



**City of Loveland**

**PARKS AND RECREATION DEPARTMENT**  
Civic Center • 500 East Third Street • Loveland, Colorado 80537  
(970) 962-2727 • FAX (970) 962-2903 • TDD (970) 962-2620  
[www.cityofloveland.org](http://www.cityofloveland.org)

**LOVELAND PARKS AND RECREATION COMMISSION**

**Thursday, July 12, 2018 - 4:30 p.m.**

Parks & Recreation, Large Conference Room  
500 E 3<sup>rd</sup> St, Suite 200, Loveland, Colorado

Notice of Meeting Posted

Approval of June 14, 2018 minutes

Council Liaison Report

Director's Report

**Discussion/Action:**

1. Community Youth Grant – LeAnn Williams
2. P&R Photo Contest – Voting for Parks and Recreation Categories

**Commission Members Discussion Topics**

**Reports/Correspondence:**

3. Operation & Project Update

**Future Topics:**

**Next Meeting Date:** August 9, 2018

Wi-Fi Access Code: accesswifi

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*"La Ciudad de Loveland está comprometida a proporcionar igualdad de oportunidades para los servicios, programas y actividades y no discriminar en base a discapacidad, raza, edad, color, origen nacional, religión, orientación sexual o género. Para más información sobre la no discriminación o para asistencia en traducción, favor contacte al Coordinador Título VI de la Ciudad al [TitleSix@cityofloveland.org](mailto:TitleSix@cityofloveland.org) o al 970-*



**City of Loveland**

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962-2372. La Ciudad realizará las acomodaciones razonables para los ciudadanos de acuerdo con la Ley de Discapacidades para americanos (ADA). Para más información sobre ADA o acomodaciones, favor contacte al Coordinador de ADA de la Ciudad en [jason.smitherman@cityofloveland.org](mailto:jason.smitherman@cityofloveland.org) o al 970-962-3319".



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## **LOVELAND PARKS AND RECREATION COMMISSION**

**AGENDA ITEM:** 1

**MEETING DATE:** July 12, 2018

**DESCRIPTION:** Community Youth Grant

**SUMMARY:**



# **City of Loveland Community Youth Grant**

**2018**



City of Loveland



**City of  
LOVELAND  
PARKS & RECREATION**

DATE: June 25, 2018

## COMMUNITY YOUTH GRANT

**GOAL** The establishment of a supplementary funding mechanism that supports the efforts, solidifies the existence *and directly benefits the participants* of self-directed youth organizations providing innovative programs for Loveland youth that focus on the mission and pillars of the City of Loveland and Loveland Parks and Recreation.

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## PROGRAM GUIDELINES & FUNDING LIMITS

- 1** Total available funding in 2018 is set at \$10,000. The Community Youth Grant Program is funded by the City of Loveland. As such, the availability and level of funding is solely dependent upon the City of Loveland budget process and can fluctuate greatly from one year to the next.
- 2** The Parks and Recreation Department Commission may allocate up to \$10,000 per year toward innovative programing or event proposals submitted by City of Loveland youth organizations. Annually, this funding is allocated to the Administrative Division of the Parks and Recreation Department by the City Council. Only youth organizations located within and serving local Loveland youth are eligible to submit innovative ideas for funding.
- 3** Community Youth Grant funds must be expended for the exact purpose stated in the grant application and on the award notification. Misuse of the funds will make the organization ineligible for future grant funding.
- 4** Community youth organizations receiving grant funds must provide a clear and complete accounting of all expenditures related to the grant within 60 days of their actual expenditure. This accounting should include copies of invoices, receipts, bills, cancelled checks showing payment and a list of scholarship recipients if applicable. Failure to provide this information will make the organization ineligible for future grants.
- 5** The Community Youth Grant program does not fund coach, administrator or staff salaries or benefits; office rental and expenses; travel for coaches or players; training for coaches; umpire or official costs and/or any expenditure that does not directly benefit the youth participating in the specific program.

## ELIGIBILITY REQUIREMENTS

### CRITERIA

In considering whether to accept a proposal, the Parks and Recreation Commission considers the following criteria:

- Each request will be required to meet a minimum of two areas of Public Purpose and address one of the pillars of the Parks and Recreation Department.

The four areas of Public Purpose are defined as the following:

- Advertises or markets business, social, educational, natural resources and attractions of the City of Loveland
- Promotes public health, safety or general welfare
- Benefits the youth residents of Loveland
- Promotes and is consistent with City Council's and City Department's vision or mission promoting public welfare or public services.

The Three Pillars of the Parks and Recreation Department are:

- Social Equity
- Health and Wellness
- Conservation

- Whether the expenditure is normal and customary
- The relationship and importance of the program and/or event to the Department's mission
- Whether and the extent to which the program and/or event will create financial or administrative burdens on the City or require additional personnel
- The extent and prominence of communications to the public regarding the program and/or event
- The aesthetic characteristics of communications to the public regarding the program and/or event
- The purpose of the special event, community project or program, which serves as a benefit to the City of Loveland youth as a whole and not any specific group or business
- The recipient of grant funds or in-kind services shall provide the City and/or Departments (as applicable) recognition as a sponsor in exchange for the funds or in-kind services in a method consistent with other sponsors

## ELIGIBILITY REQUIREMENTS

### CRITERIA, continued

- The sponsorship recipient will not discriminate on the grounds of race, religious creed, color, national origin, ancestry, age, physical disability, mental disability, medical condition including the medical condition of Acquired Immune Deficiency Syndrome (AIDS) or any condition related thereto, marital status, sex or sexual orientation. Further, the organization must agree to conform to the requirements of the Americans with Disabilities Act.
- Whether the person(s) or organization(s) affiliated with the program and/or event manufactures products, takes positions or otherwise engages in activity that is inconsistent with local, State or Federal law or City policies, City mission or Council's focus areas

Please note that the Parks and Recreation Department will NOT consider requests from the following:

- Groups not located within the City and/or not providing a benefit to the City of Loveland youth
- Individuals
- Groups that discriminate on the basis of race, color, gender, religion, disability, sexual orientation, marital status or national origin
- Groups or businesses that seek to obtain an advantage within the City's procurement process. Any donation flowing to a third party, or to the City, will not receive any preferential treatment under any City procurement matter whatsoever.

