



**LOVELAND PARKS AND RECREATION COMMISSION**

Minutes ♦ November 8, 2018

- Present:** Wendi Cudmore, John Bradley, Leighton Millar, Katie Davis, Gene Alvine, Shane McWatters
- Staff:** Elizabeth Kayl, Dan Willadsen, Molly Elder, Maria Thomas, Bryan Harding, Kim Lucero
- Absent:** Constance Keeney, Laura Leah Olsen, Jessica Hinterberg, Brett Dowgin, Councilor Richard Ball
- Call to Order:** The meeting was called to order at 4:30p
- Minutes:** Minutes from the October 11, 2018 meeting were reviewed and approved without changes.

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

**Director's Report:** Elizabeth reported that the City is in a hiring freeze and is unable to speak of any new positions opening up at this time. The City is close to being in the black again due to sales tax increase. Elizabeth confirmed the holiday dinner scheduled for December 13<sup>th</sup> at 6pm and that an invite with more details would be forthcoming in an email from Laurie Gibson. The holiday dinner will take the place of a regular commission meeting as a way to thank the Commission for their service for this past year. Leighton will not be at the holiday dinner due to a prior commitment. Elizabeth discussed the two Commission positions available at the start of the new year as Gene and Leighton are stepping down and did not reapply. Wendi and Councilor Ball will be required to be part of the application and appointment process.

**Five-Minute P&R Training Session-Marketing Platform presented by Maria Thomas:** Maria shared several new marketing efforts that have taken place over the last year:

- We are using a new promotional request program called Asana, which tracks due dates and deliverables and has made communication of marketing materials more efficient and responsive;
- The Chilson Activity Guide was redesigned earlier in the year and has been condensed from four publications to three per year. This will help reduce expenses related to printing, postage and staff time. We have received positive feedback on the new guide **and** in particular the interactive guide on the website;
- The department's annual report, due out by early February, is getting an overhaul in order to push the design even further. The theme of the annual report is "Creating Connections";
- The "Ask Maria" blog was created to encourage the community to submit questions which Maria then responds to and posts on the P&R website;
- We are using Facebook Live to provide teasers of upcoming events and to drive community engagement;



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- Partnerships have been created with local businesses such as AKA Kitchen, I Love Loveland, and Thrive Loveland. I love Loveland has over 20,000 followers on their page and through collaborating with them, we are able to gain even more followers;
- The most significant addition has been monthly eblasts, which also drives more activity registration. John inquired about including survey questions in the eblasts as a way to gather information to present to City Council in hopes of gaining their support for future initiatives regarding P&R.

**Review of Recommended Donation Request:** Elizabeth shared one donation request submitted by Partners Mentoring Youth. They are requesting few passes from the Chilson Center. Elizabeth approved the request. Wendi asked if the Commission still needs to review these requests since they are already approved. Elizabeth stated that these requests are for their information only unless the Commission wants to be a part of the approval process. Most requests are very minimal in cost and Elizabeth did not think Commission approval was necessary. The Commission agreed they would just review them at this point.

**Updated Park Rules and Regulations:** Dan provided two copies of the Park Rules and Regulations – both with and without changes. Dan clarified that these are not municipal codes. Changes to these rules and regulations came about suddenly due to continuous reports over the past month of day camping in parks. Because there are no written rules saying people cannot be in tents in the parks during the day, it is impossible for police to enforce. Therefore, it is necessary for the rules and regulations to be updated referencing specific municipal codes so police can enforce through citations. Dan has been working with the legal department to get these changes drafted as quickly as possible and is bringing them to the Commission tonight for review and feedback. Wendi suggested adding the word “shelter” after “privacy” under item #2. Wendi expressed concerns about the timeline of the Commission providing feedback after staff has already met with the City attorneys because, it seems, once the attorneys are involved, things are pretty much final. Wendi does not feel the Commission was given a fair opportunity to brainstorm with P&R and provide feedback before going to the legal department. Dan clarified that anything coming before the Commission at monthly meetings is subject to change at a later time. Due to colder weather and continued issues with camping in parks, Dan was looking for a rapid response to get the changes made as quickly as possible. Elizabeth reiterated that nothing is finalized and changes can be made if requested and to use tonight’s meeting as the time to provide input and make any suggestions. John suggested that size of tents should not be specific to 10’x10’.

Elizabeth also mentioned that a Park Ranger program could be considered to present to Council within the next several years to help enforce rules in parks.

**Quarterly Financials:** Molly provided a summary of financials beginning on page 22 of the agenda packet and explained that areas in green are revenue and that the furthest right-hand column is the percent of annual. At the end of third quarter, most areas are/should be tracking around 75%. Molly gave a general explanation how each line item is tracking (below, above, or at budget). Molly stated that Recreation budget items are tracking really well, with the exception of Chilson. John asked why and Molly explained that it is due to competition with private gyms and overcrowding at Chilson. The building supervisor, Ashlee Taylor, is in the process of creating a marketing plan with



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Maria's help to roll out some new creative marketing options and promotions to increase membership enrollment. P&R is open to new ideas from the Commission. John asked what our department does when Recreation is down \$450,000. Molly explained that, typically, other divisions help compensate for those losses. Molly advised that the second reading on the 2019 budget passed earlier this week, so the budget is final and approved.

**Operations and Projects:** Wendi asked about the dog park section under Mehaffey and why P&R is taking bids to replace existing pea gravel. Dan explained that there were many complaints that the material is too hot, too large and gets caught between dogs' pads. Elizabeth explained that she and Dan have a meeting next week with Councilor Kathi Wright who takes her dog to Larimer Humane Society and loves their dog park because it has a walking track. Councilor Wright wants to provide her suggestions on expanding the dog park at Fairgrounds Park to include a track similar to the one at the humane society.

**Future Topics:** Leighton expressed his gratitude to everyone on the Commission and that he has enjoyed being a part of it for the last 12 years. Shane asked why Council is not held to the same standards of attendance as Commission members. Elizabeth explained that attendance is tracked for all Council members and at each Executive Session, not just for the PARC Commission but all Commissions. There is also a council retreat in January to set goals, and the Mayor and City Manager review attendance and responsibilities of Commission members and those items are typically addressed at that time. John expressed his frustration over a variety of things that are being brought up at meetings that he feels should have action by staff or others. He feels that the Commission is not seeing those items coming back around to be able to discuss and put to rest. John pointed to examples of topics that have been mentioned in the past that need further discussion such as metro districts. John says if the Commission doesn't support Metro Districts, then that opposition should be made clear to Council. Another issue that John would like readdressed is spot surveying at Chilson, which was brought up several times in previous meetings by John. He would like to know whether these topics are going to be addressed further. He would like these topics noted along with the person bringing them to the table so the subject can be discussed and concluded. Elizabeth responded that topics brought up at meetings are tracked through notes and minutes. However, how and when items are addressed is based on timing. John asked that further discussion about metro districts occur at the next meeting on how it will affect P&R. Elizabeth will make sure it is on the agenda for January. Molly added that we do keep a running list of topics that is maintained in the office. Again, John suggested that things brought up by any Commission member at any meeting from hereon out be given a 30-second status update in order to give the item closure. It was agreed that any time a Commissioner member has a question about a particular topic, it will be reflected in the minutes along with the Commission member who is requesting discussion in order for there to be a paper trail and to be further addressed if necessary.

**Meeting adjourned at 5:51pm**  
**Next meeting 1/10/2019**  
**/s/ Wendi Cudmore, Chair**