



TOWN BOARD WORK SESSION

July 28, 2014 – 6:00 P.M.

Town Board Chambers

301 Walnut Street, 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 Thursday prior to the meeting to make arrangements.

GOAL of this Work Session is to have the Town Board receive information on topics of Town business from the Town Manager, Town Attorney and Town staff in order to exchange ideas and opinions regarding these topics.

Members of the public in attendance who have a question related to an agenda item are requested to allow the Town Board to discuss the topic and then be recognized by the Mayor prior to asking their question.

AGENDA

1. CRC Public Outreach Survey Results and Next Steps
2. Future meetings agenda



MEMORANDUM

Date: July 28, 2014
To: Mayor and Town Board
Via: Kelly Arnold, Town Manager
From: Melissa M. Chew, CPRP, Director of Parks, Recreation & Culture
Re: CRC Survey Results and Next Steps
Item #: 1.a.

Background / Discussion:

Outreach:

Recent public meetings and outreach regarding the proposed expansion of the Community Recreation Center have been held as follows, with estimated attendance:

Date	Location	Estimated Attendance
6/12/14	Clearview Library; 6pm	3
6/18/14	CRC, 9am-12pm	20 (drop by)
6/24/14	CRC, 6pm	10
7/9/14	PVREA, 6pm	25
7/22/14	CRC; 7pm	

In addition to these meetings, staff or information has been present at swim lessons, softball and baseball events, senior lunches, Summer Concerts, Bike to Work Day, Farmer's Market, Chamber Before Hours, and Coffee with the Mayor.

- Letter to key influencers – sent
- Letter to active voters – sent
- Media feature articles – 6/15 Windsor Now!, 6/22 Beacon
- Newsletter – sent
- Utility bill inserts – August
- Survey – sent (results presented 7/28)

Tonight you will also have a chance to hear from representatives of George K. Baum & Company as to the results of the public survey. The timeline for a November 2014 coordinated election calendar is as follows:

July 25, 2014 (on or before)
August 25, 2014 – TB mtg

August 26, 2014
September 5, 2014
September 19, 2014
September 22, 2014

October 14, 2014

Must notify the County Clerk of intent to coordinate
TABOR issue – Resolution approving ballot language
IGA's for coordinated election
IGA's due to County Clerk to coordinate election
Certification of ballot content to County Clerk
Last day to submit TABOR pro/con statements
Last day petition reps for TABOR measures can file
comments
First day for ballots to be mailed

November 4, 2014

Election day

Financial Impact:

Public Outreach as per approved expenditures:

<i>Item</i>	<i>Budget</i>	<i>Actual</i>
Rack Cards	\$699.44	\$855.83
Posters	\$352.12	\$241.95
Postcards	\$267.02	\$0
Utility Bill insert - August	\$350.00	\$350.00 (anticipated)
Mailing #1 (Key Influencers)	\$500.00	\$500.00 (anticipated)
Mailing #2 (Active Voters)	\$5,148.00	\$2,736.02
Mailing #3 (Newsletter)	\$4,290.00	\$3,677.28
Mailing #4 (Survey)	\$5,460.00	\$4, 616.28
TOTAL	\$17,066.58	\$12,977.36

Relationship to Strategic Plan:

Goal 1F

Recommendation:

Discussion of the survey results will give Town Board the opportunity to provide direction to staff, as to whether or not Town Board would like to finalize potential ballot language and consider adoption of same in August. Per the above timeline, TABOR requires the Resolution adopting ballot language would have to be adopted by August 25, 2014 as well as the IGA's for a coordinated election.

Attachments:

- b. Survey document
- c. Summary of CRC public questions to date

Public Opinion Survey | Town of Windsor

Q4. There are many new amenities proposed for the expanded Community Recreation Center. On a scale of 1 to 5, what priority do you personally place on each of these proposed amenities? **(Please circle one number next to each item)**

	Low Priority		High Priority		
Leisure Pool	1	2	3	4	5
Lap Lanes	1	2	3	4	5
Water Slide	1	2	3	4	5
Auxiliary Gym	1	2	3	4	5
Walk/Jog Track	1	2	3	4	5
Aerobics/Dance/Yoga Studio	1	2	3	4	5
Fitness/Wellness Studio	1	2	3	4	5
Expanded Locker Rooms	1	2	3	4	5
Child-Watch Area	1	2	3	4	5
Classroom/Party Room	1	2	3	4	5
Additional Parking	1	2	3	4	5

Q5. If a local election were held today, would you vote "yes" in favor of or "no" to oppose a sales tax of 0.75 percent (3/4 of 1 cent) to fund a \$16.1 million project to expand and improve Windsor's Community Recreation Center? **(Please check one)**

- Definitely Yes
- Probably Yes
- Probably No
- Definitely No
- Don't Know

Q6. What is your main concern, if any, regarding the proposal to expand and improve the Community Recreation Center?