## SELECTION PROCESS

The allocated funds will be used to fund 1-5 proposals a year that meet the following criteria:

- Innovation
- Need
- Youth served
- Proposed outcome
- How does the proposal meet the mission of the City of Loveland's Parks and Recreation Department?
- How does the proposal meet the public purpose as outlined in the eligibility criteria?
  - Advertises or markets business, social, educational, natural resources and attractions of the City of Loveland
  - Promotes public health, safety, or general welfare
  - Benefits the youth residents of Loveland
  - Promotes and is consistent with City Council's and City Department's vision or mission promoting public welfare or public services.
- How does the proposal address each of the three pillars of the City of Loveland Parks and Recreation Department?
  - Social Equity
  - Health and Wellness
  - Conservation

## APPLICATION REQUIREMENTS

Clubs or organizations meeting the above eligibility requirements should submit a grant proposal to include the following:

- 1** Name of organization
- 2** Organization mailing address and e-mail address
- 3** Name, phone number and e-mail address for organization spokesperson
- 4** A current W-9 form for the organization (if applicable)
- 5** A list of officers and an annual report for the most recent year including a financial statement and/or a budget for the immediate past fiscal year. For groups that are just getting started, a brief business plan indicating need for the activity as well as pending community support and predicted budgets for the upcoming fiscal year will be accepted.
- 6** Provide demographic information on participants including: total number of separate participants on an annual basis; number of boys and girls; age statistics (use the age categories that are in place for your program); estimate percentage of participants who live within Loveland city limits.
- 7** Briefly outline the programs offered on a seasonal basis (winter, spring, summer, fall) and list the number of participants and genders of participants in each activity per season; and list the facilities and locations that the organization uses for its program.
- 8** Supporting documentation outlining a long-range business plan including projections for potential market size, participant numbers, long and short-term goals, etc. is optional.
- 9** Does the organization limit participation based upon the participant and/or family's membership in other organizations (churches, specific schools, other clubs, organizations, memberships or businesses)? If so, which ones?
- 10** A listing of the exact amount of funding requested from the Community Youth Grant Program with a specific line-item breakdown as to the purpose to which the funding will be applied with an estimated schedule for the expenditure of the funds.
- 11** How does the funding request fulfill the public purpose as outlined in the eligibility criteria? (Only two public purposes need to be met to be eligible.)
- 12** Explain how the funding request meets each of the three pillars of the Loveland Parks and Recreation Department. (Only one pillar needs to be met to be eligible.)

Please note: If awarded funds in the previous year, the organization is ineligible for one grant cycle.

## APPLICATION SCHEDULE

Applications for the Community Youth Grant Program will be accepted at the Loveland Parks and Recreation Department - 500 East 3rd St. Suite 200 - Loveland, Colorado 80537 until 3:00PM on Wednesday August 1, 2018. Complete applications also can be submitted electronically by emailing the application to [leann.williams@cityofloveland.org](mailto:leann.williams@cityofloveland.org). Applications should be e-mailed as a Word attachment and/or a pdf file.

Grant proposals will be reviewed by a sub-committee of the Parks and Recreation Commission with a recommendation for funding to the entire commission at the August 9<sup>th</sup> Commission meeting.

Disbursement of funds will be made within 45 days of the notice of approval of a grant unless otherwise specified by spending parameters outlined in the organization's grant proposal and approved by the Loveland Parks and Recreation Commission.

The awarding of Community Youth Grant Funding by the Loveland Parks and Recreation Commission shall be permanent and is not open to appeal. However, the Loveland Parks and Recreation Commission and/or the City of Loveland reserve the right to withhold and/or reallocate Community Youth Grant funding from any organization that ceases to meet the eligibility requirements as outlined above. Organizations receiving grant funding must continue offering their activity in an effective and consistent fashion throughout the grant year. Any deviation from the purposes and activities of the organization listed in the application will constitute a forfeiture of rights and the Parks and Recreation Commission and/or the City of Loveland will withhold any unallocated program funding and require reimbursement of program funding already awarded to the organization.

If a group receives an award, no funding can be distributed until the City of Loveland has a current W-9 form on file from the organization.

The format of the application is left up to the applicant. Applications must meet the above guidelines and respond to the requirements and questions as listed.

Community Youth Grant 2018 Application Packet

1. Loveland Youth Club
2. 100 Loveland Blvd. Loveland, CO 80537  
[Lovelandyouthclub@example.org](mailto:Lovelandyouthclub@example.org)
3. Jane Doe  
(970) 222-2222  
[janedoe@example.org](mailto:janedoe@example.org)
4. W-9 Attached – Attachment “A”
5. List of Officers
  - a. Jane Doe
  - b. Joe Williams
  - c. Paul Doe
  - d. John Morris
  - e. Pete Love
  - f. Mickey Mouse
  - g. Donald Duck
  - h. Sally Sue
  - i. Merritt Smith

Annual Report Attached – Attachment “B”

6. Demographic Information
  - a. Annual Participants: 131
    - i. 51 boys
    - ii. 80 girls
  - b. Age of Participants
    - i. 5-7 years old = 42
    - ii. 8-10 years old = 50
    - iii. 11-13 years old = 39
  - c. % of participants living within the City of Loveland = 99%
7. Programs Offered:

**Fall:**

Chess – 11 girls, 5 boys – Location: Smith Middle School  
Pickleball – 22 boys, 13 girls – Location: Mehaffey Pickleball Courts  
Yoga – 30 girls, 16 boys – Location: Williams Elementary School  
Board Game Club – 8 boys, 9 girls – Location: Morris Elementary School  
Lawn Games – 14 boys, 3 girls – Location: North Lake Park

**Winter:**

Technology – 22 boys, 15 girls – Location: Smith Middle School  
Basketball – 13 boys, 9 girls – Location: Williams Elementary School  
Boot Camp – 21 girls, 18 boys – Morris Elementary School

**Spring**

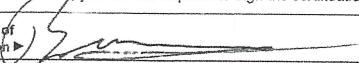
Kickball – 33 boys, 29 girls Location: Mehaffey Park  
Self Defense – 4 boys, 21 girls Location: Smith Middle School

**Summer**

No offerings

8. Short and Long Term Goals attached Attachment "C"
9. Program is open to kids in Loveland schools ages 5-13 (or Kindergarten through 8th grade)
10. Funding Request: \$5,000
  - a. Funding is seed money to start a summer water safety camp
    - i. Camp will be two 1 week sessions (June, July)
    - ii. \$1,000 purchase of 40 life jackets
    - iii. \$300 purchase of 4 ring buoys
    - iv. \$250 purchase of water basic water safety curriculum
    - v. \$1,500 staffing costs for two weeks (total cost of staffing is \$3,000 per week—only asking for half of each weeks cost)
    - vi. \$500 Participant shirts
    - vii. \$1450 First Aid supplies and CPR dummies
11. Public Purpose: Promotes public health, safety or general welfare -- Water Safety Benefits the youth residents of Loveland -- open to ages 5-13
12. City of Loveland's Parks and Recreation Department Three Pillars:  
Social Equity – Camps will be free of charge. Target market will be low income residents that have not had swim lessons and/or water safety classes  
Health and Wellness – Promote safety around water

