

Recreation Advisory Board

Agenda

Monday, August 26, 2024
Louisville Recreation & Senior Center
900 W Via Appia
6:30pm

Members of the public are welcome to attend and give comments remotely; however, the in-person meeting may continue even if technology issues prevent remote participation.

- *You can call in to 1-719-359-4580 or 1-833-548-0276(Toll Free) Webinar ID #886 7577 1709*
- *You can log in via your computer. Please visit the City's website here to link to the meeting: www.louisvilleco.gov/rab*

The Board will accommodate public comments during the meeting. Anyone may also email comments to the Board prior to the meeting at KathyM@LouisvilleCO.gov.

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes
- V. Public Comments on Items Not on the Agenda
- VI. Staff Updates

Persons planning to attend the meeting who need sign language interpretation, translation services, assisted listening systems, Braille, taped material, or special transportation, should contact the City Clerk's Office at 303 335-4536 or MeredythM@LouisvilleCO.gov. A forty-eight-hour notice is requested.

Si requiere una copia en español de esta publicación o necesita un intérprete durante la reunión, por favor llame a la Ciudad al 303.335.4536 o 303.335.4574.

- Department Marketing Update-Ginger Cross
Recreation & Senior Updates-Kathy Martin
 - Budget
- Golf Updates- David Baril

VII. Board Updates

- Outdoor Rec Amenities Update

VIII. Discussion Items for Next Meeting

IX. Adjourn

Recreation Advisory Board

Meeting Minutes

**July 22, 2024
Recreation Center
900 West Via Appia
6:30 PM**

Call to Order – Chairperson Norgard called the meeting to order at 6:30.

Roll Call was taken and the following members were present:

Board Members Present: Dick Friedson, Angie Layton, Gene Kutscher,
Douglas Minter, Lisa Norgard, Mary O'Brien

Board Members Absent: Michele Van Pelt

Staff Members Present: David Baril, Adam Blackmore, Kathy Martin

City Council Member Present: Deb Fahey

Public Members Present: Craig Carnahan

Approval of Agenda – The agenda was approved by all members.

Motion: Gene Kutscher

Second: Lisa Norgard

Approval of Meeting Minutes – The minutes from the June 24 meeting were approved as written.

Motion: Lisa Norgard

Second: Douglas Minter

Public Comments on Items Not on the Agenda – None

Staff Updates

Recreation & Senior Center Updates – Kathy Martin

Kathy reported that the Rec Center started the last session of summer day camp. The Senior Ice Cream Social hosted about 200 people. Staff is

preparing for maintenance week and working on staffing for September, which includes finding enough daytime lifeguards.

Dashboard and Programming Update – Kathy Martin

The dashboard shows that the Rec Center is up almost 3,000 visits from last year. In general, the dashboard shows positive trends. Most items are up, except for youth activities and Memory Square. A \$14,000 grant was not listed in the dashboard. Thanks to staff effort, the number of Rec Center memberships is up. Free Marshall Fire passes account for \$57,090 in revenue, and these passes will extend through the end of the year.

Programming update -- Kathy Martin

- Staff is currently working on the September – December catalog.
- Kathy asked program managers to look at programs and determine what's working, what's lagging, and any additional comments. Program supervisors are working hard and are at capacity.
- Fitness classes are generally well attended. Personal trainers are in demand, with wait lists. Some instructors are leaving for various reasons.
- The Childwatch program numbers are slower in the summer. Staff will consider eliminating slow times, if things don't pick up in the fall.
- Senior Services presented detailed information in the June meeting.
- In the Aquatics Program, swim lessons and youth water polo are in high demand. Various contracted programs use the pool space, including the Monarch swim team, which will be back in October. The Louisville Rec Center will have a "cold plunge." This will be unique in the state of Colorado. It will require a reservation and an extra fee. Attendance at Memory Square has been lower than expected.
- Pool rentals and room rentals have been popular all summer long.
- Youth soccer, basketball, and flag football have had large numbers of registrations. There is also an increase in diamond sports and co-sponsors.
- The City needs a multipurpose turf field (or fields) and an update of the baseball fields at Cleo Murdock. The City also needs outdoor pickleball courts with lights.
- There will be a 5-day option with the state-licensed preschool program.