Q7. What additional information would you like regarding the proposal to expand and improve the Community Recreation Center?

Q8. I have been a resident of Windsor for ____ years.

Q9. Are any school-age children currently living in your household?

- Yes No

Q10. Do you own, or rent, your home?

- Own Rent

Q11. Do you or other members of your household currently use the Community Recreation Center in Windsor?

- Yes No

Q12. Do you or other members of your household currently use indoor recreation facilities outside of Windsor?

- Yes No



Thank you for participating!

Public Opinion Survey



Town Board Seeks Community's Input on Proposed Recreation Center Expansion

The Windsor Town Board is considering placing a 0.75 percent (3/4 of 1 cent on each dollar) sales tax measure on the November 4, 2014 ballot to fund expansion of and improvements to the Community Recreation Center in Windsor.

During the past three years, extensive research and deliberation has gone into developing a plan to address our community's highest-priority unmet indoor recreation needs. In response, the plan recommends expanding the existing Community Recreation Center to include a variety of new amenities.

We're asking if you could take a few minutes to fill out the attached survey and provide your thoughts and recommendations on the proposal. A self-addressed envelope is provided for your convenience.

The Town Board will not make the decision to place a sales tax measure on the this fall's ballot until August. This will provide time for additional public input.

Questions/Comments

If you have questions about this survey or the proposed Community Recreation Center expansion and improvements, please contact:

Melissa M. Chew, CPRP
 Director of Parks, Recreation & Culture
 Town of Windsor
 970.674.2423 • mchew@windsorgov.com

"The Town of Windsor would greatly appreciate your thoughts and recommendations on a proposal to improve our existing Community Recreation Center. No action will be taken by the Windsor Town Board until our taxpayers have had time to evaluate and comment on the proposal."

— **John S. Vazquez**
 Mayor



301 WALNUT STREET | WINDSOR, CO 80550

Just the Facts | Community Recreation Center Expansion Proposal

- The Windsor Town Board is considering placing a sales-tax proposal on the November 4, 2014 ballot to address demand for additional indoor recreation space, amenities and programs.
- Participation in programs at the Windsor Community Recreation Center has grown 218 percent since 2004. Youth activities participation has grown 123 percent. Senior participation has grown 114 percent.
- Gymnasiums and other recreation facilities at our local schools are also operating at or near capacity.
- In 2011, a public survey indicated strong interest in and support for indoor leisure pools, lap lanes, weight-training space and cardio space.
- A Feasibility Study in 2012, followed by an Ad Hoc Committee recommendation, produced a conceptual model and cost information relative to expansion and operations. Efforts were also made to evaluate successful aquatic centers and recreation facilities in other Colorado communities.
- The Town Board held several public outreach meetings in 2013 to determine support for various concepts. The public consistently expressed a desire for an aquatics center, fitness/wellness area and related amenities.

- The proposed expansion of and improvements to the Community Recreation Center would include the following amenities:
 - Leisure pool
 - Lap lanes
 - Water slide
 - Auxiliary gym
 - Walk/jog track
 - Aerobics/dance/yoga studio
 - Fitness/wellness studio
 - Expanded locker rooms
 - Child-watch area
 - Classroom/party room
 - Additional parking
- The estimated cost of the project is \$16.1 million, which includes site work, construction and other project costs.
- The current plan under consideration would seek voter approval of a sales tax of 0.75 percent (3/4 of 1 cent on each dollar), which amounts to 7.5 cents per \$10 for purchases made in Windsor.
- Property taxes would not be affected in any way. And with the use of a sales tax, many non-residents would help pay for the proposed improvements.
- A decision on placing a sales tax measure on the November 2014 ballot will be made later this summer.
- Parks and recreation amenities provide many benefits to our community, including:
 - enhancing property values
 - helping attract and retain professionals and businesses
 - helping promote healthy life choices and controlling health-care costs
 - providing social interaction and helping keep seniors, family and kids connected, and
 - improving our quality of life

For More Information Go To:
www.windsorgov.com/CRCEXPAND



Public Opinion Survey | Town of Windsor

The Windsor Town Board is gathering feedback on a proposed sales tax measure to expand and improve Windsor's Community Recreation Center. We would greatly appreciate your opinion. Please take a few minutes to read the questions below, review with other family members and complete the survey. All surveys are anonymous and in no way will be associated with your name. A self-addressed envelope is enclosed for your convenience. **Please drop your completed survey in the mail, or deliver to the Town Hall (301 Walnut Street) or Community Recreation Center (250 North 11th Street) by July 16, 2014. Thank you for participating!**

Q1. Before receiving the enclosed information, how much had you read, seen or heard about plans for expanding and improving Windsor's Community Recreation Center?
(Please check one)

A Lot
 Some
 Hardly Anything
 Nothing at All

Q2. Describe your initial reaction, your first impression, to the Town's proposal to expand and improve the Community Recreation Center?