## Attachment A example

Form (Rev. November 2017) Department of the Treasury Internal Revenue Service	<b>Request for Taxpayer Identification Number and Certification</b> ► Go to <a href="http://www.irs.gov/FormW9">www.irs.gov/FormW9</a> for instructions and the latest information.	Give Form to the requester. Do not send to the IRS.																				
1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <b>City of Loveland</b>																						
2 Business name/disregarded entity name, if different from above																						
3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor or <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate single-member LLC <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► <small>Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.</small> <input checked="" type="checkbox"/> Other (see instructions) ►																						
<b>Political Subdivision</b>																						
4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) <u>3</u> <small>(Applies to accounts maintained outside the U.S.)</small> Exemption from FATCA reporting code (if any) <u>N/A</u>																						
5 Address (number, street, and apt. or suite no.) See instructions. <b>500 E. 3rd St., Suite 320</b> 6 City, state, and ZIP code <b>Loveland, CO 80537</b> 7 List account number(s) here (optional)																						
<b>Part I Taxpayer Identification Number (TIN)</b> Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i> , later. <small>Note: If the account is in more than one name, see the instructions for line 1. Also see <i>What Name and Number To Give the Requester</i> for guidelines on whose number to enter.</small>																						
Requester's name and address (optional) <div style="display: flex; align-items: center;"> <div style="flex: 1;"> <b>Social security number</b>  <table border="1" style="border-collapse: collapse; text-align: center;"> <tr><td> </td><td> </td><td> </td><td>-</td><td> </td><td> </td><td>-</td><td> </td><td> </td><td> </td></tr> </table> </div> <div style="flex: 1; margin-left: 10px;"> <b>Employer identification number</b>  <table border="1" style="border-collapse: collapse; text-align: center;"> <tr><td>8</td><td>4</td><td>-</td><td>6</td><td>0</td><td>0</td><td>0</td><td>6</td><td>0</td><td>9</td></tr> </table> </div> </div>						-			-				8	4	-	6	0	0	0	6	0	9
			-			-																
8	4	-	6	0	0	0	6	0	9													
<b>Part II Certification</b> Under penalties of perjury, I certify that: 1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and 2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and 3. I am a U.S. citizen or other U.S. person (defined below); and 4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct. <small>Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.</small>																						
<b>Sign Here</b>	Signature of U.S. person ►  <div style="display: flex; align-items: center; justify-content: space-between;"> <span>Date ►</span> <span><u>1-4-18</u></span> </div>																					

### General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

### Purpose of Form

An individual entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

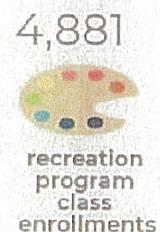
- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding*, later.*

Attachment B example



Attachment B example



**CHAIR:** Ivan Bateman

**VICE CHAIR:** Dr. Ramesh Makhija

**SECRETARY:** Stephen Collette

Leigh Currier

Keith Riel

Gordon Earle

Helen Batten

Dr. Stephen Hill  
Katherine Jordan  
Jackie Donaldson  
Bruce Kidd  
Kevin Mulligan

2013 BOARD OF DIRECTORS

Your continued support is important

To continue offering important programs and services, we need your support. Whether it's a monthly financial gift, a bequest, or a gift of time through volunteerism - it's all vitally important to our success.

To find out how you can make a lasting impact, visit [greenup.ca/support-us](http://greenup.ca/support-us)

## Attachment C Example

### Short Term Goals (Year 1)

Successfully launch water safety program  
Achieve 75% of max capacity for safety program  
Balanced Budget  
Forge 2 new partnerships for continued expansion of program

### Long Term Goals (Year 2-5)

Add 1 new water safety camp each summer  
Acquire 1 new partner each Summer to foster awareness of water safety and program  
Achieve 95% of max capacity for each safety program offered  
Continue to offer programs at no cost  
Increase community awareness of water safety  
Establish Water safety program at each elementary and middle school in Loveland by year 5.



**SUBJECT:** Parks and Recreation Community Youth Grant

**EFFECTIVE DATE:** June 18, 2018

**REVIEW SCHEDULE:** Annually in October by Parks and Recreation Department Staff. Every three years by the Parks and Recreation Commission (PRC) or more frequently if recommended by staff or the PRC.

**PURPOSE:** To grow in free and/or low cost recreation and event offerings for youth, and families.

**RESPONSIBILITY:** Parks and Recreation Commission with assistance from the Recreation Manager

**BACKGROUND:** The Director finds that the Youth Athletic Grant (YAG) meets the pillars of social equity, health, and wellness within the Parks and Recreation Department's values by allocating new funding toward innovative ideas within the City of Loveland community. The Director finds that in order to increase the number of free and low cost programs to the Loveland community, the YAG should be repurposed for use as an external grant to award annually from proposals submitted by youth organizations in the community and be renamed the Community Youth Grant (CYG). The Parks and Recreation Commission will provide recommendations for the allocation of appropriated CYG funds.

**APPROVAL:** \_\_\_\_\_  
Elizabeth Kayl  
Director, Parks and Recreation

**POLICY:****I. Policy Statement**

The Parks and Recreation Department Commission may recommend to allocate up to \$10,000 per year toward innovative programing or event proposals submitted by City of Loveland Youth Organizations. Annually, this funding is allocated to the Administrative Division of the Parks and Recreation Department by the City Council. Only youth organizations located within and serving local Loveland youth are eligible to submit innovative ideas for funding.



## II. General Guidelines

### Modification of Policy

This policy is subject to amendment or rescission, at any time, at the discretion of the Department Director.

### Values

The Three Pillars of the Parks and Recreation Department are:

- Social Equity
- Health and Wellness
- Conservation

### Authority

The Loveland Municipal Code (“LMC”) Section 12.40.010, provides that, “[t]he parks and recreation department shall have the authority to establish and enforce such rules and regulations as it deems necessary pertaining to the operation of all parks and recreational facilities owned or operated by the city.” This policy is being produced pursuant to the aforementioned Section of the LMC.

