



PARKS AND RECREATION DEPARTMENT
Civic Center • 500 East Third Street • Loveland, Colorado 80537
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www.cityofloveland.org

LOVELAND PARKS AND RECREATION COMMISSION
Minutes ♦ January 11, 2018

Present: Wendi Cudmore, Katie Davis, Shane McWatters, Brett Dowgin, Jessica Hinterberg, Kyle Regan, John Bradley, Councilor Richard Ball

Staff: Elizabeth Kayl, Molly Elder, Dan Willadsen, LeAnn Williams, Shanen Weber, Maria Thomas, Kim Lucero

Absent: Constance Keeney, Leighton Millar, Gene Alvine

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

Minutes: Minutes from the November 9, 2017 meeting were reviewed and approved without changes.

Introductions of new P&R Commission Members; P&R Marketing Coordinator; and Administrative Specialist were made.

Council Liaison Report: Richard Ball discussed upcoming City initiatives and explained that the sales tax increase would allow for something like what happened in 1983/85 with the construction of City Hall, the annex, lagoon, etc. The proposed tax revenue increase would raise money for new fire stations, underpasses, rec center, and library branch; aiming for fall ballot for initiatives. Explained that City staff cannot advocate for the Sales Tax increase but Council can. Reported that Steve Adams is hiring to fill the Administrative Assistant and City Attorney positions (Clay is retiring). P&R Commission's priority should be to spread the word for new rec center.

Director's Report: Discussion regarding accreditation process through CAPRA (Commission for the Accreditation of Parks and Recreation Agencies). Molly is working with two CAPRA experts for guidance to reach goal. This is a lengthy 2-year process, but it is a prestigious and distinguished certification demonstrating excellence. Molly explained there are 10 categories with sub-categories with policies for each one: e.g., risk, human resources, facilities management. Regular updates will be made available at future commission meetings. Community Improvement Program was discussed and explained that it is a bucket of initiatives, which includes new rec center, new fire station, museum expansion, new library branch, and transportation. Bucket is all or nothing – cannot approve/refuse one item without affecting all. Elizabeth explained that educating the community is the key to getting bucket of initiatives passed. Having a "sunset" (expiration) for the increase is important for voters. Discussed importance of having both supporters & nay-sayers on board and turning around the nay-sayers.

Kickoff of JA Renaming Process: Discussion by Dan W. that he received email in September from the Junior Achievement organization that this name and the JA initials, and use thereof, was an infringement of their trademark. Dan explained to the commission the history of the park's name and that the renaming process is underway. Copies of the proposed renaming policy were provided to commission members and attendees. At the next Commission meeting the group can decide how they would like to proceed in gathering a list of possible names (ie. reach out to community for input?, naming contest?, etc.). Wendi suggested commissioners email their feedback about the new naming policy by the next Commission meeting.

Approval of New P&R Logo: Review of proposed Parks and Recreation logo. The department is currently working with the City Manager for signature block approval. Discussed how color palette is unique to P&R Dept. The Brand Standard Guide and Graphic ID Guide are being created. Commission members are encouraged to email suggestions.

Commission Discussion: Appointment of new P&R Commission Chairperson was made. Katie motioned that Wendi remain as Chair and that motion was approved. It was suggested that Constance be nominated for P&R Commission Vice Chairperson, but since she was not present at the meeting, a decision was made to table nomination of Vice Chair until the next meeting (February). Commission asked that NRPA link be emailed to them. **New commission list will also be**



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emailed. Elizabeth asked to please email Admin if anyone is unable to attend future commission meetings to ensure we will have a quorum. Wendi asked for additional comments/questions, and LeAnn discussed the Rec Trailer program to be implemented in the summer. This program touches on our social equity pillar. The Rec Trailer will be used for special events and to visit local parks throughout the summer to reach kids who cannot afford, or don't have transportation to, rec center activities. We are also planning to host movies in the parks. Sponsorships will be used to fund this new program. LeAnn will bring sponsorship package to February meeting.

**Meeting adjourned at 6:00pm
Next Meeting 2/8/2018
/s/ Wendi Cudmore, Chair**