



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

January 3, 2017 7:00pm  
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
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 December 6, 2016

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

1. Special Events Review and Discussion
2. Poudre Trail Re-alignment

#### **D. COMMUNICATION**

1. Staff
  - a. Communications Report
  - b. Community Recreation Center Report
2. Board

#### **E. ADJOURN**

#### **FUTURE MEETINGS**

February 7, 2016  
March 7, 2017

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

DECEMBER 6, 2016, 7:00 P.M.

Community Recreation Center

250 N. 11th Street, Windsor, CO 80550

Minutes

**A. CALL TO ORDER**

Chair John Nuspl called the meeting to order at 7:03 P.M

1. Roll Call

The following PReCAB members were present: Sandy Brug  
Rebecca Holder-Otte  
John Nuspl  
Matt Morgan

Absent: Jennifer Dionne  
Patrick Lightfoot  
Regan Price

Staff present

Parks & Recreation Director Eric Lucas  
Parks & Open Space Manager Wade Willis  
Recreation Manager Tara Fotsch  
Recreation Supervisor Luke Bollinger  
Receptionist/Utility Billing Clerk Kim Johnson

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

**Ms. Holder-Otte moved to approve the Agenda as presented. Ms. Brug seconded the motion. All members present voted Aye. Motion carried.**

3. Liaison Reports

a. Town Board Liaison – Myles Baker

Mr. Baker said they passed the town budget including the pavilion at Boardwalk Park for the farmers market. In addition they passed a few economic incentives for some developers one of which includes the historical mill making it a restaurant, brewery and a bar in the basement. The agreement is the developer will have historical elements within the building with pictures and placards of what the mill was used for. The Silo in the back will be moved towards the east constructing it into a stage that will consist of an outdoor patio for seating giving the mill a great future entertainment location.

b. Weld RE-4 School District – Regan Price

School Board Member Regan Price was not present.

4. Public Invited to be Heard

There was no public comment

**B. CONSENT CALENDAR**

1. Minutes from November 1, 2016

**Ms. Brug moved to approve November 1, 2016 minutes as presented. Ms. Holder-Otte seconded the motion. All members present voted Aye. Motion carried.**

### C. BOARD REVIEW / DISCUSSION

#### 1. Windsor Sugar Beet Historic Marker

Natalie Walker, Katie Olbrich and Professor Dr. Thomas from CSU were in attendance at this meeting. Ms. Walker's presentation and research revealed many interesting facts detailing her findings and sharing that the factory was opened in November 1903 and processed 2500 tons of beets per day. A patent was filed with the US patent office back in 1914 for the Original Chimney and factory.

Less than 10 years after the factory closed, the then Town administrator proposed annexing and zoning the land next to the factory for recreational purposes calling it Chimney Park. Later the pool and baseball fields were added.

Ms. Walker's demonstration was given for consideration of a historical marker placed in Chimney Park to commemorate the history of the Sugar Beet Factory, the chimney and its significance to the Town of Windsor.

#### 2. Museum Accession Items

The items viewed were donated and purchased to add and to fill a gap to the existing and permanent collection. The purchase comes from Ms. Heusser who took it upon herself to attend an auction downtown last summer where a variety of pictures were available for sale. Ms. Heusser purchased them and offered to sell them back to the museum. On occasion the museum will purchase items that come available. Staff recommended obtaining these photo's since they were historically meaningful to the Town.

**Mr. Morgan moved to approve the museum accession as presented. Ms. Holder-Otte seconded the motion. All members present voted Aye. Motion carried.**

#### 3. Master Plan Follow Up

Mr. Lucas wanted to touch basis with the board about the changing landscape of our community citing currently there are twenty four thousand people that live in Windsor and we are expected to double in size over the next 20 years. Developments are occurring rapidly in the area that future parks are essential and should be the focus moving forward. Over the next few months they would like to engage residents to understand what is important to the public relating to new parks in the town. Presently access and walkability to a park is at 92%. The question at hand is are there other alternatives such as building larger parks that would basically join several subdivisions increasing diversity resulting in lower maintenance cost however the downside would be losing connectivity subsequently spending more money on trails and greenways. Staff will begin to narrow down the cost of building new parks whether they are big or small.

Mr. Lucas discussed pieces of their meeting with Town board explaining the necessity to be prepared to implement changes if needed for future developments.

### D. COMMUNICATION

#### 1. Staff

##### A. Communications from Town Staff

Mr. Lucas stated officially silver sneakers program is now available at the recreation center. He offered to answer any questions.