### Eligibility Criteria

In considering whether to accept a proposal for consideration the Parks and Recreation Commission takes into consideration the following criteria:

- Each request will be required to meet a minimum of two areas of Public Purpose and address the one of the pillars of the Parks and Recreation Department. The four areas of Public Purpose are defined as the following:
  - Advertising or marketing business, social, educational, natural resources and attractions of the City of Loveland
  - Promoting public health, safety, or general welfare
  - Benefiting the youth residents of Loveland
  - Promoting and consistent with City Council’s and City Department’s vision or mission promoting public welfare or public services.
- Whether the expenditure is normal and customary
- The relationship and importance of the event to the Department’s mission
- Whether and the extent to which the event will create financial or administrative burdens on the City, or require additional personnel
- The extent and prominence of communications to the public regarding the event
- The aesthetic characteristics of communications to the public regarding the event
- The purpose of the special event, community project, or program, which serves as a benefit to the City of Loveland youth as a whole and not any specific group or business.
- The recipient of grant funds or in-kind services shall provide the City and/or Departments (as applicable) recognition as a sponsor in exchange for the funds or in-kind services in a method



**City of Loveland**

consistent with other sponsors.

- The sponsorship recipient will not discriminate on the grounds of race, religious creed, color, national origin, ancestry, age, physical disability, mental disability, medical condition including the medical condition of Acquired Immune Deficiency Syndrome (AIDS) or any condition related thereto, marital status, sex, or sexual orientation. Further, the organization must agree to conform to the requirements of the Americans with Disabilities Act.
- Whether the person(s) or organization(s) affiliated with the event manufactures products, takes positions, or otherwise engages in activity that is inconsistent with local, State, or Federal law, or City policies, City mission, or Council's focus areas

Please note that the Parks and Recreation Department will **NOT** consider requests from the following:

- Groups not located within the City and/or not providing a benefit to the City of Loveland youth
- Individuals
- Groups that discriminate on the basis of race, color, gender, religion, disability, sexual orientation, marital status or national origin
- Groups or businesses who seek to obtain an advantage within the City's procurement process. Any donation flowing to a third party, or to the City, will not receive any preferential treatment under any City procurement matter, whatsoever

### Selection Process

. The allocated funds will be used to fund 1-5 proposals a year that meet the following criteria.

1. Innovation
2. Need
3. Youth served
4. Proposed Outcome
5. How does the proposal meet the mission of the City of Loveland's Parks and Recreation Department?
6. How does the proposal address each of the three pillars of the City of Loveland's Parks and Recreation Department?
  - o Social Equity
  - o Health and Wellness
  - o Conservation

### Community Education

The Department will provide information on the implementation of this grant via the following methods:

- A. Post notice of new grant policy and effective date in the local newspaper.
- B. Post on the City's website and social media, the new policy and effective date.
- C. Post on City's website and social media the guidelines and application process.
- D. Post the guidelines and application process in the local newspaper.

### Citizen Review

This policy has been reviewed and approved by the Parks and Recreation Commission on 14 June 2018 by a vote of 5 to 2.



**City of Loveland**

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[www.cityofloveland.org](http://www.cityofloveland.org)

## **LOVELAND PARKS AND RECREATION COMMISSION**

**AGENDA ITEM:** 3

**MEETING DATE:** June 14, 2018

**DESCRIPTION:** Operations & Projects

**SUMMARY:**

### **Admin**

#### **Financial**

- Below is a summary from our Department Variance Reports through the end of the prior month (5/31/2018).

#### **GENERAL FUND**

- Personal Services expenses ended the month 2% under budget.
- Expenses for Supplies ended the month 9% under budget.
- Purchased Services ended the month 1% under budget.
- Parks revenue ended the month 10% under budget.
- Recreation revenue is tracking 1% under budget.

#### **GOLF FUND**

- Personal Services ended the month 10% under budget.
- Supplies came in 13% under budget.
- Purchased Services came in 1% under budget.
- Golf Revenue ended the month in-line with budget.
- Year-to-date cost recovery is at 122.7%.



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## Administrative Processes

- The P&R Department continues its work towards CAPRA (Commission for Accreditation of Parks and Recreation Agencies) accreditation through the National Recreation and Parks Association (NRPA). CAPRA Accreditation demonstrates that an agency is compliant with national standards of excellence. The first deadline for CAPRA preparations is July 2<sup>nd</sup>. At this stage in the process, the department is determining what required standards we already meet with policies we currently have, and which standards we will need to address with new policies and/or procedures. CAPRA accreditation typically takes about 2 years to complete.
- The Department has submitted to the Budget office all required elements for the 2019 budget including CIP requests, 10-year equipment replacement, base budgets, and decision packages. On June 14<sup>th</sup>, P&R Director Elizabeth Kayl and Administrative Business Manager, Molly Elder, met with the City Manager, Budget staff and others to review the proposed 2019 P&R budget and discuss decision packages that have been submitted. One of the largest challenges facing P&R next year will be the continued rise in minimum wage and its effects on our budget and, possibly, service levels.



- The Department's 2<sup>nd</sup> Annual Photo Contest is underway. May 31<sup>st</sup> was the deadline for submissions. This year has seen a dramatic increase in the number of entries with approximately 180 submissions. P&R Commissions will pick the winner and runner up in each category. The public will vote on a "People's Choice" winner. Winners will be announced during Parks and Rec Month in July. To view submissions visit <http://bit.ly/LovelandPics>
- As part of the department's improved focus on marketing, with the end goal of informing the public about P&R services and amenities, we have begun tracking analytics related to our marketing and public outreach efforts. Below are results from Facebook marketing over the past several months for both the Parks and Recreation Facebook page and the Chilson Facebook page.



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*\*Note: stats pulled for last 28 days – May 23 – June 19.*

Parks & Recreation Facebook Page	Total Likes	New Likes	Page Views	Post Engagements	Video Views	Weekly Total Reach	Monthly Total Reach
June 2018	3930	173	753	5456	3976 (81% increase in views)	6394	16,149

Chilson Center Facebook Page	Total Likes	New Likes	Page Views	Post Engagements	Video Views	Weekly Total Reach	Monthly Total Reach
June 2018	3668	61	550	3815	2968 (219% increase)	6520	11,478

- The chart below shows results of additional digital marketing and outreach efforts.

Additional Digital Marketing Efforts		
Email Marketing - June	40% open rate 21% click through	<u>Industry Benchmarks:</u> 22.93% open rate 9.55% click through
Photo Contest	191 entries	
Ask Maria Blog	2,843 total page views April – May  Top Post: Nest Cams 525 page views in < 2 days; 1,839 page views to date	279 page views in June for Boedecker Reservoir post (only blog post in June)

*Note: Additional deep-dive metrics are available upon request, such as: Top 10 performing posts, reach by region and website traffic/popular page views.*



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- Below is information on our highest performing social media posts in June.

