

MINUTES
PARKS & RECREATION ADVISORY BOARD
July 11, 2011

The regular monthly meeting for the Parks & Recreation Advisory Board was called to order at 7:00 pm at the Parks Maintenance Building by Sharon O'Leary.

1. Roll Call

Cathy Diesing, Board Secretary called the roll call. Those present were committee members; Jim Wardell, Sharon O'Leary, Doug Gollhofer, Kelly Dirks, Alicia Howell, Matthew Linden and Councilman McCoy. Board Member Braun was absent.

Staff Present: Jeff Friesner, Paula Fitzgerald, Kim Shugar, Dale Rademacher, and Cathy Diesing

2. Introduction of New Manager of Natural Resources – Kim Shugar. Dale Rademacher introduced Kim Shugar who has moved from Florida to join the City of Longmont. She was employed by the South Florida Water District, which included working with the Everglades. She has a varied back ground in water resources, environmental programs, land acquisition, agriculture leases, has worked with the State Legislature developing policies and working on funding. She brings enthusiasm and energy to the division. Kim Shugar is excited to live in Longmont and still adjusting to the high elevation. Sharon O'Leary welcomed Kim and told her that the Board is a very vocal board and excited the decision was made to post the job.

3. Approval of Agenda.

A motion by Doug Gollhofer to approve the agenda was seconded by Sharon O'Leary, the motion passed 6-0. Sharon O'Leary requested that Item 2, Introduction of Kim Shugar to Board, be moved to after Old Business A. The motion passed 6-0.

4. Approval of Previous Months Minutes

A motion by Doug Gollhofer to approve the June 27, 2011 minutes was seconded by Sharon O'Leary. The motion passed 6-0.

5. Public invited to be Heard. None

6. Old Business

A. Discuss Parks & Recreation Month Proclamation. Jeff Friesner noted that previously staff was asked to prepare a proclamation for different subjects two times a year. Jeff Friesner wrote a draft proclamation celebrating July as Parks & Recreation Month; however it is too late to submit. He explained that a decision had not been made on submitting

proclamations. The reasoning behind proclamations is to promote and bring attention to City facilities, parks, open space, programs, volunteers, safety and events such as Rhythm on the River. Proclamations provide another opportunity to market these items to the public and council.

The Board discussed a quarterly proclamation involving all aspects of Open Space, Parks and Recreation. To help support the proclamation during the reading at the Council Meeting, it was suggest having community present in the audience that cares about the certain subject. It was also suggested that Board members be present during the reading of the proclamation. Since meetings are taped, the presentation of the proclamation would be played back numerous times during the month on the City Channel 8 station. Jeff Friesner said that new software is being purchased by Recreation that may make it possible to Video Message that part of the Council meeting and replay it on TV's at the recreation sites. It was asked that Jeff Friesner, Paula Fitzgerald and Kim Shugar draft a proclamation for the August meeting. The Board should send ideas to staff for upcoming proclamations.

1. New Business.

- A. Gift Catalog. Sharon O'Leary discussed that in the year 2000 a Board member made a suggestion of creating a catalog for gifts to the city, including Memorial Gifts. The Board felt the catalog had not been marketed very well, but it remained a good idea. A discussion was held on how to update the catalog. Gifts in the catalog need be made affordable for all incomes and a wider choice listed and not specific to one department. The contributions installation and any name markers. The City should reserve the right for locating the item once purchased so there are not five items of the same type in one area.

Reasons to purchase an item from the catalog may include honoring a family member, in memory of a family member, an athletic enthusiast that wants to support athletics or a baseball park, or carrying forward a good experience in a camp. If a flier was created, it should be posted on the web site, and supported further in the Recreation Brochure every time it prints. Post cards would help advertise to the public such as the AIPP post cards currently mailed. Signage in the recreation centers that say "don't forget to give" will bring attention to the catalog items. In addition, this would bring knowledge to the public on how much the items do cost the city. Jeff Friesner will check with Golf, Senior Center and Library to see if they want to participate in the catalog. Staff will bring back the catalog for discussion at a later date.

- B. Environmental Programming. Jeff Friesner said that at the Board retreat in April, this item was brought up as an interest to the Board, but did not

make it on the retreat agenda. Staff would like to verify if the Board is still interested in Environmental Programming. This would include camps at Sandstone by Parks, and environmental camps offered by Recreation, that are already being offered. It was offered by Jeff Friesner to bring this information to the August meeting, as staff was already prepared to present it. It will include a list of classes that have occurred, and staff will ask the Board for suggestions on offering other classes.

