



## Staff Report

TO: The Mayor and Members of the City Council  
DATE: June 19, 2008  
SUBJECT: Briefing and Post-City Council Briefing Agenda for June 23, 2008  
PREPARED BY: Stephen P. Smithers, Acting City Manager

*Please Note: Study Sessions and Post City Council briefings are open to the public, and individuals are welcome to attend and observe. However, these briefings are not intended to be interactive with the audience, as this time is set aside for City Council to receive information, make inquiries, and provide Staff with policy direction.*

Looking ahead to Monday night's Briefing and Post-City Council meeting briefing, the following schedule has been prepared:

Dinner	6:00 P.M.
Council Briefing ( <i>The public is welcome to attend.</i> )	6:30 P.M.
CITY COUNCIL MEETING	7:00 P.M.
POST BRIEFING ( <i>The public is welcome to attend.</i> )	

### PRESENTATIONS

1. Proposed Community Outreach Program
2. Metzger Farm Master Plan Update

### CITY COUNCIL REPORTS

1. Report from Mayor (5 minutes)
2. Reports from City Councillors (10 minutes)

### EXECUTIVE SESSION

None at this time

### INFORMATION ONLY STAFF REPORTS – do not require City Council action

None at this time

Items may come up between now and Monday night. City Council will be apprised of any changes to the post-briefing schedule.

Respectfully submitted,

Stephen P. Smithers  
Acting City Manager



WESTMINSTER

## Staff Report

Post City Council Briefing  
June 23, 2008



**SUBJECT:** Community Outreach Program Proposals

**PREPARED BY:** James Mabry, Neighborhood Outreach Coordinator  
Barbara Opie, Budget & Special Projects Manager

### **Recommended City Council Action:**

Staff is requesting Council's direction in the revised concept for City of Westminster community outreach efforts.

### **Summary Statement:**

Staff presented to City Council in January the proposal to eliminate the Community Oriented Governance (COG) program in its current form and proposed returning to City Council with alternatives this summer.

This Staff Report is a summary of concepts considered and presents City Council with some proposals for proceeding forward.

The background section of the report sets forth Staff's ideas on possible formats for community outreach meetings/public interaction, as well as other thoughts on ways to create a successful program. Staff is seeking direction from City Council to move the outreach program forward.

**Expenditure Required:** \$0

**Source of Funds:** N/A

**Policy Issue:**

Does City Council concur with the proposed direction of the revamped community outreach program?

**Alternative:**

Council could direct staff to continue research on community outreach concepts and proposals for community meetings and return with other proposals.

**Background Information:**

In January, Staff met with Council with recommendations about the future and replacement of the Community Oriented Governance (COG) program. Staff recommended that the COG program had run its course and that the COG program end in April 2008. Staff proposed meeting options to Council for future community and Council outreach to begin in fall 2008. Council concurred with the initial recommendations presented by staff.

Since January, Staff has been conducting research and brainstorming sessions working on potential concept designs for a revamped community outreach program. In addition, Staff was waiting for feedback through the Public Information Office's communication interviews with City Council, seeking additional insights and feedback as Staff works to develop a program that meets City Council's needs.

After gathering all of this information together, Staff is proposing a City Council Community Outreach Program that is intended to be flexible and continuously adapting to the community's and City Council's needs and desires. Rather than a structured meeting program similar to the former COG program, Staff is recommending a program that is dynamic, providing a variety of ways residents can reach out and be engaged with the City. Staff believes that the COG program was successful in its prime but in the end, became stagnant and residents with already busy schedules chose to stop coming.

Staff is proposing a dynamic program with the broad header of City Council Community Outreach that will encompass a variety of events and activities in attempts to draw more residents in and encourage a variety of residents to participate. Below is a list of proposed events, activities and meetings that Staff recommends be used in tandem with each other, keeping the program dynamic and fresh. Staff does not recommend getting bogged down in a strict meeting format but rather keep offering opportunities for the public to interact with City Council in a variety of ways – through a pancake breakfast, community meeting, special project, etc.

Below is a list of options that Staff proposes be utilized over a multi-year cycle (i.e., Staff does not recommend necessarily attempting to conduct one of each of the following every year but rather allow them to cycle through and keep "fresh" for the public the various events, activities or meetings). These are in addition to City Council's We're All Ears events, which increased to four events in 2008 and the Mayor and Council breakfasts that are held quarterly. Staff is not proposing City Council attempt to host all of these events in a given year, but rather pick six to eight or whatever number is feasible given City Council's busy monthly calendars, to conduct in a given year.