Q3. In which new or expanded programs, if any, at the proposed expanded Community Recreation Center would you—or other members of your immediate family—most likely participate? **(Please check all that apply)**

Aquatics Classes/Programs

- Open Swim
- Water Walking
- Lap Swim
- Water Aerobics
- Swim Lessons
- Scuba
- Paddle Board
- Youth Triathlon Club
- Lifeguard Training/Water Safety
- Boy and Girl Scout Badge
- Masters/CARA Swim Teams

Fitness/Wellness Classes/Programs

- TRX Suspension Training
- Resistance Training Classes
- Body Pump
- Muscle Condition Classes
- Boot Camps
- Youth Fitness Workout Clubs
- Kickboxing

Adult Classes/Programs

- Photography
- Painting
- Cooking
- Pickleball
- Indoor Walking
- Travel Series
- Health & Wellness
- Lunch & Learns (Financial, Health, Etc.)

Senior Classes/Programs/Other

- Writing
- Genealogy
- Knitting and Sewing Clubs
- Support Groups
- Lounge Area

Miscellaneous

- Birthday Party Packages
- Climbing Wall
- Pool Party
- Open Gym
- Childwatch(Drop-In Option)

Youth Classes/Programs

- Preschool Special Interest
- Youth Dance
- Martial Arts
- Arts and Crafts
- Summer Activity Camps
- Specialty Workshops
- Cheerleading Program
- Kids Nite Out (Preteen/Teen)
- Minecraft – Lego
- School Break Camps/Activities

Survey continued on back ▶

2014 CRC Proposed Expansion Outreach Questions

Date	Source	Questions/Comment
6/12	Email	Are any of the Energy Companies contributing or their service companies? They do in other communities they operate in and where their employees are living. That is one of the first questions we have.
6/12	Public Meeting- Library	What is the length of time for sales tax to raise the \$16.1 million?
6/12	Public Meeting- Library	Is all the money for construction or is part for subsidy?
6/12	Public Meeting- Library	The bond payment has been subsidized from the General Fund in the past. How do we know that we won't have to continue to subsidize the debt?
6/12	Public Meeting- Library	What other Town projects are there to compete with? Are there other bonds outstanding?
6/12	Public Meeting- Library	Do we currently charge people to use our facility? What about in the future?
6/12	Public Meeting- Library	Is this facility going to be open to Windsor residents only? Will non-residents pay more?
6/12	Public Meeting- Library	Sales Tax clarification – will there be a split for bond funding and operations?
6/12	Public Meeting- Library	What types of additional programs can occur with this expansion?
6/12	Public Meeting- Library	If this calls for a 20 year bond, will we get a 20 year quality pool?
6/12	Public Meeting- Library	Is this competition to other private entities in Windsor?
6/18	Open House - CRC	What is the Town's current bond rating?
6/18	Open House - CRC	What is the interest rate on the current CRC bond?
6/18	Open House - CRC	What is the anticipated cost recovery compared to current?
6/24/14	Public Meeting – CRC	What are the water components of the Aquatics expansion? How deep will the pools be? Will they accommodate deep water aerobics?
6/24/14	Public Meeting – CRC	Will the Gym Addition have pickle ball lines?
6/24/14	Public Meeting – CRC	What is the sales tax of surrounding communities?
6/24/14	Public Meeting – CRC	How do we get involved to spread the word?
6/24/14	Public Meeting – CRC	Are you going to build it with all of the bells and whistles? If no, why not?
6/24/14	Public Meeting – CRC	Is it possible to make Chimney Park Pool indoor with a bubble?

