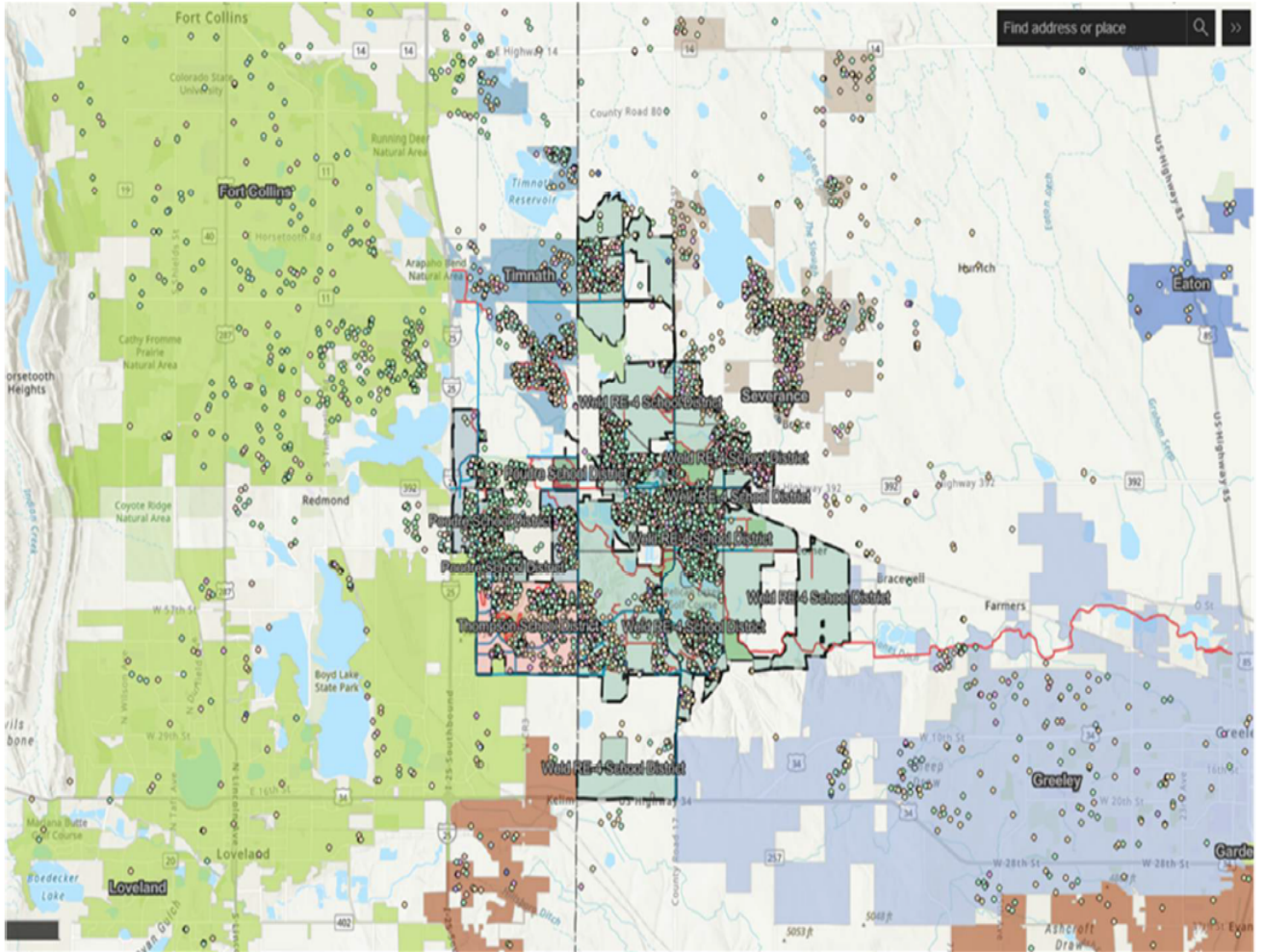
**Sports Tourism = Community Impact**

Sports tournaments are more than just games — they bring visitors who spend money in the community. Nationwide, these events generate billions of dollars. While your community won't see numbers that large, the pattern is the same everywhere: visitors stay in hotels, eat in restaurants, and shop locally. This means new dollars flow into the local economy.

Market Alternate Providers: Northern CO has a number of existing tournament facilities: NOCO Sports Center (Windsor), Greeley FunPlex/Rec Center, Univ. of NoCo (Greeley), N Aztlan Community Center (Ft. Collins), etc. Also, existing and new recreation centers coming: Timnath, SE Ft. Collins.