##### B. Financial Report October 2016

The Monthly Financial Report was available to the board.

C. Community Recreation Center Report

Ms. Fotsch went over several numbers stating the daily drop in's for the month of October were two thousand nine hundred thirty one and in month of November they increased to forty eight hundred. Memberships to date of meeting were two thousand seven hundred and forty seven mentioning 86% of participants are Windsor residents. Ms. Fotsch pointed out several individuals have purchased the 20 punch cards and have transferred them over to a membership. The child care services have been popular having to turn people away showing they are in need of hiring more daycare workers to keep up with the demand. The eco counters at the recreation center are displaying an average of one thousand fourteen people visiting a day.

2. Communications from Chairperson and Board

There was no further communication from the Board.

**E. ADJOURN**

**Ms. Holder-Otte moved to adjourn the meeting. Ms. Brug seconded the motion. All members present voted Aye. Motion carried. The meeting was adjourned at 8:38 P.M.**

CERTIFICATION:

Approved by the Windsor Parks, Recreation & Culture Advisory Board on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

\_\_\_\_\_  
Regan Price, Secretary  
Parks, Recreation & Culture Advisory Board

Submitted by:  
Kim Johnson, Receptionist, Utility Billing Clerk



## MONTHLY REPORT

December 2016

With 2016 just about completely in the rearview mirror it is only appropriate to recognize what a fabulous year it was. In 2016, we improved trail crossings at 3 locations within Town, built a new bandshell at Boardwalk Park, the largest pickleball courts in Northern Colorado at Main Park and opened our \$16.1 million dollar community recreation center expansion. In addition we completed our update to the department comprehensive master plan. Not to mention the thousands of people who participated in hundreds of activities offered by our department. Statistically speaking we know for certain we served in excess of 600,000 people in one way or another in 2016! I would like to thank everyone who participated in our programs or events and visited our facilities. I would also like to thank the hundreds of volunteers who helped with numerous projects as well as the Parks, Recreation and Culture Advisory Board and Tree Board members for their time and input in aiding staff. Speaking of staff, these folks deserve a huge shout out and Thank You for their countless hours of effort performing the work that ultimately provides hundreds of thousands of residents and visitors recreation opportunities.

As we look to 2017, I am sure there will be challenges and lots of critical decisions that need to be made as we continue dealing with growth. I am also sure that there will be many more programs, events and construction projects that will continue to improve our department and what we have to offer the community. I along with staff eagerly await the challenges and fun times that are ahead. As you might imagine, staff has enjoyed some time off and recreation of their own in December. We have been wrapping up most of the loose ends and beginning to prepare for 2017.

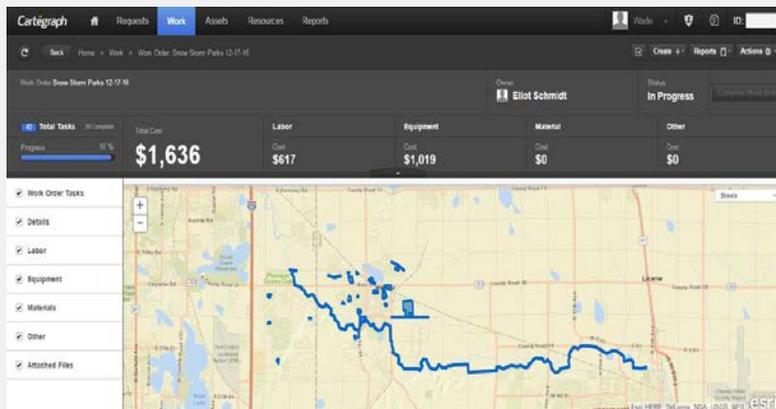
As usual this report features updates from across the department about what we are working on, participation numbers and plans for the future. If you don't see what you're looking for or have questions please feel free to contact us.

Your meeting features several agenda items for your consideration and discussion. They include a presentation on the 2016 special events and consideration of changes for 2017. I recently presented to Town Board and would like to garner your thoughts on this beyond what we discussed several months ago. I anticipate this will take most of the meeting so I have only included one additional item and that deals with re-alignment of the Poudre Trail adjacent to Raindance. Staff will also present on the community recreation center and the continued growth we are experiencing. As a hint, we are now over the 3,000 member mark.

As always, please let me know if you have questions or anything you would like to add to this agenda.

# PARKS & OPEN SPACE

- Crews participated in 2 snow events in December, below is a screen shot from our new tracking software showing the cost for clearing snow from trails, parks and park owned sidewalks. This does not account for snow removal on roads. This cost is being captured by Public Works.