- **Facebook Live (for mobile recreation trailer & Moana) and Movies in the Park**

*(click image and drag corner to enlarge)*



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**City of Loveland - Parks & Recreation** was live.  
Published by Maria Thomas (W) June 15 at 6:05pm · [...](#)

There's about 30 seconds of silence midway through - stick with it because we have an exciting event coming up tomorrow to mention!  
Movies in the Park & Mobile Recreation Trailer



02:16

**Performance for Your Post**

<b>2,497</b> People Reached
<b>1,079</b> Video Views
<b>48</b> Likes, Comments & Shares <a href="#">(i)</a>
<b>34</b> Likes <b>16</b> On Post <b>18</b> On Shares
<b>11</b> Comments <b>5</b> On Post <b>6</b> On Shares
<b>3</b> Shares <b>3</b> On Post <b>0</b> On Shares

**224** Post Clicks

<b>38</b> Clicks to Play <a href="#">(i)</a> <b>0</b> Link Clicks <b>186</b> Other Clicks <a href="#">(i)</a>
---

**NEGATIVE FEEDBACK**

<b>1</b> Hide Post <b>0</b> Hide All Posts
<b>0</b> Report as Spam <b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts.

○ Advertising our Movies in the Park event at North Lake Park – Moana!

**P&R Results** **Chilson Results**

**City of Loveland - Parks & Recreation**  
Published by Hootsuite (W) June 14 at 9:30am · [...](#)

"There comes a day when you're gonna look around and realize happiness is where you are." Join us tomorrow night for Moana at North Lake Park.



**Performance for Your Post**

<b>2,570</b> People Reached
<b>32</b> Likes, Comments & Shares <a href="#">(i)</a>
<b>17</b> Likes <b>6</b> On Post <b>11</b> On Shares
<b>6</b> Comments <b>0</b> On Post <b>6</b> On Shares
<b>9</b> Shares <b>9</b> On Post <b>0</b> On Shares

**81** Post Clicks

<b>16</b> Photo Views <b>0</b> Link Clicks <b>65</b> Other Clicks <a href="#">(i)</a>
---

**NEGATIVE FEEDBACK**

<b>0</b> Hide Post <b>0</b> Hide All Posts
<b>0</b> Report as Spam <b>0</b> Unlike Page

**Performance for Your Post**

<b>2,038</b> People Reached
<b>57</b> Reactions, Comments & Shares <a href="#">(i)</a>
<b>22</b> Likes <b>17</b> On Post <b>5</b> On Shares
<b>2</b> Love <b>1</b> On Post <b>1</b> On Shares
<b>23</b> Comments <b>10</b> On Post <b>13</b> On Shares
<b>10</b> Shares <b>10</b> On Post <b>0</b> On Shares

**89** Post Clicks

<b>18</b> Photo Views <b>0</b> Link Clicks <b>71</b> Other Clicks <a href="#">(i)</a>
---

**NEGATIVE FEEDBACK**

<b>1</b> Hide Post <b>0</b> Hide All Posts
<b>0</b> Report as Spam <b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts.



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o Facebook Live for Random Acts of Loveland and Movies in the Park

**City of Loveland - Chilson Center** was live.  
Published by Maria Thomas (7) · June 11 at 1:51pm · 3

Join us for #RandomActsOfLoveland and do something kind for those who live and work in Loveland! Watch the video below for how you can get involved. Our summer camp kids are also painting rocks today as part of The Kindness Rocks Project. Wednesday we'll be helping out at Happiness Through Horses.  
#VisitLoveland #ILoveLoveland #Loveland365 #TheKindnessRocksProject



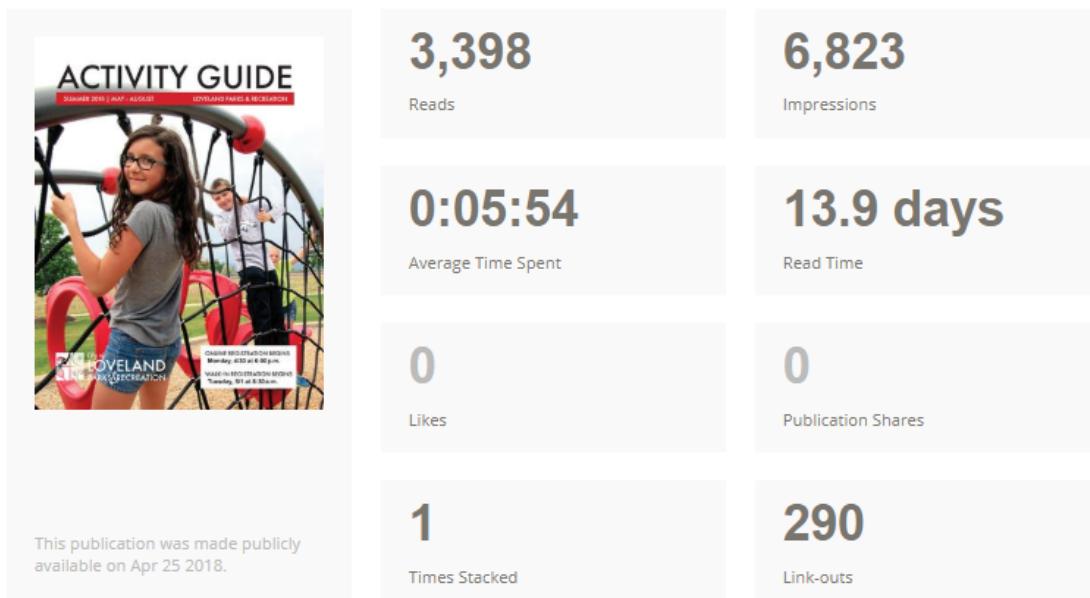
#RandomActsOfLoveland

**Performance for Your Post**

<b>4,434</b> People Reached		
<b>1,834</b> Video Views		
<b>123</b> Reactions, Comments & Shares		
<b>58</b> Like	<b>22</b> On Post	<b>36</b> On Shares
<b>36</b> Love	<b>17</b> On Post	<b>19</b> On Shares
<b>1</b> Wow	<b>0</b> On Post	<b>1</b> On Shares
<b>15</b> Comments	<b>11</b> On Post	<b>4</b> On Shares
<b>13</b> Shares	<b>13</b> On Post	<b>0</b> On Shares
<b>349</b> Post Clicks		
<b>73</b> Clicks to Play	<b>3</b> Link Clicks	<b>273</b> Other Clicks

- The image below shows user analytics from our new interactive online guide. This new format allows users to browse the Activity Guide online and click through to add program registration directly to their webtrac shopping cart.