- Facility Minimums
  - Basketball Tournaments – 4 BB Courts
  - Volleyball Tournaments – 6 VB Courts (2 per BB)
  - Pickleball Tournaments – 6 courts (3 per BB, evolving)
  - Rectangle Surfaces – 4 Fields
  - Diamond Surfaces – 5 Fields
- Sustainability & Risk
  - The proposed recreation center's demand is anchored by local population growth, with this area being one of the fastest-growing in Northern Colorado
  - This provides a stable foundation for cost recovery with consistent members and program revenue
  - Tournament-focused facilities often rely on outside renters and promoters, which can fluctuate with trends in youth sports
  - While tournaments bring in occasional revenue, the consistent daily and year-round use by residents makes a second potential recreation center a strong long-term investment
- Existing Rec Center Stats
  - CRC Users (ECO Counter)
    - 2023 – 394,323
    - 2024 – 432,057
    - 2025 – 305, 825 YTD
  - New Members – 2,635
  - Quit the Club – 2,278
  - Senior Lunches Served – 20,894
  - Senior Drop-In Programs – 9,401
  - Pickleball – 5,680

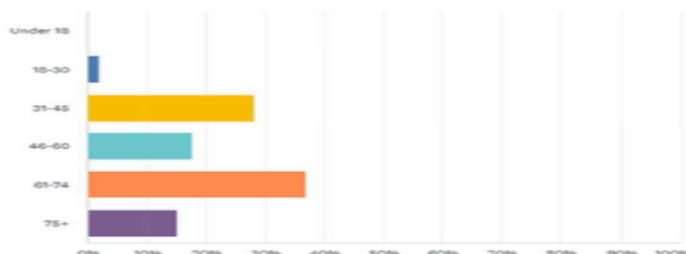
- Youth Basketball – 1,090
- Youth Volleyball – 550
- Teen Programs – 5,115
- Room Rentals – 230 outside rental; 5,151 department and town rentals
- Birthday Parties – 440
- Day Camp – 1,200 kids
- Existing Rec Center Visitor Map



- Engagement Highlights
  - 412 people took the survey
  - Most are daily or weekly Rec Center users
  - 61+ is the most common age represented

Which age range do you fit into?

Answered: 411 Skipped: 1

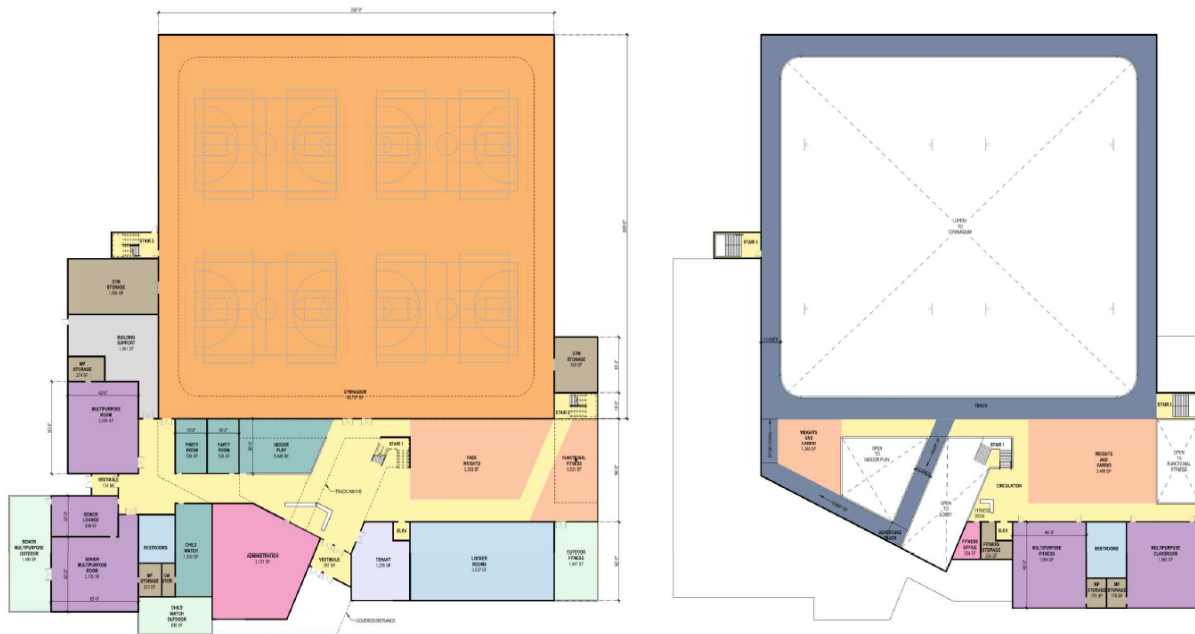


- Q2: At the Community Recreation Center, which of your preferred classes/activities/camps are the hardest to get into (because they fill up too fast)?