- Installation of a new irrigation system north of Chimney Park pool commenced in December. This was a capital project which will change the irrigation north of the pool from potable to non-potable. Implementation of this project will reduce the use of treated water by 2.7 million gallons.
- Parks staff assisted with installation of a couple of elements of the Skyview Elementary School Outdoor Classroom. Staff augured holes for educational panels and the entry way archway.
- 15<sup>th</sup> and Walnut work is about 90% complete with installation of an irrigation well, irrigation system, crusher fine paths, electrical service and vegetation. Work will commence again in the spring with the installation of the irrigation well pump and a fescue blend, drought hardy turf seed.



Chimney Park Irrigation Project



Staff working on Skyview Outdoor Classroom



Contract work at 15<sup>th</sup> and Walnut Street Project

- Forestry staff contracted end of year tree work to remove 6 large declining Siberian Elms from Town sites like the Cemetery and Main Park.



Contracted Tree Removal

## RECREATION

### ATHLETICS

- Boys Basketball parent and coaches meetings were held in December. Assessments and team selections will be after the New Year.
- Spring Soccer Registration is in process
- Added a partnership with Windsor Youth Lacrosse for 2017
- Working on a partnership with Norther Colorado Ice Center for a Learn to Skate program.
- Working on a partnership with The Summit to offer discounted bowling programs.
- Held Junior Varsity tournament in partnership with the High School for 3 days.

### COMMUNITY RECREATION CENTER

- Room rentals in the existing facility have increased over the past few months.
- Rolled out two Winter promotions – 20% off Gift Cards when you spend \$50 and a Winter Break Pass (a one month pass receiving the annual rate)

### ACTIVE ADULTS/SENIORS

- 532 Senior's joined us for lunch in September. We have added Monday to our lunch program now offering our seniors 3 lunch opportunities.

- 573 Senior's participated in programming
- 37 Senior rides were given in September.
- Items have been ordered and delivered for the new Senior Activity Room.
- We are officially a Silver Sneakers site.

### **AQUATICS**

- 32 participants are signed up for the CARA Swim Team
- The first session of Swim Lessons starts in January. Classes are nearly full as of 12/19. Private lessons are high in demand.
- Staff has made 7 saves since the opening of the new pool.
- Master's Swim Team added a day and the coach has been certified as a USA Swimming Master's Coach. Team members will be required to now register with the USA Swimming program.
- Fun Fact: the guards ride the slide every morning for safety checks.

### **RECREATION**

- 53 participants in Adaptive Recreation.
- Teen Night – 493 Middle Schooler's
- Winter/Spring Activity Guide was published and printed.

### **SPECIAL EVENTS**

- Windsor Wonderland – 1800+ visitors throughout the day
- Preparing for Summer 2017 Farmer's Market & Summer Concert Series
- Updating, improving application process.
- Town Board Work Session
- Working on new fee structure

### **CULTURE**

#### Exhibits @ CRC

- CRC Christmas Exhibit installed
- Art pick up from Skyview for CRC January case

- January exhibit text written/printed/mounted – promote Culture
- Custom PVC mask holder made for January exhibit

#### BWP

- Finalized BWP Revamp content layout
- Began on BWP Revamp interpretive plan
- Installed additional objects in Depot and Farmhouse
- Installed objects in Farmhouse
- Measure for plex/cases in buildings
- Quote for plex obtained.

#### AHC

- Secured sponsorship for Repurposed art exhibit
- Processed 42 incoming art submissions for Repurposed
- Sent another call for artists – press release and media
- Lined up judges to determine winners for Repurposed exhibit.
- Looked into possible 2018 traveling exhibition availability.
- Purchased supplies for 2017 opening receptions

#### Collections:

- 49 volunteer hours logged
- Volunteers processed three of seven Windsor Beacon photographs to-date
- Purchased conservation reference books

#### Events:

- Executed Windsor Wonderland event – over 1,800 attendees
- Windsor Wonderland Train Depot Gift tag/Bookmark activity (650 attendees through Depot)

