



PARKS AND RECREATION ADVISORY COMMITTEE

Minutes
October 20, 2010

Meeting Summary

Finance Director Pat Soderberg provided information on ballot issues for the upcoming election. Staff provided updates on a number of subjects.

Roll Call

The regular meeting of the Parks and Recreation Advisory Committee (PRAC) was called to order by John Ferraro at 6:30 p.m. on Wednesday, October 20, 2010, in the Aspen Conference Room at the Paul Derda Recreation Center (PDRC).

Present: Jaci Gould, Doug Malcolm, Sarah Davenport, Dick Miller, Kathy Dolan, Larry Crawford

Absent: April Muir

Others in Attendance: Martha Derda, ex officio
Greg Stokes, alternate ex officio
Nancy Harrold, Facilities Manager
John Ferraro, Director of Recreation Services
Ellen Cancino, Recording Secretary

Agenda Minutes

APPROVAL OF MINUTES

The minutes of the May 19, 2010 meeting were unanimously approved.

CITIZENS' COMMENTS

None present.

OVERVIEW OF PROPOSED AMENDMENTS 60 AND 61, PROPOSITION 101

Pat Soderberg, Finance Director, was invited to the meeting so that she could provide an overview of these state ballot issues and their potential effect on Broomfield. If they pass, the measures would potentially:

- cause Broomfield to lose \$315,000 on motor vehicle registration fees alone,
- create a direct impact in loss of revenue of \$4.2 million, and
- cause Broomfield to lose the ability to refinance any debt or to carry any debt for more than a 10-year period.

NEW BUSINESS

Elections. Jaci was elected chair and Kathy as vice-chair to serve one year terms.

STAFF REPORTS

2011 budget information. Departments have finalized their 2011 budgets. Council is currently considering. Additional budgeting reflecting a 7% reduction has been done, as well, in case the referenced ballot issues pass.

John provided a handout of Program Revenue Comparisons. The Broomfield Community Center (BCC) revenues are down 2%; PDRC revenues are down 12%. Staff feels that some patrons have switched to Lifetime Fitness Center.

New marketing efforts. In an effort to be more competitive with nearby fitness centers, Recreation Services has considered and will implement a new fee structure (not new fees), offering patrons an option to pay monthly rather than purchase a costly annual pass. The new fees will include the cost of child sitting and seasonal admission to The Bay water park. A resident family of four (two adults, two children) will pay \$66/month. There will be a holiday special with additional savings.

The new fee structure will require no contract, however, automatic payments from a checking account or credit card will be necessary.

Update on youth baseball. John reported no real problems this season, even with the addition of a new league. John provided a handout showing residency levels for the various youth sports leagues.

Update on Broomfield Days. Nancy reported a good turnout even though the day started off very chilly. The event was operated as a zero-waste event and 82% of the waste was either recycled or composted. Most of the waste that couldn't be diverted seemed to be from patrons bringing in containers from outside establishments.

The Dock Dogs show was very popular again. The parade had more participants than in past years. A resident came to a city council meeting complaining that Broomfield Days fell on a Jewish holiday and should have been rescheduled. The date has been the same for 29 years and was chosen for a number of reasons.

Update on skate park. Attendance at the new park has doubled. There have been problems with patrons staying after hours, and the Police Department have issued tickets. Trash is a problem at the site, even though a number of trash cans are in place. Patrons trespassing on the adjacent apartment building property have been an issue, as well.

OLD BUSINESS

Dick asked for a status report on the field use policy. There was some discussion and John reiterated that he feels that Broomfield currently has an adequate number of playing fields. There is on occasion a shortage of soccer practice fields, however. The committee could work on determining if a shortage does exist. A citizen recently attended a council meeting to request

completion of the yellow pod in the northern part of Broomfield County Commons. This project is not currently on the Capital Improvement Projects five-year planning schedule.

PROJECT UPDATES

The Bay renovation. Four consultants will be interviewed on October 21 to do a master plan for The Bay. New features, as well as maintenance of existing structures, are being considered.

COMMITTEE COMMENTS

Larry asked what the schedule was for the construction in Northmoor Park of a new shelter and other amenities. John responded that construction is in progress.

NEXT REGULAR MEETING: DATE/AGENDA ITEMS

Date. The next meeting of the PRAC will be on Wednesday, January 19, 2011, at 6:30 p.m. in the Aspen Conference Room at the Paul Derda Recreation Center.

Agenda Items.

Project updates

ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 8:55 p.m.

Recording Secretary

Approved:

Chair

Date