- 317 Responses
  - Classes
  - Swim Lessons
  - Lap Lanes
  - Silver Sneakers
  - Body Pump
  - Weights
  - Yoga
  - Youth Sports
  - Pickleball
  - Open Gym
  - Camps
- Q3: At the Community Recreation Center, which of your preferred equipment is the hardest to use regularly (because it is too busy)?
  - 329 Responses
  - Weight Room
    - Weight Machines
    - Free Weights
    - Leg Press
    - Squat Rack
    - Bench Press
  - Lap Pool
  - Bikes
  - Treadmill
  - Elliptical
  - Stair Stepper
  - Basketball Court/Hoops
- Q4: Is there something in the activity/recreation/sports world that your WISH existed?
  - 284 Responses
  - More Classes
    - More diversity of classes
    - More senior only classes
    - Yoga
    - Pilates
    - Dance
  - Bigger/Expanded Weight and Cardio Rooms
    - More machines
    - More options
  - Dedicated Indoor Pickleball
  - Pool Enhancements
    - More lap lanes
    - Outdoor pool
    - Bigger pool
    - Slides
  - Sauna (steam room, cold plunge)
  - Senior Space
  - Racquetball
  - Climbing Wall
  - Turf
- New Building Space Uses
  - Gymnasium
    - Linear court layout
    - Track above
  - Walking/Jogging/Adventure Track
    - Walking track around gym
    - Connection to additional fitness spaces

- Fitness – Outdoor
- Fitness – “Cross Fit”/Plyometrics
  - Flexible fitness area
  - Potential connection to adventure track – ramp/stairs
- Fitness – Exercise Studios
- Multi-Purpose Rooms
  - Group exercise studio - proposed program: 2 rooms @ 1,200 SF
  - Room function specific to programmed activities
  - Senior space – proposed program: 2 rooms @ 2,000 SF
- Indoor Play
- Child Watch
- Senior Spaces
- Concessions/Café
- Administration
- Restroom/Locker Rooms
- Building Support/Storage
- Tenant or Health Partner Space

## PROGRAM DIAGRAM



- Next Steps
  - Generic Site Plan Diagram
  - Severance Community Engagement & Online Survey
  - Work to Date Adjustments
  - Finalize Study
    - Wrap up in the next three weeks, take study to Town Board on March 23<sup>rd</sup>
- Attended Severance Work Session, will meet with their Community Advisory Committee tomorrow, onboard to come with 25%, biggest concern is coming with 25% subsidy, will need a bond for property tax, Windsor 0.5% tax could offset, prior ballot measure states recreation centers
  - 110,000 square feet = \$100M based on 2027-2028 building costs
  - Large enough land and building location, will leave space for future fields and possible aquatics expansion
- Fort Collins – 75% design documents, will build next to Fossil High School

- Timnath is currently in the design phase for a new rec center

#### D. COMMUNICATIONS

##### 1. Staff

- Ms. Fotsch
  - Excited about the IGA with Clearview Library, have had very collaborative meetings with their team
    - Will have bookshelves for check out at the CRC, include a variety of books for all ages, library staff will monitor
    - Future partnering for programming such as offer classes for parents during kid's practice
  - Held interviews last week for Assistant Director position, candidate from Oklahoma will be visiting this Friday
  - Offered the position for the Events & Partnerships Supervisor, from New York
  - Wrapping up final details for the Strategic Plan, will be working on for next 18 months in conjunction with Neelay Bhatt/Next Practice Partners, heavy focus on customer services experiences and public feedback
  - 30% design documents for North Campus, includes three ballfields and parking lot, completion by August/September
- Mr. Willis
  - Concept paper accepted for GOCO grant, asking for \$1.6M, one of 13 chosen to submit formal application, will include custom playground feature, bicycle skills course, plan for open space, aligns well with GOCO's perspective
  - CR 15 continues to go north, but awful soil conditions and intersection will be more expensive, pouring more concrete this week and next week, major fixing and improvements for long term and future growth
  - Erica Wharton started as the new Volunteer Coordinator

##### 2. Board

- No Report

#### E. ADJOURN

**MR. GIFFIN MOVED TO ADJOURN. MR. MASK SECONDED THE MOTION.  
MEETING WAS ADJOURNED AT 7:08 PM**

Submitted by: Kristy Zulkoski/Administrative Specialist

\_\_\_\_\_  
Name/Board Chair

\_\_\_\_\_  
Date