#### Other:

- Attended CSU historic churches presentations
- Visited Longmont Museum – focus on education programming
- Visited Fort Vasquez Museum
- Visited Greeley’s Centennial Museum
- Met with Windsor Fire Museum representative to discuss TOW absorption.
- Responded to three history research inquiries – 15 hours
- Recorded Art & Heritage Center interview for mortgage

company website

- Collaborate with staff on Museum Landscape plan
- Follow up with Gannett about newspaper digitization – micro film quality is good.
- Revise educator and museum aide job descriptions and create culture aide job
  - o Turned in requisition forms for new positions
- Rotary meeting held at AHC
- WindsorNow article for January– Ice Harvest
- Continued revision of Special Events Guidelines, Application process and fee schedule
- Signed for Town of Windsor to be a member of Colorado Farmers Market Association
- Software demo of Manage My Market software for Farmers Market
- Round 2 of RFP released for Market Manager – received one proposal so far

#### Education:

- Researched and created Christmas Traditions presentation for First Grade at Tozer Primary School (135 kids, 6 classes)
- Organized January tour for Rangeview second grade (110 kids, 5 classes)
- Organized Presentation on Windsor sugar beet factory for January at Good Samaritan

#### Programming:

- Homemade for the Holidays activity for ages 5-12 (9 registered, 8 attended)
- Create lesson plans for Art Workshops starting in January
- Supplies and example items for Homemade for the Holidays program
- Followed up with Cornelia regarding Repurposed adult workshop in January
- Began program planning for Summer 2017

# COMMUNICATIONS REPORT

## Projects & Signage

- Developed general Communications Plan for PRC 2017 and beyond including goals, strategies, social media management, campaign submission process, leads, ad sales, referral and loyalty programs, and more
- Activity Guide Advertisement rates and media kit finalized and published online
- Revamped Activity Guide Process ready to roll out for the Summer 2017 cycle (beginning February 3)
- Finalization of Boardwalk Park Museum signage project which includes signing quote, sending deposit, reviewing project detail sheet, and reviewing panel thickness and installation guide
- Finalization of Frank State Wildlife Area signage project which includes signing quote, sending deposit, reviewing project detail sheet, and reviewing panel thickness and installation guide
- Ordered 10 plexiglass flyer holders for an organized look around the CRC
- Began decals for Movies in the Pool/Park Trailer
- Ordered 8 Pickleball Replacement Signs

## Campaigns & Events

- Gift card membership drive developed for December – 20% all \$50 gift cards, and a Winter Break Pass
- Developed Winter Wheel Deal promotional material for month of January: Sign Up, Refer a Friend, or Renew annual memberships in January, spin a wheel of prizes including free personal training, free 3-month memberships, Chimney Park Pool Pass, and more
- Collateral designed for Masters Swim Class
- Collateral designed for Mother Daughter Mad Hatter Tea Party
- Collateral designed for January's AHC Exhibit "Repurposed"

- Prepared January Backpack Flyer to be send out January 9

Total Page Likes as of Today: 3,103



**BENCHMARK**  
Compare your average performance over time.

Total Page Likes

Post Reach

The number of people your posts were served to.