1. Community Pancake Breakfast – Staff suggests hosting on a Saturday morning. This event would be held at City Park Recreation Center or the MAC utilizing kitchen facilities.
2. Identity Theft Prevention Paper Shred – Staff suggesting hosting this event on a Saturday morning. Staff recommends working with the Police Department and hiring a document shredding company to perform onsite document destruction and handout anti-ID theft pens.
3. Westminster Mayor & City Council Community Meeting – Staff suggests hosting these on a weeknight evening or on a Saturday morning. Staff proposing that the format of these meetings could follow the successful Mayor and Council Breakfast format with possible topics: development projects updates, Westminster capital improvement projects updates, Westminster transit-oriented-developments, and other relevant community topics.
4. Westminster Community Homeowner Association Meeting – Staff suggests hosting this on a weeknight evening or on a Saturday morning once every two years. This meeting would be for local HOA presidents and their membership to an annual round-table style meeting with Westminster City Council. City Council seemed to have success with their Strategic Plan round table meeting with the Boards and Commissions chairpersons back in April. Staff proposes a similar format for this meeting.
5. Westminster City Council at The Orchard – Staff suggests tapping the special events being hosted at The Orchard on weeknight evenings or Saturdays. Staff contacted The Orchard staff to learn more about their special events scheduled for the summer. They do have a summer concert series on Friday evenings; however The Orchard staff suggested that these events may be too loud to have conversations with people attending. Instead, The Orchard staff provided the list of suggestions below as ways City Council can participate and engage the community. If City Council is interested in pursuing any of these items, Staff will need to obtain additional details on dates, times, locations and logistics and to review Council's calendar for potential scheduling opportunities for these events. The Orchard staff is also reviewing their commitments and the viability of Council being present at selected events.
  - o Saturday or Sunday Brunch at The Orchard –Several restaurants in The Orchard hold Saturday and Sunday brunches that may provide an opportunity for Council to interact with Westminster residents.
  - o Tuesday Pint Night at The Orchard – The Rock Bottom and other restaurants hold Tuesday night special that may provide an opportunity for Council to interact with a younger mix of Westminster residents.
  - o All American Festival at The Orchard – This festival will be held during the week of August 25 and will be featuring a voter drive while the Democratic National Convention is held in Denver.
  - o The Bean Soup Social at The Orchard – This community social event may also be an opportunity for Council to interact with Westminster residents; this event is planned for sometime in September.
6. Westminster City Council at .... – Staff suggests hosting these events on a weeknight evening or Saturday at various locations around the City. This format is intended to be flexible and encourage more casual interactions with City Council at a local business or park for coffee, lunch or dinner for a resident-centered conversation on local concerns. Possibilities for locations

include small businesses throughout the City, possibly tapping other businesses like Rancho Liborio (when it opens), the Butterfly Pavilion, Promenade, etc.

7. Westminster City Council and Westminster Residents Paint Out Graffiti – Staff suggests hosting this on a Saturday afternoon at a location to be determined. Staff suggests working with the Graffiti removal team in the Police Department to coordinate this event. It could provide a very brief education on graffiti, why we are working to eradicate it, etc. and then tap resident volunteers working along side the City Council to paint out graffiti at several affected community sites.
8. Westminster City Council hosts Roving Barbeques – Staff recommends hosting these events on a Saturday afternoon or evening. The format would be a community gathering for a barbeque with City Council at various park locations, including Standley Lake, Ketner Lake, and/or McKay Lake.
9. Westminster City Council Helping Hands – Staff suggests hosting these types of events on a Saturday. Staff proposes having the Westminster City Council assist a local non profit in collecting food and/or coats for local need. Several community agencies/charities regularly need and collect donations for food banks, winter clothing needs, etc. This would be an opportunity for City Council to help a local agency and interact with the volunteers/contributors supporting the agency.
10. Community Issue Meetings – Staff suggests hosting these on an as-need basis. These meetings are intended to be scheduled impromptu when an issue or concern develops in the community where additional information is needed – either to be gathered by City Council and Staff or to share with the community. Staff would pull together meetings in appropriate areas of the City as the need develops to help address any concerns.

Any of the items above can be combined, modified and adapted as City Council desires or community participation dictates. The logistics of advertising and promoting these community meetings will require contracted assistance for day care, food, advertising, design, marketing, promotion, and mass mailing event notices to Westminster residents. These items are highlighted below.

- o Day Care – Staff is aware that day care is a service City Council is interested in providing at some or all of these events. If day care is integrated into community meetings, Staff recommends that all meetings with day care be held only at City facilities that have the needed space to comply with State regulations for day care services. Staff does not recommend providing daycare at outdoor events as they are not be suitable in providing a restricted space for daycare and do not provide for other day care facilities and services. For all events, Staff would make sure that all advertising will display a “Kids Welcome!” message to ensure that the public understands that children are indeed welcome at any of these meetings, events or activities.
- o Food – Staff will work to ensure that food is present and advertised at every meeting where food does not compete with established vendors such as at The Orchard, Cinema Under the Stars (free movies in the park), Westminster Faire or where not allowed by the venue.
- o Advertising and Promotion - Staff will contract the services of graphic designers and direct mailers to advertise, market, and promote these community events. Ideas include creative advertising mailers, such as unique post cards in unusual shapes and graphics helping to articulate what the event is and hopefully help entice participation. It will take 4 to 6 weeks to design and publicize events to Westminster residents utilizing the City of Westminster website, Channel 8, *Westminster Window*, and custom direct mailers. Staff is also investigating other sources for

mailing lists, such as voter registration lists from Adams and Jefferson Counties, as a part of the direct mailers in attempts to engage those most likely to participate.