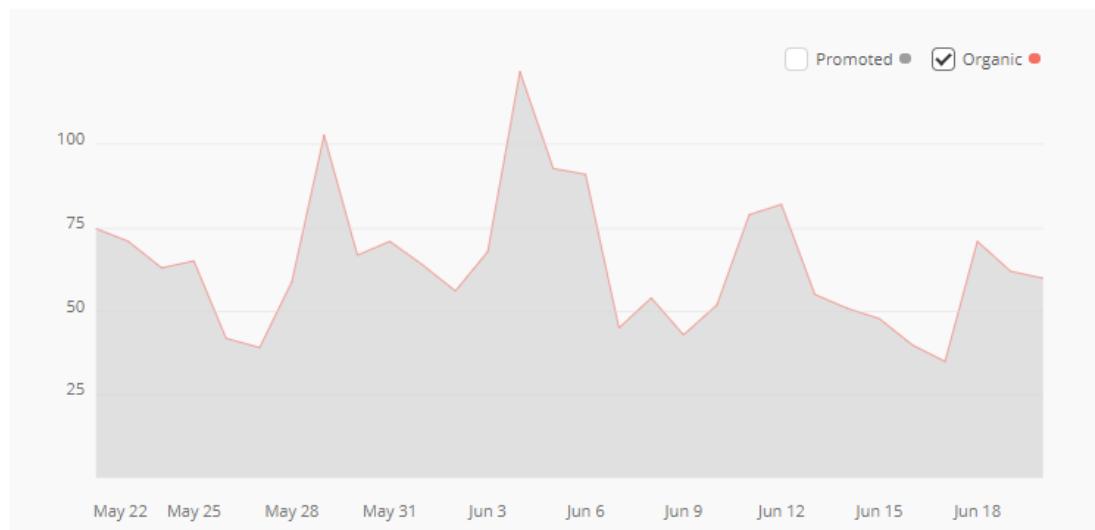
### Statistics for **Summer 2018 Activity Guide**





### Publication Performance

Reads    Read Time    Average Time Spent    Impressions



### Foundation Business

- YTD in 2018, the Parks and Recreation Foundation scholarship program has granted 130 scholarships for a total of \$6,230 in funds awarded.
- The 2018 Tee Off For Kids Golf Tournament took place Friday, June 8<sup>th</sup> at Mariana Butte golf course. This is the Foundation's largest fundraiser. We had 91 players this year and raised over \$10,500 for the Youth Recreational Scholarship Program.
- The Foundation will be participating in the Farmer's Market beer garden on June 24<sup>th</sup> and July 29<sup>th</sup>. The Foundation board will assist in checking ID's and selling tickets for beer. We hope to net several thousand dollars from these events to help fund the Youth Recreational Scholarship program.
- As an additional fundraiser, the Foundation will again be selling concessions at Art in the Park on August 11<sup>th</sup> and 12<sup>th</sup>.



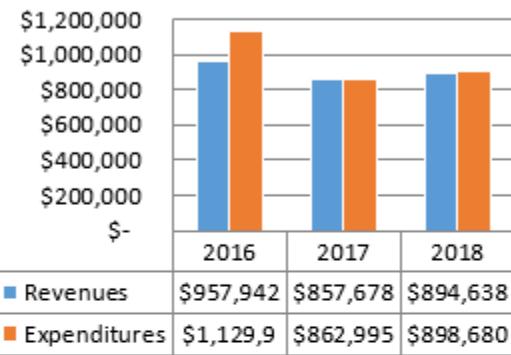
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## Recreation

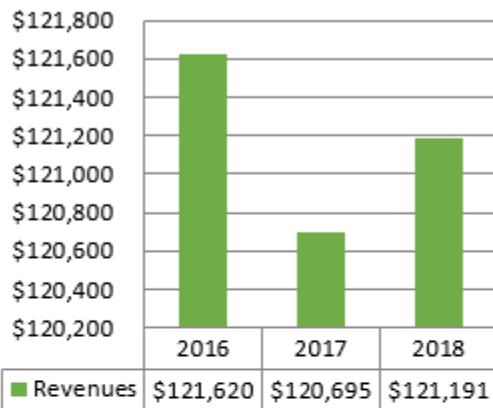
### Facilities: Chilson/Winona/Swim Beach

#### Jan - May Comparison 2016-2018



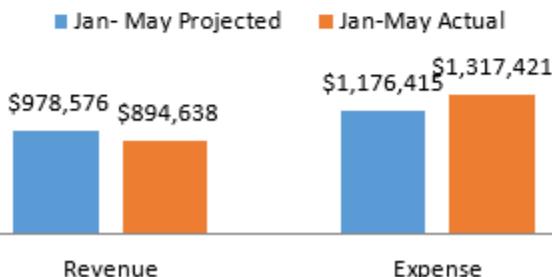
Jan-May revenues/Expenses (w/o internal allocations)

#### June 1-26



June historical revenue comparison

#### Budget Variance 2018



Jan-April Projected vs Actual (including internal allocations)



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- January- May expenses (without allocated expenses) are up 4.1% from 2017 and down 20.5% from 2016. This increase can be accounted for with the 3 paychecks in January 2018.
- Internal allocated expenses are \$14,000 per month higher than in 2016 and 2017.
- Allocated expenses are \$14,000/month higher in 2018 than in 2016-2017.
- June revenue is up slightly over 2017. Cost recovery (without internal allocations) is at 99.6%. 2016 in comparison was 84.4%.
- Operations staff under new leadership is investigating better and less noxious cleaning materials and equipment during operating hours. Our staff continues to keep the safety of staff and our patrons as the highest priority!
- Lonna Schneider, after 30 years of the Chilson Childcare Supervisor retired on June 29<sup>th</sup>.
- Con Korsch, full-time Business Services Specialist at the Chilson was promoted to Athletics Specialist.

## **Recreation Programs**

- Our adaptive Recreation “Challengers” baseball team will be competing with the Fort Collins Unified Team all summer.
- Staff launched a new teen fitness program for the summer including a power tone and TRX. Attendance has been good.
- The “for the love of running” class completed their training with participation in the Sierras Run.
- The new “Movies in the Park” series has seen amazing attendance between 200-400 people per movie! Staff has received many shout outs from the Community thanking them for this free and family friendly event.
- The mobile recreation trailer is off to a great start, with its’ daily visits to various parks and events in Loveland. The trailer is engaging both youth and adults with fun, games



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and fitness. This free mobile fun is fully paid for by sponsorships from businesses in the community. Between the Mobile Recreation Trailer and Movies in the Park, over 1500 have participated our new and free summer programs in the first 3 weeks!

