



LOVELAND PARKS AND RECREATION COMMISSION

Minutes ♦ October 13, 2016

Present: Gene Alvine, Katie Davis, Leighton Millar, Deborah Manderscheid,
Brett Dowgin, Wendi Cudmore, Constance Faber, Hugh McKean (City Council Liaison)

Staff: Keven Aggers, Molly Elder, Marilyn Hilgenberg, David Bothell, Carol Wallace

Absent: Brian Steckelberg, Twyla Dennis

Call to Order: The meeting was called to order at 4:30 pm.

Minutes: Minutes of the August 11, 2016 were approved as written.

Council Liaison Report: A brief discussion was held concerning the development of the downtown area.

Director's Report: Jim Mueller, new Parks Manager, was unable to attend the October meeting, but will be introduced to Commission members at the November meeting. There is no commission meeting in December, but Commission members would like to hold a Commission get together at a local restaurant on Thursday, December 15th.

Golf Division Presentation:

Steve Southard, Golf Manager, gave a presentation to Commission members an over view of the Golf division. Because of a decline in golf interest, there has been development of new ways to attract participation. The operation of Golf depends on revenue to make improvements and for equipment replacement. Developers are now building golf courses to sell houses around that golf course. This creates additional challenges as it adds unneeded competition. Golf is developing programs to attract many family members such as the SNAG course. The new trend is called "TOP GOLF", which is a variety of games for a wide range of people on the golf course including food & drink. The Golf division has developed "Games on the Range" at Mariana Butte to embrace this concept and promotes groups of people to play games together. This concept attracts non-golfers. Staff has also implemented Sunset rates at Olde Course, which is all you can play (unlimited play) and has been well received. Staff believes that the condition of the golf course is very important to attracting players of all kinds. The Parks & Recreation Department received an award from Colorado Parks & Recreation Association (CPRA) for Innovation because of these programs. The City of Loveland Golf Courses are the best in the state.

Public Relations & Promotions Plan

Information was presented to Commission members about ideas for Public Relations & Marketing of the department. The Park's staff will have uniforms so they are more visible to the public. Parks & Recreation will develop their own logo so information with logo will be associated with the department easily. The goals of this plan will include: a brand image, revised brochures and facilities map, better functioning website, increased promotion of Department, especially when awards are received. The Commission agreed to form a sub-committee to provide input and assistance with the implementation of the new plan.

Meeting adjourned at 6:05 pm
/s Wendi Cudmore Chair