

Parks, Recreation and Open Space (PROS) Commission Meeting Agenda

Meeting Title: PROS Commission

Meeting Date: January 30, 2024

Attendance:

- Heather Bennett, Chair - [present](#)
- Candace Sotwick, Vice Chair- [present](#)
- Toby Levy, Secretary- [present](#)
- Mike Doyle, Member- [present](#)
- Matthew Lunn, Member- [present](#)
- Andrei Teudean, Member- [present](#)
- Jody Walker, Member- [present](#)
- Mary Colton, PROS Director- [present](#)

Facilitator: Heather Bennett, Chair

Meeting Timeframe: 5:30 p.m. until 7:30 p.m.

- Brett Collins, Parks Project Manager- [present](#)
- Meagan Arvidson, Deputy Director of Recreation- [present](#)
- Jared Musil, Deputy Director of PFOS- [present](#)
- Jaime Vollertsen, Communications and Marketing Manager- [present](#)
- Brenda Mooney, Special Projects Analyst- [present](#)
- [Colin Miller, Marketing Coordinator - present](#)

Meeting Items

Topic	Facilitator	Vote Required?	Details/Notes	Action Items?
Call to Order	Heather	No	5:32pm	No
Roll Call	Toby	No	See above	No
Public Comment	Heather	No	No public present	No
Approval of January 30, 2024 Agenda	Heather	Yes	Motion: Toby Second: Candace In Favor: All	No
Approval of October 24, 2023 Minutes	Heather	Yes	Motion: Toby Second: Candace In Favor: All	Yes
Discussion Items - Below	Heather	No		Yes
Upcoming Engagement Opportunities - Below	Brenda	No		No
Action Item Summary - Below	Brenda	No		No
Next Meeting Dates: March 26 (?) and April 30	Heather	No		No
Adjourn	Heather	No	Motion: Candace Second: Matt In Favor: All 7:43pm	No

Discussion Items

Topic	Facilitator	Notes	Action Item?
Introductions – Mike Doyle	Mary, Heather	Welcome to our new Commission member Mike Doyle.	No
Administration Update	Mary	Town Council would like to have an informal dinner with all volunteer Commission groups – details to come.	
Communications and Marketing Overview - Introduction	Jaime	See presentation.	

- Earth Day Discussion		After spring 2024 only a limited number of Rec Center Activity Brochures will be printed-it will no longer be mailed out to all households. This is at least \$25K cost savings per issue. Earth Day is April 22 nd . Commission members could do clean up on sections of trails.	
Capital Projects Update - Current projects - Salisbury Park – potential name change -	Brett	See presentation. Likely to propose name change from Salisbury Equestrian Complex to Salisbury Park and provide updated wayfinding signage. O'Brien Streetscape project should be completed before Parker Days.	No
PROS – Parks & Recreation Updates - Parks o Snow removal o Tree damage o Turf sustainability - Recreation o 2023 Review o 2024 Goals o Discovery Park Highlights o Shadow Shifts – Facilities, Programs	Jared Meagan	See presentation. Town will be using a snow removal contractor (in conjunction with town staff) for the first time. Cost for replacing damaged trees in Salisbury and other areas is approximately \$21K. Recreation Fund Cost Recovery for 2023 was 69% - national average was 29%. From Nov. 24-Dec. 31, 21K people visited Discovery Park.	No
Commission Update o Onboarding for New Member o Brainstorm Topics for 2024; Alignment with PROS Timeline and Needs o Brainstorm Community Engagement Opportunities	Heather	Brenda will post opportunities for tours that Mike and any member can attend.	Yes

Upcoming Engagement Opportunities

Event	Date	Staff Contact	Location
Sweetheart Ball	Feb 9	Diane Lange	PACE
Love 'em or Leave 'em Valentine's Day 5K/10K	Feb 10	Todd Panik	Salisbury Park
Arbor Day Celebration	April 27	Erik Stadsvold	Discovery Park
Senior Stroll	May 29	Heather Ballantyne	Salisbury Park

Action Item Summary

Topic	Responsible Party	Due Date
Obtain signatures for October 24 minutes, Send to Town Clerk	Toby, Brenda	Jan 30
Update "Engagement Opportunities" document in Teams, if interested	All	Varies

Parks, Recreation and Open Space Advisory Commission

January 30, 2024

Communications and Marketing

Jaime Vollertsen, Communications and Marketing Manager



- Communications and marketing strategy
- Recreation Activity Brochure
- Website
- Social media
- Mobile app
- Sponsorship and advertising
- Graphic design
- News articles and e-blasts
- Facilities, parks and trails signage
- Indoor and outdoor digital signage
- Facility radio station content
- Event assistance
- Writing, proofreading and editing
- Google business pages
- Public reviews
- Media contact
- Brand standards training



Capital Improvements

Brett Collins, Park Project Manager



Salisbury Park North

- Schematic Design complete
- Design Development next
- Phasing Plan
- Site Plan/Construction Drawings
- Anticipate Phase 1 Construction in 2025 - 2026