- Staff conducted three guided bike art tours as part of bike month in Loveland. Almost 50 participated.
- To-date there are 1,913 registered for summer classes. 1,192 of those are with our summer day camps and teen trips.
- Recruitment was completed in June for the new full-time Preschool Director. Kimberly McPherson joins our team on July 16<sup>th</sup>.

## **Aquatics**

- Outdoor aquatics is off to a great start with admissions. To-date, we are tracking ahead of 2017, despite many closures due to inclement weather. Staff has worked hard at safe solutions to the challenging and changing environment at the Swim Beach. Cables have replaced ropes and more anchors were installed. The old system was constantly breaking with the rapidly changing water levels and unsafe boaters.
- In response to our mission to make our facilities and programs easily accessible, staff added a Winona pool upgrade for Chilson members and allowed Chilson punch card holders to use their admissions at Winona. This has resulted in great feedback due to the flexibility for our patrons and exceeded staff's estimates on who would take advantage.
- The CARA swim team has 55 enrolled and two meets under their belt.
- Staff has planned special activities for the 4<sup>th</sup> of July at Winona.



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## **Athletics (Adult, Youth and Batting Cages)**



- **250 teams from 27 States converged** on Barnes Softball Complex for the weeklong “Jr. Sparkler Softball Tournament.” The influx of people into Loveland (upwards of 8,000) for this annual event brings a positive economic impact to businesses in Loveland!
- The inaugural Cornhole season kicked off with ten teams weekly during the Concerts at the Lagoon.
  - CARA tennis is experiencing record participation with 87 team members.



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<b>Monthly Expenses</b>	<b>2017 Actual</b>	<b>2018 MTD</b>	<b>2018 Projected</b>
Personal Services	\$27,212.59	\$18,721.40	\$19,177.65
Supplies	\$-1,036.42	\$0	\$0
Purchased Services	\$1,471.98	\$1,467.50	\$1,792.50
<b>TOTALS</b>	<b>\$27,648.15</b>	<b>\$20,188.90</b>	<b>\$20,970.15</b>
 <b>Monthly Revenue</b>	 \$17,807.00	 \$14,821.75	 \$16,002.25
<b>532 Adult Athletics</b>			
<b>Monthly Expenses</b>	<b>2017 Actual</b>	<b>2018 MTD</b>	<b>2018 Projected</b>
Personal Services	\$22,798.18	\$17,032.10	\$16,514.78
Supplies	\$360.15	\$0	\$250.00
Purchased Services	\$1,625.76	\$6,382.50	\$6,760.00
<b>TOTALS</b>	<b>\$24,784.09</b>	<b>\$23,414.60</b>	<b>\$23,524.78</b>
 <b>Monthly Revenue</b>	 \$19,312.00	 \$13,088.25	 \$15,070.00
<b>533 Batting Cages</b>			
<b>Monthly Expenses</b>	<b>2017 Actual</b>	<b>2018 MTD</b>	<b>2018 Projected</b>
Personal Services	\$2,102.24	\$1,984.00	\$1,663.70
Supplies	\$195.45	\$0	\$0
Purchased Services	\$209.65	\$764.38	\$865.00
<b>TOTALS</b>	<b>\$2,507.34</b>	<b>\$2,748.38</b>	<b>\$2,528.70</b>
 <b>Monthly Revenue</b>	 \$4,465.77	 \$3,416.50	 \$6,150.00

**\*\* MTD - Month to date is June 1 - 26, 2018**



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<b>Adult Athletics - Registrations</b>			
		<b>2017</b>	<b>2018 To-date</b>
<b>Summer (Teams)</b>	Volleyball	26	23
	Softball	70	74
	Soccer	17	14
	<u>Cornhole</u>	0	10
	<b>Totals</b>	<b>113</b>	<b>121</b>

<b>Youth Athletics - Enrollments</b>			
		<b>2017</b>	<b>2018 To-date</b>
<b>Summer</b>	Soccer (Pre-K)	103	96
	Basketball OD 3x3	53	69
	T-ball	228	223
	Baseball	277	264

	Girls Softball	135	133
	Gymnastics	407	420
	Lacrosse (League)	52	64
	Tennis	164	141
	Pre-CARA Camp	14	20
	CARA Tennis	64	87
<b>TOTAL</b>		<b>1497</b>	<b>1481</b>



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## Planning

### **Capital Projects**

- Construction of the Long View Regional Trail is proceeding and is expected to be completed in mid-July. A public grand opening is scheduled on August 18<sup>th</sup> from 8am-11am at Sunset Vista Natural Area.



- Phase II construction at Viestenz-Smith Mountain Park started this month. The project includes an expanded parking area and trail network, pedestrian overlooks and site amenities. The park is planned to open in September 2018.



## Parks

### **Depreciation Funding Projects**

- 2018 Asphalt Parking Lot Maintenance – Goltz will be coordinating work at Fairgrounds Park with the Operations Section and the soon to begin Public Works Railroad Avenue project.
- 2018 Synthetic Field Replacement – Sprinturf continues to work diligently to install field markings for all sports. Crumb rubber infill has been delivered onsite with installation and grading anticipated the first week of July.



*Championship Field at Loveland Sports Park*

- 2018 Restroom Renovation – Staff met on site with The Architects' Studio (TAS) on April 25<sup>th</sup> at the North Lake Park Tennis Courts restroom facility. This initial meeting answered basic design criteria questions and allows TAS to collect data to build a base design for replacement.
- 2018 Playground Replacements – The 2018 playground replacement need will be at Derby Hill Park and Silver Glen Park. Both locations will be surveyed in July and RFP information will be developed for this fall project. Americans with Disabilities Act – Accessible Routes will be evaluated and made accessible on both of these projects.

### **Misc. or Non-Capital Projects**

- ADA Self Evaluation & Transition Plan – The department has started the process of evaluating the transition plan for the prioritization of 2018 funding, and the evaluation of current programming being offered. This may include utilizing current year renovation projects to get the most efficient use of funding, and help focus programming and policy changes as it relates to accessibility.



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- Memorial Donation Program – The memorial donation program received four inquiries during the month of May, with three commitments. Two trees (Ohio Buckeye and Peking Tree Lilac) and one park bench have been added to our park estate.
- Cemetery Office/Shop Remodel – Exterior siding and drywall has been completed. Shelving, cabinets, paint and floors are being installed. During construction, the Water department detected a water leak between the meter and the backflow prevention device. NeuMark Builders found and repaired the leak, which was detected under the concrete slab outside of the building. Parks Division staff are currently working on installation of landscape.



