

Rifle Parks & Recreation Advisory Board  
Strategic Planning  
Meeting Agenda  
March 9th, 2020  
5:30 PM

Facilitator, PRAB Chairman Chris Bornholdt.

**\*Rifle City Hall Council Chambers\***  
**202 Railroad Avenue**

1. Call to Order
2. Comments from Public
3. Approve minutes of 2/24/2020 meeting.
4. Review and finalize the revised draft of the Parks and Recreation Strategic Plan.
5. Review the “Completed Projects” and “Accomplishments” lists.
6. Amend and re-prioritize the Parks and Recreation capital projects list.
7. The next regular meeting is scheduled for Monday, 3/23/2020.
8. Other:
9. Adjourn

**PARKS AND RECREATION ADVISORY BOARD MINUTES  
FEBRUARY 24, 2020  
COUNCIL CHAMBERS**

<u>MEMBERS PRESENT:</u>	<u>YES</u>	<u>NO</u>
Chris Bornholdt		X
Sara Brainard	X	
Michael Churchill	X	
Mason Hohstadt		X
Kevin Kelley	X	
Trudy Lowery	X	
Christi Savage		X

**STAFF PRESENT:** Tom Whitmore, Angie Wilkins, Austin Rickstrew, Christian Batson, Bryan Oliver, Jess Wilson, Dave Lowery, Ronnie Chick, Dave Hadley, Theresa Hamilton  
Meeting was called to order by Sara at 5:32 pm.

**COMMENTS FROM PUBLIC:** None

**APPROVE MINUTES FROM THE JANUARY 27<sup>TH</sup> MEETING.** Kevin made a motion to accept and approve the minutes from the January 27<sup>th</sup> meeting. Trudy 2<sup>nd</sup> the motion. Motion passed with a voice vote.

**UPDATE ON POOL PROJECT:** Tom let the board know that water was put into the pool today to test for leaks. The leisure pool will be tested next. The finish work is getting completed and epoxy on the floors. New drains were installed in the catch pool and they are getting ready for flat work.

**REVIEW APPROVED RESOLUTION No. 2 series of 2020.** Tom let the board know that Council approved the resolution and the City attorney made a few changes to the wording.

**UDPDATE ON POOL NAMING:** Tom let the board know that he has had about 32 submissions for the pool naming.

Next meeting will be March 9<sup>th</sup>.

**OTHER:** Kevin had a concern with the basketball court surface at Deerfield. He said they are unsafe and the ground around them needs to be re done so there isn't such a water problem. He stated that concrete would last longer than asphalt.

**REVIEW AND UPDATE PRAB STRATEGIC PLAN:** The board and staff went of the strategic plan and will finish on March 9<sup>th</sup>.

Meeting was adjourned at 7:40 pm.

# City of Rifle Parks & Recreation Strategic Plan 2020



Parks & Recreation Advisory Board Adoption:

Rifle City Council Adoption:

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## Executive Summary

Strategic planning is a process for clarifying the aspirations of a Board and Staff. It establishes goals to be met and identifies broad strategies to achieve the goals.

Everything that happens in an organization is driven by the organization's values. These are the principles and beliefs that explain why the organization exists. Values define the goals and boundaries of behavior for board, staff, and volunteers in their interactions with each other, with clients, and with the community.

Values are the things we believe are important. Values govern the way we behave, communicate and interact with others. Values help us determine our priorities. Values are a small set of general guiding principles, not to be compromised for short-term financial gain or expediency. Below are the values set forth by the City Council and staff.

## Mission

The mission is a brief summary of the means that the organization will employ to achieve its vision. The mission statement answers the question, "Why do we exist?"

***"Commit to build and maintain parks, programs, facilities, and services necessary to establish Rifle as a premier recreational community on the Western Slope of Colorado."***

## Vision

The vision is a picture of the future state of the community we serve as a result of our work. Our vision statement is our destination.

***"We enrich lives through quality parks, programs, facilities, and services."***

## Values

When an organization's values appear as guiding principles, a code of conduct, or a culture code that explains how the organization intends to operate in accordance with those values, a values statement makes a promise. Complimentary to the City's values, Parks and Recreation has identified additional values that guide how they provide services.

**Rifle Parks & Recreation Values**

- Integrity
- Community
- Collaboration
- Safety
- Leadership
- Positive Attitude

**City Of Rifle Strategic Plan Values**

The City of Rifle’s vision is to be nimble, responsive and innovative in serving our community.

**Goals**



The image displays four vertical goal cards, each with a rounded top and bottom. Each card features the Rifle Colorado logo at the top, which consists of the word 'Rifle' in a script font above 'COLORADO' in a sans-serif font, with a stylized mountain range and a rifle silhouette in the background. The cards are arranged horizontally and have a color gradient from dark red on the left to light brown on the right.

- Card 1 (Dark Red):** Promote healthy lifestyle through year-round recreational and leisure opportunities.
- Card 2 (Medium Red):** Complete, landscape and beautify all parks.
- Card 3 (Light Brown):** Continue investment of park and recreation programs, parks, trails, open space, indoor & outdoor facilities, maintenance, equipment and reserves.
- Card 4 (Lightest Brown):** Provide optimal work space, resources, and staff support for efficient operations.