As a reminder, these events are proposed to be conducted *in addition* to the numerous outreach events the City of Westminster offers residents. As noted in the January Staff Report, these include, but are not limited to, the following:

- National Night Out - Fire & Police Departments
- Neighborhood Watch - Police Department
- Citizen's Police Academy - Police Department
- Citizen's Fire Academy - Fire Department
- Citizen's Academy Alumni Associations - Fire & Police Departments
- Campus Clean Up - Parks, Recreation and Libraries
- Volunteer Opportunities - General Services
- Snow Busters - General Services
- Summer Concert Series - Parks, Recreation and Libraries
- Adopt a Street - Public Works and Utilities
- Adopt a Park - Parks, Recreation and Libraries
- Arbor/Earth Day - Parks, Recreation and Libraries and General Services
- Westminster Faire - Parks, Recreation and Libraries
- July 4 at City Park - Parks, Recreation and Libraries
- Westminster Community Pride Day - Parks, Recreation and Libraries
- City Council Meetings - City Manager's Office and General Services
- Study Sessions – City Manager's Office
- Fire Station Open Houses
- Mayor & Council We're All Ears - City Manager's Office
- Mayor & Council Breakfasts - City Manager's Office
- HOA Meetings - City Manager's Office
- Biennial Citizens' Survey - City Manager's Office
- Commercial Development Neighborhood Meetings - Community Development
- Community Park Design - Parks, Recreation and Libraries
- Boards & Commission Meetings - All departments
- Enhanced Web Communication Efforts
- Public Information Program (City Edition, Weekly Edition, Cable Channel 8, and issues management work throughout the year).

Staff recommends that Council choose several of the aforementioned events under the program heading of City Council Community Outreach. This provides City Council the maximum flexibility in reaching out to the community, providing a variety of unique ways for residents to become engaged and share their comments and concerns with City Council. The City of Westminster undertakes several City sponsored community events per week, especially during the summer months. Staff is very aware of City Council's individual and collective Council commitments and therefore recommends selecting between six and eight events for the 2008/2009 calendar. Obviously, this is City Council decision and Staff will make whatever City Council desires work.

Staff recommends that in the first year of the City Council Community Outreach Program that at least one community meeting (number three above) and one HOA president/membership roundtable (number four above) occur. If Council concurs, Staff will begin planning for these events this fall.

Staff is requesting the City Council provide direction on this proposed City Council Community Outreach Program at Monday night's Post City Council Briefing. If City Council concurs with Staff's proposal and provides Staff with direction on the types of events City Council is interested in hosting for the fall, then Staff will return with proposed dates and locations in the next month for City Council's consideration.

Respectfully submitted,

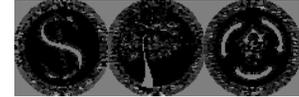
Stephen P. Smithers  
Acting City Manager



## WESTMINSTER

### Staff Report

Post City Council Meeting Staff Report  
June 23, 2008



**SUBJECT:** Metzger Farm Master Plan Update

**PREPARED BY:** Heather Cronenberg, Open Space Coordinator

#### **Recommended City Council Action:**

Review this Staff Report and provide comments and direction to City Staff regarding the current draft master plan at the June 23, 2008 Post City Council meeting. Staff will attend the Post Council meeting to make a brief presentation explaining the current draft master plan as described below, and will be available to answer questions.

#### **Summary Statement:**

- On January 24, 2007, the Broomfield and Westminster Open Space committees met jointly and through a voting process, agreed upon a plan that represented their preferred level of public use and improvements for Metzger Farm. See Attachment A "Open Space Committees' Consensus Plan."
- On February 8, 2007, staff reviewed the Open Space Committees' Consensus Plan with the Foundation. The estimated preliminary cost of the Plan was \$1.5 million for the long-term development of the site, excluding any extensive building renovation. Phase I costs were estimated to be approximately \$400,000 plus building stabilization costs.
- On July 17, 2007, the Broomfield City Council reviewed the Open Space Committees' Consensus Plan and requested that staff revise the plan to decrease the intensity of development so that more of an emphasis is placed on the historic character of the site and restoration. On September 18, 2007, Broomfield staff presented the Broomfield City Council with a revised master plan.
- On October 24, 2007, Westminster's Open Space Advisory Board (OSAB) met and supported incorporating some of the items that were removed by Broomfield's City Council back into the master plan. On February 11, 2008, Westminster's City Council reviewed and indicated support for the OSAB's recommended changes to Broomfield's revised master plan.
- On February 28, 2008, Broomfield's Open Space Advisory Committee (OSAC) reviewed Westminster's recommended changes to the master plan. They supported most of Westminster's OSAB changes but recommended removing the trail and boardwalk through the wetlands and removing the Community Meeting Area. On April 15, 2008, Broomfield's City Council reviewed and supported the OSAC's recommended changes to the draft master plan. See Attachment B "Broomfield's Recommended Changes."
- On May 28, 2008, Westminster's OSAB reviewed Broomfield's changes to the master plan and voted to accept these changes with two conditions as outlined in the background section below.