Golf Updates – David Baril

- The parking lot was resurfaced a day early. The contractor did not add more spaces, as that plan would have involved removing landscaping.
- The Junior PGA league and the Novice League are winding down, in conjunction with summer staff leaving.
- Eight new hires are coming in. Seven are adults.
- Many private outings are scheduled for August. The course charges a premium for these.

- The industry standard for calculating revenue basis is changing. It used to be an 18-hole equivalent. Now the count is the number of starts. David is beginning the transition to this standard, which will show revenue per start rather than revenue per 18 holes.
- David presented a sheet showing revenue numbers over the past 10 years. The pandemic significantly increased golf numbers. He and his staff have added programs to encourage newer players to keep playing. For example, a Novice League has 45 minutes of instruction and plays five holes.
- The 2nd Quarter numbers show that greens fees, golf lessons, and range fees are beating expectations and revenue predictions.

Deb Fahey congratulated David for the designation of CCGC as the “Best Public Golf Course in Colorado” in Avid Golfer Magazine. The award was based on an unannounced, incognito evaluation which included playability, variety of design, cleanliness, helpfulness of staff, and amenities (such as Top Tracer). David reported that the Golf Course does not advertise in the magazine.

Department Updates – Adam Blackmore

Golf Course Update – Adam Blackmore

- There are two bids for the food and beverage concession. The City is going through the contract process and selection.
- Clubhouse Update: There is a placeholder in 2026 for engineering and design. There is a placeholder in 2028 for renovation or a new clubhouse. The Golf Course is exceeding revenue predictions, but the additional revenue is not enough to pay for major construction or reconstruction.
- The Golf Course needs other additional investments, including repair of the greens and upgraded parking.
- Dick Friedson and Lisa Norgard will meet to work up predictions of additional revenue that could be generated by a new clubhouse.

General Department Updates

The City Manager resigned last week. It will take three to six months to hire a new manager, who will have to be brought up to speed. Samma Fox is in negotiations to be the Interim City Manager. The Finance Director will be out on paternity leave and will be intermittent through the end of the year.

There are more requests on the Work Plan than the City Council can fund. Pickleball courts and multipurpose fields are generally funded by the Parks fund, which had its allocation decreased. Tuesday, July 23, is the next

meeting for the Work Plan. The budget retreat will happen on Wednesday, and City Council members will see the list with everything.

In September Bryon Weber will present the RAB with a long-range plan, which is a 10-year guiding document. The City Council will sign off in October.

The Mission Greens tennis court is curing for another 10 days or so. It should be finished around the first week of August. There will be no pickleball lines on this court. Outdoor pickleball courts are in the list of CIPs: converting the inline skating rink near the Rec Center and converting the volleyball court at Annette Brand Park. A public/private partnership might be possible with the new indoor pickleball business.

The Redtail Ridge plat approval is scheduled for August 20. The current recreation site is a relatively small area near Monarch. Pickleball courts might be possible near the Broomfield side. Roads and grading are almost set to go. City Council can ask for conditional approval for certain things. RAB members encourage the allocation of a park space big enough for soccer/multipurpose fields, and members support the construction of the roads for student safety.

The Comprehensive Plan Community Survey was positive in almost all areas.

Board Updates

Card for horticulturalist

Lisa Norgard asked for feedback regarding the card for Sandra Grow. RAB members approved her wording, and she will send the card.

Lisa reported that the Outdoor Rec Subcommittee will meet in August.

Gene Kutscher reported that the tennis court repairs have been better this year.

