

Parks and Recreation Advisory Board Minutes

Regular Meeting – July 6, 2023

Meeting Location: Hospitality Suite – Lincoln Park Stadium

Roll Call

Board Members Present: William Findlay
Gary Schroen
Austin Solko
Nancy Strippel
Lisa Whalin
Byron Wiehe
Abe Herman

Board Members Absent: Kyle Gardner
Lilly Grisafi
Cindy Enos-Martinez
Cody Kennedy, alternate

City Staff Present: Ken Sherbenou, Director of Parks and Recreation
Emily Krause, Recreation Superintendent
Allison Little, Administrative Specialist
Tanya Marchun, Sr. Administrative Assistant

Meeting called to order by Lisa Whalin at 12:01 p.m.

Gary Schroen made a motion to approve the minutes of the May meeting of the Parks and Recreation Advisory Board. The motion was seconded by Austin Solko and approved unanimously.

Motion by the Parks and Recreation Advisory Board: Yes 5 (present at the time of this motion) No 0

Introductions

Ken Sherbenou introduced Tanya Marchun, Senior Administrative Assistant (Marketing Coordinator) to the board.

Staff Presentation - Tanya Marchun

Tanya talked with the board about her role in the department which supports all of the work of Parks and Recreation. Tanya uses the Parks and Recreation tagline - We Make It Better – to guide marketing, help inspire people to participate in activities, events, take advantage of learning opportunities, become tree stewards, as well as access art and culture activities. Tanya uses standard marketing principles to attract, inform, convert (from bystanders to participants), and engage/connect with the citizens we serve.

The department produces three printed activity guides each year, plus a fully electronic summer camp guide. This guide is produced mostly in-house and includes a Spanish language page. Tanya is working to grow this content so we can better connect with these folks. Board members wondered how many activity guides the department mails out. Mailings vary by season; this year the winter spring mailing was to about 50,000 households, summer was targeted to customers who had recently registered for programs, and staff anticipates sending to 7000 households this fall.

Tanya also manages the department social media accounts (Facebook and Instagram, primarily), as well as the e-newsletter which is sent out to 20,000 addresses each month. We've added 3,000 folks to this mailing in the last year and have an open rate average of 46%. The industry standard is 38%. We are working to ensure this newsletter is also translated to Spanish each month and working to grow a list of customers who prefer to receive the newsletter in this way.

Other tools in the marketing box are the marquee at 12th and North, the City website, press releases, a school district communication tool, and monthly spots on eight radio stations.

Ken Sherbenou shared with the board that Tanya has really elevated the department's marketing options. She's done a great job with the newsletter and leveraging it as a powerful tool for communication.

Board members asked if County residents are charged differently from City residents. Currently there is only a single pricing structure, though changes are being considered for the future.

CRC Project Update

Ken Sherbenou advised the board that the Architect/Engineer was approved last night. Responses were received from the best firms North America including Perkins & Will, a firm who has built a bunch of rec centers in Canada (who is partnered with local architect Blythe), and the firm that the evaluation committee ultimately recommended to City Council; Barker Rinker Seacat (Denver) and Chamberlin Architects (local). Staff is now working on pursuing grant funding to support the construction of the center. The first opportunity is an energy impact grant. Staff proposes holding a Parks and Recreation Advisory Board Community Recreation Center Committee meeting on Tuesday, September, 19.

Austin Solko made a motion to hold an additional PRAB CRC Committee meeting in September. The motion was seconded by Gary and carried unanimously.

Motion by the Parks and Recreation Advisory Board: Yes 6 No 0

Gary Schroen made a motion that the Parks and Recreation Advisory Board support the City's grant application to DOLA for CRC construction funding. The motion was seconded by Bill Findlay and carried unanimously.

Motion by the Parks and Recreation Advisory Board: Yes 6 No 0

Other Department Project Updates.

Ken Sherbenou shared with the Board that Bill, Nancy, and Byron were all reappointed to terms on the board. Congratulations!

Redlands 360 would still like to get feedback from PRAB on their Master Plan. Ken will share the document.

Typically this board elects officers in August, because of the Orchard Mesa facility meeting on August 15, PRAB officer elections will be during the regular September meeting.

Ken Sherbenou talked with the board about the concept for the Dos Rios splash park. The initial project didn't receive any proposals so staff have negotiated with a firm that has some experience in construction of splash parks. Staff are working to complete some value engineering to get the design to fit the budget which has reduced the splash area by about one third. This will result in more grass area around the splash park. Even with this reduction the project is over 5000 square feet or about five times bigger than the Lincoln Park splash pad.

Staff are near contract signing for improvements on the south side of the Riverfront trail including clearing of invasive species, installing native plants and construction of a beach area.

Board members wondered what the capacity of a 5000 square foot splash park is and making sure it isn't undersized so that it can serve the need. Ken reminded the board that the budget for the project is \$1M and is part of the original public private partnership. With the grass areas, and adjacent playground and riverfront beach areas this amenity should be adequately sized when it opens in Spring of 2024.

Emily Krause gave an update on the Canyon View Tennis/Lincoln Park Pickleball Project. The tennis court post tension slab is complete. The flat work and drains are what remains – some of which had to be redone due to the unusual amount of rain we received in June. After that is done the painting and surfacing will be completed and the project will wrap up with landscaping. Lincoln Park pickleball court construction is anticipated to begin in August.

Board members wondered what other meetings would be needed for the Orchard Mesa Recreation Facility and CRC design/construction. Board members asked for calendar appointments and a schedule to be sent out as a schedule is determined.

Adjourn

The board adjourned by acclamation at 1:19 p.m.

Next Meeting

The next regular meeting will be September 7, 2023.

Respectfully submitted,
Allison Little
Administrative Specialist