**Goal 1: Promote healthy lifestyle through year-round recreational and leisure opportunities.**

**Action Steps ?**

***Strategy #1: Expand Recreational Programs (dependent on community needs and availability of funding)***

**Action Steps**

1. Identify opportunities to increase activities, either upon request or as opportunities are made available.
2. Implement year-round opportunities for public recreational activities.
3. Study opportunities for new recreational activities.
4. Study opportunities for Friday activities.

***Strategy #2: Improve Rifle Mountain Park***

**Action Steps**

1. Repair and maintain Community House.
2. Use Department of Corrections, Boy Scouts, Rocky Mountain Youth Corps, and volunteers to do work at RMP.
3. Master Plan RMP.
4. Study Wedding Venue Opportunities at Community House.

**Goal 2: ?Work to complete, landscape, and beautify all parks.**

***Strategy #1: Increase funding for parks through grants and donations. Consider funding for ongoing maintenance costs.***

**Action Steps**

1. Identify potential grant opportunities.
2. Identify other funding opportunities.
3. Develop list of all known Parks Capital Projects.
4. Prioritize projects with estimated timeline. (Refer to Addendum 1)

**Strategy #2: Implement list of known projects based on appropriated funds**

**Action Steps ?**

**Strategy #3: Create a unified approach - theme to beautify City Parks**

**Action Steps**

1. Uniform signage and planned themes.
2. Conform to naming policy.

**Strategy #4: Deter vandalism in City parks**

**Action Steps**

1. Keep trash picked up.
2. Cover up vandalism within 24 hours.
3. Develop program to collaborate with community resources to deter and clean up graffiti.
  - a. Use lighting as a deterrent. Remove solar and replace with LEDs at Centennial and add lights going south to 3<sup>rd</sup> street.
  - b. Explore alternative measures such as security cameras.
  - c. Work with Rifle Police Department.

**Goal 3: Continue investment of park and recreation funds for recreation programs, parks, trails, open space, indoor and outdoor facilities, operations, maintenance, equipment, and reserves.**

**Strategy #1: Conduct Strategic Planning annually.**

**Action Steps**

1. Review Strategic Plan Annually.
2. Develop a five-year plan.
3. Conduct a community survey every 5 years. (2021)
4. Develop a capital reserve and investment strategy.
5. Coordinate with City Planning Department for trail development.

**Strategy #2: Partner with other organizations.**

**Action Steps**

1. Continued relationship with RE-2.
2. Foster partnership with Library district.



**Goal 4: Provide optimal work space for efficient operations.**

***Strategy #1: Identify opportunities for Parks & Recreation Department workspace.***

**Action Steps**

1. Evaluate current work area and provide work area to meet staff needs. (i.e., privacy, line of site for supervision, proximity to work groups)
2. Identify adequate storage for equipment and supplies. (present and future)
3. Evaluate opportunities for expansion in existing facilities.

**Next Steps**

1. Update Strategic Plan Annually.
2. Parks & Recreation Advisory Board and Staff review and approve document.
3. Council Adopt Parks and Recreation Strategic Plan.
4. Participate in City Strategic Planning Process.

## Appendix A – Beliefs

Beliefs are convictions that we generally hold to be true, usually without actual proof or evidence. Beliefs grow from what we see, hear, experience, read and think about.

- ❖ Parks and recreational activities foster human development, promote health and wellness, strengthen community image and sense of place, efficiently utilize resources, demonstrate fiscal responsibility, develop and cultivate partnership, support economic development, protect environmental resources, develop and empower staff, and increase cultural unity.
- ❖ Recreational activities should develop one physically, socially, and emotionally by enhancing athletic, cultural, and life skills.
- ❖ Programs should adapt to changing needs, age, and culture of the community.
- ❖ Participation in programs enhances one’s education, promotes sportsmanship, advocacy, inclusiveness, and develops good citizenship, and overall well-being.
- ❖ A variety of recreational opportunities should be available to everyone.
- ❖ Amenities should meet the needs of a diverse population by providing a safe, clean, affordable, well-balanced, educational, wholesome, enjoyable, and rewarding experience.
- ❖ Investments in parks maintenance and improvements provide dividends that enhance the quality of life, property values, and the community’s self-perception.
- ❖ Recreational activities enhance the quality of life in Rifle.
- ❖ Operations should be efficient.
- ❖ Support high quality youth programs through collaborative efforts.

## **Appendix B – Strategic Planning Participants**

### **Parks and Recreation Advisory Board:**

Chris Bornholdt	Board Member/Chairman
Sara Brainard	Board Member/Vice Chairman
Mason Hohstadt	Board Member/Secretary
Michael Churchill	Board Member
Trudy Lowery	Board Member
Christi Savage	Board Member
Kevin Kelley	Alternate Member

### **Parks and Recreation Staff:**

Angie Wilkins	Parks and Recreation Administrative Assistant
Christian Batson	Recreation Coordinator, Athletics
Austin Rickstrew	Recreation Coordinator
Jess Wilson	Aquatics Manager
Bryan Oliver	Recreation Coordinator, Marketing
Ronnie Chick	Parks, Crew Leader
David Lowery	Grounds and Facilities, Building Maintenance, Cemetery Supervisor
David Hadley	Parks Superintendent
Tom Whitmore	Parks and Recreation Director

**Facilitator:**

**Sara Brainard**