Discussion Items for Next Meeting

Staff Updates

City Council Decisions related to Work Plan

Preview of the Rec Center App

Outdoor Rec Subcommittee Update

Golf Course Update

Board Updates

Soccer Field Presentation (tentative)

Adjourn – The meeting was adjourned at 7:53.

Motion: Lisa Norgard

Second: Gene Kutscher

2024 Marketing for Parks, Recreation, & Open Space

The purposed of Parks, Recreation, and Open Space marketing is to support and champion PROS staff by educating and engage the public on ongoing department projects, programs, and initiatives.

Changes:

New citywide email platform

- Migrating away from Mailchimp to Gov Delivery which will make it easier for users to manage all their city email subscription in one place

New part-time Marketing Specialist, Lauren, started in April.

- The PROS marketing staff has doubled in size! Lauren Finamore joined the team in April in a PT role to help assist in daily marketing duties such as taking photos at events, social media, newsletters, and designing flyers.

New City Communications Manager

- Grace started in March and oversees City communication projects (such as the migration to GovDelivery). She manages the Sr. Communication Specialist and together they support communication needs for other departments such as Public Works.

Started The Latest Buzz newsletter for Parks and Open Space

- This newsletter is to increase public awareness about all the things happening behind the scenes in our parks and open space including mowing, weed management, Wayfinding, pollinators, and more.

Ways we engage and educate the public

- Social Media (FB, Instagram, Nextdoor)
- Print media (posters, flyers, catalog, quarterly community update)
- Emails (monthly newsletters, updates, etc)
- Mobile Apps (Coal Creek Golf Course and coming this Fall Recreation & Senior Center)
- Website (news articles, calendar, web pages, etc)
- Videos
- Other (feather flags, banners, yard signs, etc)

Recent large initiatives:

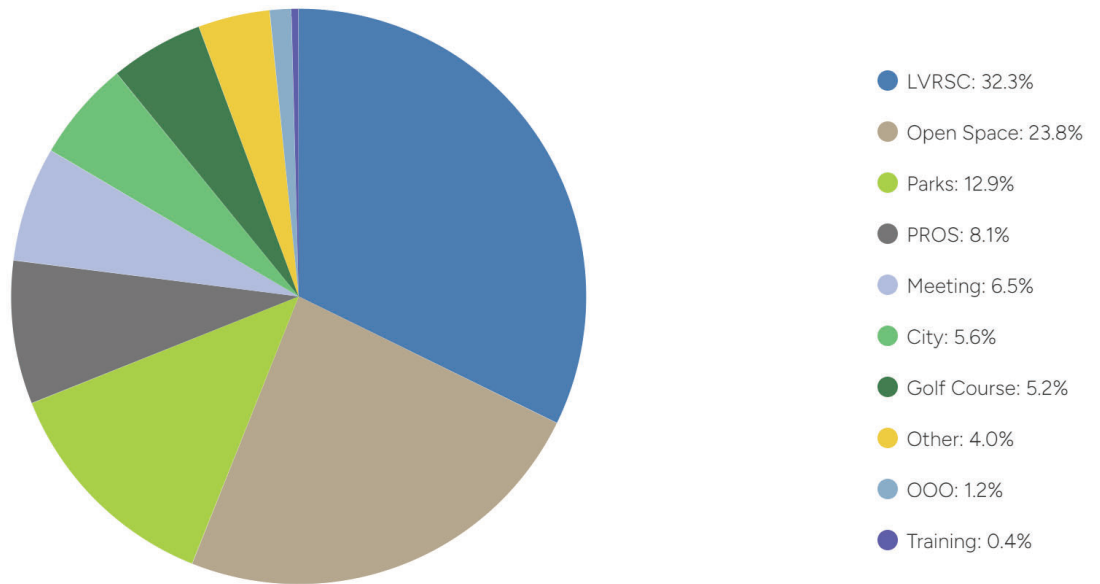
- New playgrounds at Carnival and Meadows Parks
- Recreation & Senior Center Mobile App (coming soon!)
- Open Space Vegetation (Brome Study, grazing, mowing)
- Wayfinding
- Toptracer
- Mission Green Tennis Court renovation
- Bike Safety Campaign: Share the Trails