*Cemetery Office & Shop Remodel*

## O & M Activities

- Parks Grounds & Fleet – The primary focus is on pruning and weed control due to ideal growing conditions throughout the month of June. Projects include the Cemetery Office Building irrigation and landscape installations, growing in and watering the new landscape at the Viestenz Smith Mt Park, renovating overgrown beds at the Police and Courts property, and performing tree risk assessments in all Parks and Public Grounds.
- Cemetery Operations – Sales for June brought in \$15,225.00 in total comprised of two traditional interments and eight in ground inurnments and one Infant Interment. The sale of three traditional plots and one Cremation space were also recorded in this total. Staff continues to maintain roadways within the Cemetery properties as well as contracting sod for all tree removal areas and gravesites.
- Parks Operations – Staff continues with routine maintenance of restrooms and shelter reservations. The Annual Lake to Lake Triathlon was again a success hosted at North Lake Park and Lake Loveland. Staff is currently preparing for the annual 4<sup>th</sup> of July Celebration at North Lake Park. The swim beach at Lake Loveland will be closed for this celebration starting on July 2<sup>nd</sup> as equipment and fencing is delivered and staged. Staff prepared roughly 230 shelters for reservations in the month of June for both internal and external user groups.



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- Sports Turf Section –Staff spent much of June preparing to host the annual Jr. Sparkler Tournament. This year staff is hosting the 14u age group comprised of 290 teams from all over the country. The tournament runs from June 25<sup>th</sup> through July 1<sup>st</sup> with 354 games being played on 14 fields between the Centennial and Barnes complexes. Staff hosted opening Ceremonies and All Staff games for this tournament at Barnes on Monday June 25<sup>th</sup> with roughly 8,000 players and spectators visiting this complex.

### ***Commission Action***

**Recommended:** Informational



**LOVELAND PARKS AND RECREATION COMMISSION**  
**Minutes ♦ June 14, 2018**

**Present:** Wendi Cudmore, Katie Davis, Gene Alvine, Jessica Hinterberg, Constance Keeney, John Bradley, Leighton Millar

**Staff:** Elizabeth Kayl, Dan Willadsen, LeAnn Williams, Mark Esoda, Kim Lucero

**Absent:** Councilor Richard Ball, Shane McWatters, Brett Dowgin

**Call to Order:** The meeting was called to order at 4:30p

**Minutes:** **Minutes from the May 10, 2018 meeting were reviewed and approved without changes.**

**Public Attendees:** There was one member present to listen for information related to Colorado native plants.

**Council Liaison Report:** No update to report as the Council Liaison was not in attendance.

**Director's Report:** Elizabeth Kayl discussed personnel updates and introduced Mark Esoda as our new Golf Manager. Mark introduced himself to the group and is very excited to be here in Loveland. He passed out his business cards and asked for any questions. Mark explained that most of his career was in the private sector and mostly spent in Atlanta. Questions were asked about golf passes and how people get on the waitlist for Mariana Butte. Mark will get an answer and get back with the group. Using a lottery system was suggested. It was also mentioned that there are many incursions into the golf course from personal residences and suggested that there be monitoring and enforcement. Elizabeth explained how process currently works. The homeowner is approached about it first and if homeowner is willing to do something, then follow up is made to make sure problem has been corrected. If there is resistance, then a letter will be sent to the homeowner allowing a certain amount of time to remove their personal property. If there is no response from the homeowner, then enforcement with fines and severe penalties will be made. It seems that for the most part, homeowners comply when money is involved. Elizabeth stated that Golf Division will work with the Code Enforcement and Legal Departments and that the Golf Advisory Board is very engaged and robust. Elizabeth also mentioned that our new Parks and Rec Planning Manager, Bryan Harding, is coming on board soon. Bryan is coming from Boulder and most importantly is an expert on emergency management and led Boulder through the 2013 flood. Having his knowledge on FEMA and recovery with Boulder in addition with his experience in planning and architecture will be a gem in our crown. Bryan will be at the next commission meeting to introduce himself. Elizabeth advised that Commissioner Member, Kyle Regan, resigned due to employment out of the area and there is now a vacancy. Position was offered to alternate, John Bradley, who accepted. A motion was made and all were in favor of John stepping into this position, which opens up the



alternate role. Elizabeth asked commission to provide suggestions for an alternate.

**Youth Athletic Grant Follow-Up Discussion/Options:** LeAnn Williams provided a recap of the YAG history and process that was presented at last month's commission meeting and provided five options for the Commission to decide on. The Commission decided to rule out options by process of elimination, and it was unanimously decided that option 5 (external) would be the best option for the program. A draft of the YAG application will be provided at the next Commission meeting. The Commission will have the sole responsibility of putting it out to the community and will take ownership of the program. It was decided that the program will be reevaluated in a year or so and that this is best practice. LeAnn will work with the P&R marketing team to get the information out, and the Commission will ultimately be responsible for distribution. Everyone agreed that the main idea is to help our youth in the community. It was recommended that a sub-committee be formed for recommendations to be brought to the table for the Commission to decide how it will be used.

**Hang Gliding, Paragliding, and Powered Paragliding Policy:** Dan Willadsen discussed the reason behind the draft policy proposed and provided to the Commission. City parks are becoming landing fields for these types of activities and are an attractive nuisance and safety issue for youth on our fields. The City does not want to be responsible for the safety of multiple park users; and, therefore, the legal department is working to put this policy in place. This policy will explain enforcement and people will not just be cited. There is currently a person running a hang-gliding business on one of our parks on multiple days of the week throughout the day. This policy will also apply to the open lands division. Commission was asked to provide any feedback, comments, and/or concerns to Dan for future consideration. Commission would like to include a clause for special permit use for hang-gliding and will submit to Dan. Motion for special permit clause was made and approved. It was also noted that a policy regarding drones is forthcoming.

**Commission Member Discussion:** John Bradley advised that there were about 15 people at the Citizens' Committee and that the City Manager was there as well. Everyone hopes that the bill for the school district passes so P&R can restart their committee with all of the same members and will begin in November once the school issue bill passes. There is support for a capital projects tax increase. Wendi asked when the Long View Trail would be finished. She was told in August or September. Elizabeth has recommended that public comment be placed in future agendas following the Director's Report. It was agreed that public would only be allowed a minimum of three minutes each to speak.

Meeting adjourned at  
5:51pm Next Meeting  
7/12/2018