PARKS AND RECREATION DEPARTMENT



Salisbury Park North



PARKS AND RECREATION DEPARTMENT

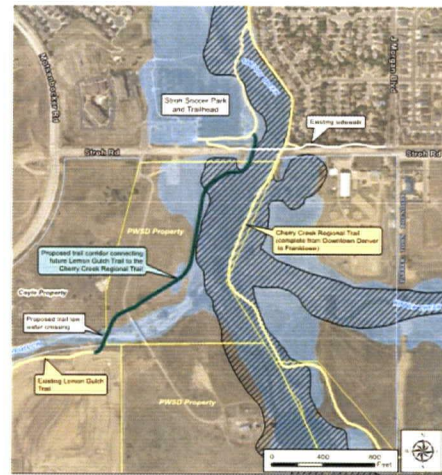


Lemon Gulch Trail

- New ½ mile concrete trail along Lemon Gulch
- Connects Looking Glass and Meadowlark to the Cherry Creek Trail
- Funding Participants:
Town of Parker/Avalon Bay Developers

Updates:

- Construction Underway
Oct 2024



PARKS AND RECREATION DEPARTMENT



O'Brien Streetscape

- New landscape and seat walls at O'Brien Park
- Funding Participants:
Town of Parker P3



Updates:

- Construction underway/
May 2024 completion
date



PARKS AND RECREATION DEPARTMENT



Parks, Forestry and Open Space

Jared Musil, Deputy Director of Parks, Forestry and Open Space



Parks – Environmental Sustainability Update

- 2023 water savings due to heavy rain fall and annual bed conversions- 30% reduction in water town-wide (saved \$84,000).
 - 2023 PFOS converted 12,000 sq ft of high water use annual beds, to perennial beds that use less water.
 - 2022/2023 O'Brien Park had various bluegrass turf locations converted to water conscious alternatives (synthetic turf installed around the playground, planting beds installed along Victorian and Mainstreet
- PFOS eliminated the use of Phosphorus from our fertilizer program
 - Phosphorus often occurs naturally in soils thus it is an unnecessary addition in a fert program.
 - Elimination reduces the likelihood of P leaching into nearby water sources which increases growth of algae.
- 2023 introduced an organic fertilizer pilot program.
 - PFOS started with a 10% reduction in water, with hopes water savings would be greater, however, the water savings from this specific program were unconfirmed due to excessive rainfall.
 - PFOS will do another organic fert program in spring of 2024.
- 2023 PFOS took a different maintenance approach to passive turf and reduced fertilizer applications by 3,700 lbs. (on just 13 acres); mowing was reduced from 2x per week to 1x per week.
- PFOS is utilizing electric equipment with plans to purchase longer lasting batteries and additional equipment in 2024.
 - We expect to receive our first fully electric vehicle in Spring of 2024 and a charging station for this has been installed.
- First charging station available to the public at O'Brien.



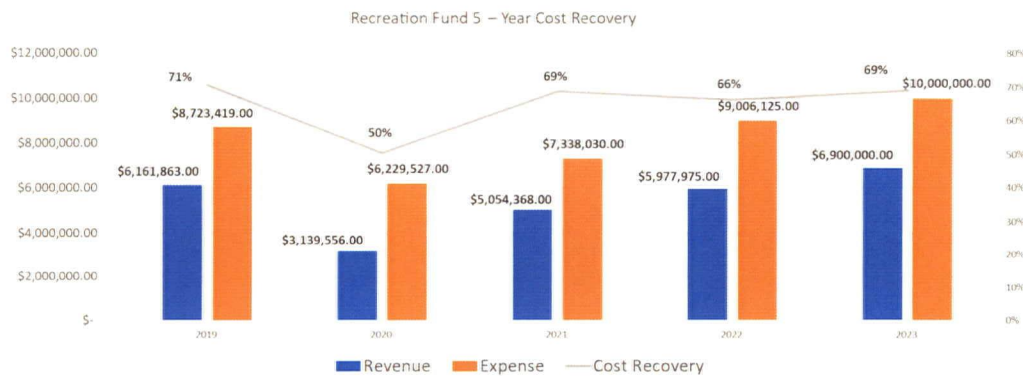
Recreation

Meagan Nakashima Arvidson, Deputy Director of Recreation



2023 Review

- 1 million in increased Expenses from 2022
 - Personal and Internal Services makes up 63% of the overall budget
 - 3% Increase in Personal Services - Full-time and Part-time
 - 25% increase in Internal Services
- 1 million increased Revenue
 - Increased Fees and Cost Recovery adjustments
 - Percentage of Cost Recovery remains stable



2024 Recreation Goals

- Commit to consistently improving the quality of customer service through establishing a comprehensive customer service goal/plan that focuses on enhancing recreational experiences, interactions, community engagement, and soliciting valuable feedback from our customers.
- Strive to become a premier employment destination by emphasizing an enhanced workplace environment focusing on a positive culture, competitive compensation, improved training opportunities, positive worklife balance support, and enhanced employee engagement.
- Enhance Diversity, Equity, and Inclusion (DEI) within our department by implementing a strategy that fosters a more inclusive workplace culture including the formation of a committee, ongoing DEI training to increase awareness and promote information sharing within our workforce, with the objective of fostering a more inclusive and equitable environment.
- Optimize financial performance and operational efficiency by improving technology to enhance productivity, identifying cost-savings opportunities, achieving cost recovery goalsthrough the use of data, and seeing alternate funding sources when possible, to supplement revenue.



Discovery Park Highlights

2022 Revenue = \$212,000

2023 Revenue = \$281,000

Increase of 31%



Minutes Approved By:

Heather Bennett 3.26.24

Heather Bennett, Chair – PROS Commission

Minutes Prepared By:

A handwritten signature in cursive script, reading "Brenda Mooney", is written over a horizontal line. The signature is fluid and extends slightly beyond the line on both sides.

Brenda Mooney, Special Projects Analyst