Follow us on Social Media:

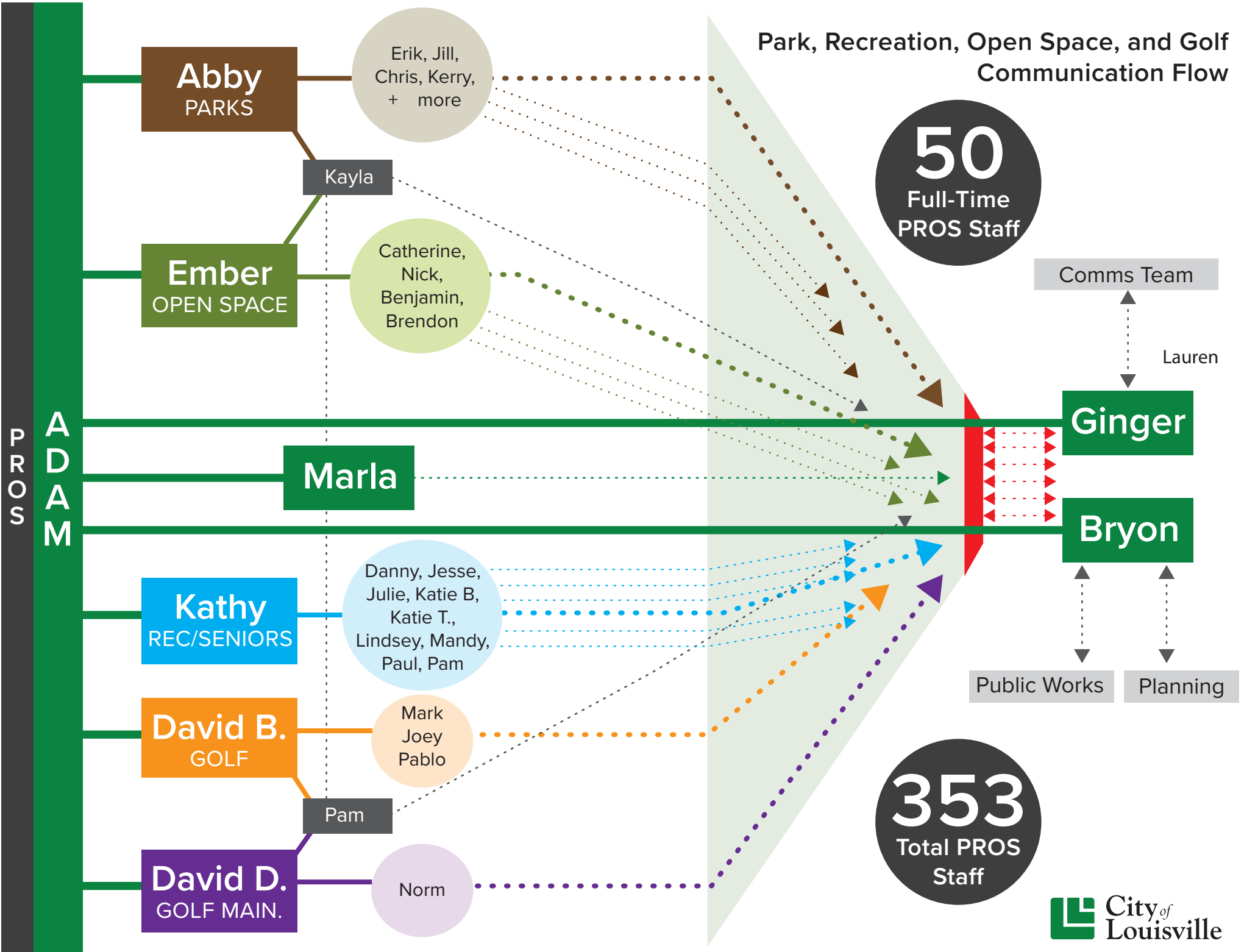
- Fans of Louisville Open Space and Parks [Facebook](#)
- Louisville Recreation & Senior Center [Facebook](#)
- Louisville Recreation & Senior Center [Instagram](#)
- Coal Creek Golf Course [Facebook](#)
- Coal Creek Golf Course [Instagram](#)