2014 CRC Proposed Expansion Outreach Questions

6/24/14	Public Meeting – CRC	Will there be a design committee?
6/24/14	Public Meeting – CRC	Is the Town currently looking into private donations?
7/9/14	Public Meeting – PVREA	Will there be an impact on the current programming at the Community Recreation Center during the construction phase?
7/9/14	Public Meeting – PVREA	Are there other projects within the Town and Parks that will be pushed further down on the list if this project moves forward?
7/9/14	Public Meeting – PVREA	The sales tax increase for the project was 1% last year and is now .75%. What made this change?
7/9/14	Public Meeting – PVREA	During construction of the expansion what if you exceed the budgeted \$16.1 million?
7/9/14	Public Meeting – PVREA	What does the Town's reserve fund look like?
7/9/14	Public Meeting – PVREA	Will there be other competing questions on the November ballot?
7/9/14	Public Meeting – PVREA	Will there be designated pickle ball courts in the expanded facility?
7/9/14	Public Meeting – PVREA	Are there any plans for additional Health/Fitness and Wellness programs in the future programming?
7/23/14	Public Meeting – CRC	How many businesses licenses do we issue you in the Town of Windsor?
7/23/14	Public Meeting – CRC	What is the revenue that is brought by Oil and Gas?
7/23/14	Public Meeting – CRC	Where does that revenue go?
7/23/14	Public Meeting – CRC	What is the annual budget for capital projects?
7/23/14	Public Meeting – CRC	Is the current CRC Sales Tax still in existence? When will it be paid off?
7/23/14	Public Meeting – CRC	Is there a sunset on the proposed increase?
7/23/14	Public Meeting – CRC	Who did the feasibility study? Where the operational costs and revenues done in that study?
7/23/14	Public Meeting – CRC	Has a fee schedule for the proposed facility been done yet?
7/23/14	Public Meeting – CRC	Will there be a resident vs. non-resident fee if the facility is built?
7/23/14	Public Meeting – CRC	What is the current subsidy and the proposed subsidy?
7/23/14	Public Meeting – CRC	What will be the effect on private business?
7/23/14	Public Meeting – CRC	Will there enough daily use to meet the projected revenues?
7/23/14	Public Meeting – CRC	What will be the depth of the lap pool?
7/23/14	Public Meeting – CRC	What will be the capacity of the lap pool?
7/23/14	Public Meeting – CRC	What kinds of number increases have you seen in programs vs. percentages?

2014 CRC Proposed Expansion Outreach Questions

7/23/14	Public Meeting – CRC	How long will this current proposed facility meet our needs?
7/23/14	Public Meeting – CRC	What is the yearly revenue based on the .75% sales tax increase?
7/23/14	Public Meeting – CRC	Where do impact fees go?
7/23/14	Public Meeting – CRC	Will there be a Silver Sneakers program?
7/23/14	Public Meeting – CRC	Who in Town currently has a Silver Sneakers program?
7/23/14	Public Meeting – CRC	What is the square footage of the Dance/Aerobics Room & Capacities?
7/23/14	Public Meeting – CRC	Has the Town considered partnering with the School District in the future on a competitive pool?



FUTURE TOWN BOARD MEETINGS

Work Sessions & Regular Meetings will be held in the Board Chambers unless otherwise noted.

August 4, 2014 6:00 p.m.	Town Board Work Session Regional Tourism Act presentation Capital Improvement discussion
August 11, 2014 5:30 p.m./1 st floor conference room	Board/Manager/Attorney Monthly Meeting Review of proposed metropolitan districts
August 11, 2014 7:00 p.m.	Town Board Meeting
August 18, 2014 6:00 p.m.	Town Hall Meeting – Strategic Plan
August 25, 2014 6:00 p.m.	Town Board Work Session Review of compensation study information
August 25, 2014 7:00 p.m.	Town Board Meeting
September 1, 2014	Labor Day
September 8, 2014 5:30 p.m./1 st floor conference room	Board/Manager/Attorney Monthly Meeting
September 8, 2014 7:00 p.m.	Town Board Meeting
September 15, 2014 6:00 p.m.	Town Board Work Session
September 22, 2014 6:00 p.m.	Town Board Work Session
September 22, 2014 7:00 p.m.	Town Board Meeting
September 29, 2014	Fifth Monday
October 6, 2014 6:00 p.m.	Town Board Work Session
October 13, 2014 5:30 p.m./1 st floor conference room	Board/Manager/Attorney Monthly Meeting
October 13, 2014 7:00 p.m.	Town Board Meeting

October 20, 2014
6:00 p.m. Town Board Work Session

October 27, 2014
6:00 p.m. Town Board Work Session

October 27, 2014
7:00 p.m. Town Board Meeting

Additional Events

August 5, 2014
4:30 – 8:30 p.m. National Night Out

October 11, 2014 Budget work session

Future Work Session Topics

None.