C. Review of the 2010- 2011 Ice Pavilion Season. Jeff Friesner reviewed for new Board members, the Ice Rink History. Council in 2008 had eliminated the ice rink due to budget cuts, however it was reinstated. CHIL, - Citizens Helping Ice in Longmont, a group of ten people supporting the Ice Rink made the difference in revenue recovery numbers reaching 100% in 2008 for their promotion of the facility and programs. They created a network on the ice rink, which included blogging, direct mailing and friend to friend spreading the word about the rink and that increased attendance. Rink manager, Mark Mann has improved the hockey and ice skating classes by being part of a national organization which promote participants in figure skating in other communities. There is no capability of expanding hours due to the noise impacts to the neighbors. The Board suggested moving to an empty building in Longmont such as Albertsons, Kmart and keep it open throughout the year. The Board discussed supporting a year round facility and present the proposal to City Council to try and move it forward. It was noted by Dale Rademacher when the bonds are paid for on the Longmont Recreation Center in 2013, it may be time to start planning a big community project. Jeff Friesner said that the competitive swimmers were also looking for a place to expand and had visited the Board on several occasions; we need to make it a win-win situation for both groups as separately the groups would not cover total expenses. Doug Gollither suggested a letter to the editor thanking the group CHIL's efforts in building interest in the Ice Rink, a recognition brick would also be good. The Board and staff felt a starting point would be to add a comprehensive plan to the CIP process and would like it added as an agenda item.

Jim Wardell brought up that no sport should be excluded from the comprehensive plan. This weekend a tournament was held at Sandstone Ball field, but the organizer was from Louisville, he questioned how they linked in with Longmont to use Sandstone, and why Longmont wasn't the tournament organizer. This was a three day event with a lot of revenue going to Louisville as far as hotel and food, this could have been Longmont, and the comprehensive plan would have helped Longmont in this case.

A motion was made by Sharon O'Leary that the Park & Recreation Advisory Board dedicates a brick to CHIL group for their efforts in

promoting the ice rink. This was seconded by Jim Wardell and the motion passed 6-0.

2. Items from Staff

A. Jeff Friesner said that the Longmont Recreation Center on July 27, 28 and 29th will be hosting a high school basketball tournament at the Recreation Center. The gym will not be available to the public during that time.

Jeff hoped that the Board attended the Rhythm on the River, this is a huge project put on by the entire City. Recreation Staff have a major part in the event and are a very hard working group and pulled together as a lead division; hours were from late at night and to five the next morning.

Sunset clubhouse is still on schedule for July 28 to open the bathhouse. Moving of the equipment will start July 21 which includes the administrative offices and concessions. Staff is planning a grand opening in 2012.

The leak at the Longmont Recreation Center is still being addressed.

B. Paula Fitzgerald noted that the Dry Creek comprehensive plan is going well, moving in to the utility phase. The Union Reservoir master plan outreach is continuing. We have a full web page in Spanish translation on the master plan, followed by radio interviews to get interest in the plan. The Longmont to Boulder (LOBO) Regional Trail is opening this week and invites bike enthusiasts to ride the trail.

C. Councilman McCoy said that he has not been to Council meetings for three weeks some to no meeting and to personal time. He is getting back to working on the budget. He feels it is important to present proclamations so that Parks & Recreation can be recognized by Council.

3. Items from Board

A. Matthew Linden asked why we do not go paperless on our Board packet. It was noted by Jeff Friesner since the Board is a volunteer position that we do not like the Board to spend their money on ink and paper to print the packets. It is offered on line, in email and in paper form.

B. Doug Gollhofer asked if staff could plan a tour with Council. Everyone is on Board now and a fall tour would be good. It was noted by other Board members to make sure the tour does not conflict with the Council schedules so they can participate during the entire ride. He also noted he had a great time at the Boulder Valmont Bike Park.

C. Jim Wardell invited the Board to this weekend's tournament, which is a local recreational league. It would be a great time to get feedback.

D. Kelly Dirks – Yeah for the Rhythm on the River Staff. He was also impressed with the volunteers. He asked if we could recognize the volunteers and suggest the Board volunteer during that event. Are there things the Board can do to get more volunteers for other events the city sponsors? Jeff Friesner said this year there was a volunteer breakfast. Staff is normally responsible for signing up volunteers but appreciates any help in promoting.

E. Sharon O'Leary thanked Paula Fitzgerald and staff for the vision and perusing the St.Vrain Greenway. Since she has time to use the greenway now she truly enjoys the work done.

4. Public Invited to Be Heard.(none)

5. Adjournment.

There being no further business to come before the Park & Recreation Advisory Board, it was moved by Matthew Linden to adjourn the meeting at 9:10pm and was seconded by Doug Golliher, the Motion 6-0.

Chair Signature

Board Secretary