Chart ▾

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Park, Recreation, Open Space, and Golf Communication Flow



PROS Communications Channels

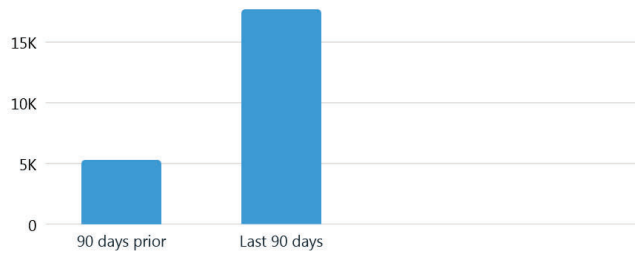
Fans of Louisville Parks & Recreation Facebook Reach past 90 Days

Reach

Post reach ⓘ

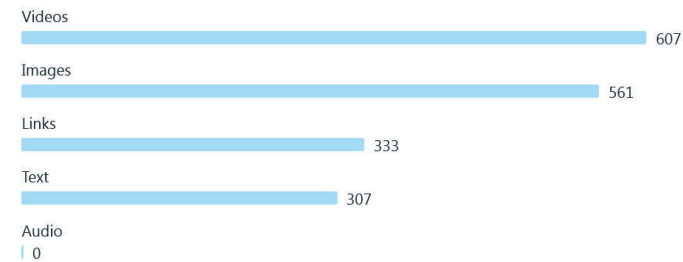
17.7K ↑ 234.2%

Total from last 90 days vs 90 days prior



Median post reach per media type ⓘ

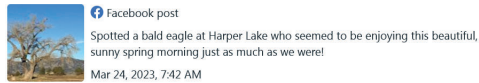
For posts created in the last 90 days



Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ



Facebook post
Spotted a bald eagle at Harper Lake who seemed to be enjoying this beautiful, sunny spring morning just as much as we were!
Mar 24, 2023, 7:42 AM

This post's reach (7,015) is **1,249%** higher than your median post reach (520) on Facebook.

Highest reactions on a post ⓘ



Facebook post
Do you ever get thirsty while shopping on Main Street or walking around the Farmers Market? We are excited to have a new water bottle filling station on...
May 22, 2023, 3:36 PM

This post received **2,962%** more reactions (398 reactions) than your median post (13 reactions) on Facebook.

Highest comments on a post ⓘ



Facebook post
The goats have arrived on North Open Space and are already hard at work grazing. They are currently located on the northeast side of the property off o...
May 21, 2023, 2:25 PM

This post received **4,000%** more comments (41 comments) than your median post (1 comment) on Facebook.



4 Facebook Pages

Park/Open Space

1,800 followers

Rec/Senior Center

2,800 followers

Coal Creek Golf Course

668 followers

City of Louisville

8,700 followers



1 Nextdoor Page

9,382 Members



1 Golf Mobile App

8,273 Downloads



3 Email Lists

CCGC = **19,725** subscribers

LVRSC = **16,133** subscribers

PARKS&OS = **496** subscribers

3 Websites

CoalCreekGolf.com

LouisvilleRecreation.com

LouisvilleCo.gov

3 Recreation & Senior Catalogs per year (64 pages)

2500 printed copies

2881 Online Views

69 Online Views (Spanish Version)



3 Instagram Accounts

Rec **836** followers

Golf **408** followers

City **3,636** followers

Print Material

Brochures

Posters

Flyers

Signs