**BENCHMARK**  
Compare your average performance over time.

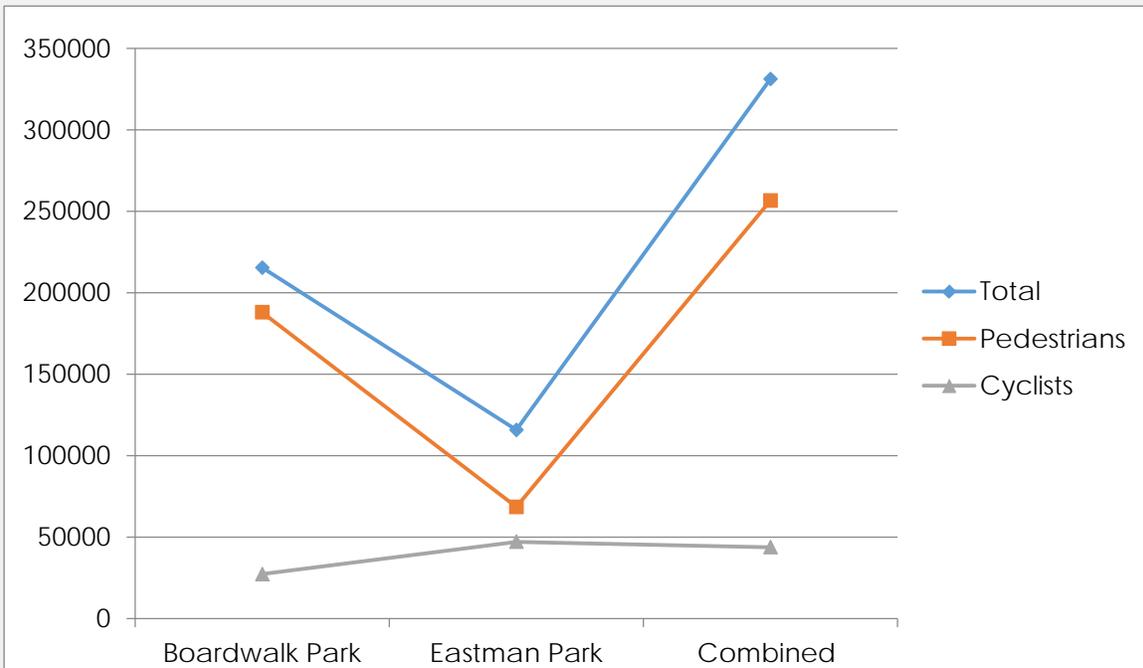
Organic

Paid

Published	Post	Type	Targeting	Reach	Engagement	Promote
12/16/2016 11:49 am	Don't be late for this very important date - meet us in Wonderla	Event	Global	10.2K	573 291	<a href="#">View Results</a> Boosted: <b>\$25.00</b>
12/02/2016 11:01 am	It's the big day - Our latest Activity Guide covering comprehensive	Link	Global	5.2K	474 96	<a href="#">View Results</a> Boosted: <b>\$7.00</b>
12/12/2016 4:28 pm	Help us congratulate Tara Fotsch on being named the Town of	Link	Global	3.1K	219 137	<a href="#">Boost Post</a>
12/03/2016 12:05 pm	This season, give the gift of fun and fitness! For the first time in	Event	Global	2.5K	120 35	<a href="#">View Results</a> Boosted: <b>\$7.00</b>
12/15/2016 2:56 pm	Printed editions of our first Activity Guide of 2017 are now avail	Link	Global	2K	76 32	<a href="#">View Results</a> Boosted: <b>\$14.85</b>
12/05/2016 11:05 am	Take advantage of your winter break at Windsor CRC. In addition	Event	Global	1.9K	38 8	<a href="#">Boost Post</a>
12/19/2016 8:37 am	Know of a local #artist, or are you an artist yourself? Final call f	Event	Global	1.7K	17 8	<a href="#">View Results</a> Boosted: <b>\$4.45</b>

## ECO COUNTERS

Two Eco-Counters were installed on February 5, 2016. One is located at Eastman Park on the Poudre Trail and the other is on the Windsor Lake Trail at Boardwalk Park. The analysis period for this report is 327 Days (Feb 5- Dec 27) for both sites.



Windsor Lake Trail Averages 659 users per day / Poudre Trail @ Eastman Park Averages 354 users per day

As you can see, in the first 327 days of tracking, we had a total of 215,379 users at Boardwalk Park. 87% of those users were pedestrians. In comparison, Eastman Park saw 115,800 users over the same period with 59% of those users being pedestrians. When added together, in a little less than 11 months, we have seen a total of 331,179 users at those two locations!

Given the success of these two counters we added an additional counter at the CRC. Since the grand opening on Oct 8<sup>th</sup> we have seen 83,913 visits in just 81 days! That's an average of 1,036 visits per day!

## DIRECTOR'S UPDATE

- Staff is working on some organization modifications at the CRC now that we have been open for a few months. They are in the areas of aquatics, fitness and management of the facility. These changes are necessitated by the large demand for use of the recreation center.
- We recently issued a letter to terminate our snow contract due to pricing that was outrageous. Effective January 15<sup>th</sup>, the parks department will take responsibility for the CRC, PD and Town Hall snow removal.
- We are working diligently on special event changes as well as continue to refine master plan areas of importance. I expect to bring more master plan information to you in February.
- Our farmer's market structure bids were extremely high. Staff is working with engineering and our consultant to reduce the cost while maintaining the integrity of the project. Stay tuned!
- We are working directly with Water Valley developers and the Poudre Trail Board regarding the trail and realignment efforts. I will be discussing this with you at your upcoming meeting.
- Staff is working closely with multiple developers regarding trails and future park sites. The construction environment is moving rapidly and necessitates the need for us to stay on top of things as well as advance any changes to policy in a timely manner.
- 2017 Capital Improvement Projects (CIP) include the following:

Heater at Chimney Park Restrooms  
Diamond Valley Phase 2 Design  
Jacoby Farm Master Plan  
Highland Meadows Playground Resurfacing  
Boardwalk Park Farmers Market  
WSHS Statue Installation  
Windsor Trail Highland Meadows Parkway  
Windsor Trail Jacoby Rd #2 Ditch Easement  
Acquisitions