**Expenditure Required:** \$718,359

**Source of Funds:** Costs to be split between Westminster and Broomfield.  
Adams County Open Space Funds will be requested.

**Policy Issue:**

Does City Council concur with the draft master plan as recommended by the Open Space Advisory Board?

**Alternative:**

Council could direct staff to continue revising the draft master plan to include items that have been removed by Broomfield's City Council. Staff does not recommend this alternative as the recommended plan includes the key elements that staff believes are needed on the site.

**Background Information:**

The Metzger Farm is located at the northeast corner of the intersection of 120<sup>th</sup> Avenue and Lowell Boulevard in the City of Westminster. In October and November of 2005, the City of Westminster and the City and County of Broomfield approved an Intergovernmental Agreement (IGA) to create a foundation for the acquisition, financing, management and maintenance of the Metzger Farm. On December 15, 2005, the foundation approved the purchase and sale agreement with the Metzger family for purchase of the 152-acre Metzger Farm. The total purchase price for the property and water rights was \$11 million, plus costs of issuance for the certificates of participation. Grants received from Adams County for \$1,502,500 and Great Outdoors Colorado (GOCO) for \$500,000 contributed toward the purchase of the property. The City of Westminster's share was approximately \$5,004,850, plus costs of issuance and due diligence investigation costs.

In September 2006, the Foundation hired Wenk Associates to assist in the development of a Master Plan for the property. On January 24, 2007, the Broomfield and Westminster Open Space committees met jointly and evaluated three Concept Plans based on low, medium and high usage of different use zones on the farm. Through a voting process, the Committees agreed upon a plan that represented their preferred level of public use and improvements for each zone of the Metzger Farm. See Attachment A "Open Space Committees' Consensus Plan." The total project construction preliminary cost estimate was approximately \$1.5 million excluding the Urban Drainage improvements to the property that include the dam embankment stabilization, spillway reconstruction, Lowell underpass, and any renovation costs of structures. The Open Space Advisory Board's Consensus Plan was intended to be implemented in several phases over 5 to 20 years or more, depending on the two Councils' priorities and budget availability.

On July 17, 2007, Broomfield staff reviewed the Open Space Committee's Consensus Plan with their City Council. Broomfield's City Council felt that the level of use was inconsistent with the historical character of the site. They directed staff to revise the master plan to decrease the intensity of development so that more of an emphasis was placed on the historic character of the site and restoration. Broomfield's City Council also directed staff to create a revised master plan that was more in line with the original budget number of \$510,000 that was presented by staff at the direction of Council for improvements to the property when the property was purchased. Broomfield staff created a revised master plan based on this input from Council. The total estimated cost for this revised plan was \$508,613.

On October 24, 2007 Westminster staff reviewed the revised master plan with the Open Space Advisory Board. The OSAB voted to recommend support for Broomfield's Revised Master Plan if some of the elements from the original Consensus plan were added back in. The improvements that the OSAB recommended adding back into the plan totaled \$353,262 for a total master plan budget of

\$861,875. On February 11, 2008, Westminster's City Council supported the Open Space Advisory Board's recommended changes to Broomfield's revised master plan.

On February 28, 2008, Broomfield's Open Space Advisory Committee (OSAC) reviewed Westminster's recommended changes to the master plan. They supported Westminster's proposed changes with the following recommendations and changes:

- Remove the trail and boardwalk through the wetlands (\$146,516)
- Remove the Community Meeting Area (\$0)
- Slightly alter the location of the northern loop trail to provide a buffer from the Broomfield sanitary sewer plant and from West 124<sup>th</sup> Avenue (see map)
- Move the main trail to the north side of the farmstead and create a small pedestrian trail along the northern edge of the lower pond (see map)

All other Westminster OSAB recommended additions, as shown on Attachment B, were supported by Broomfield's OSAC. Broomfield's OSAC felt that the trail and boardwalk through the wetlands brought people too close to the upper pond area that was intended to be left in a natural state. They also recommended removing the Community Meeting Area at this time due to the lack of information regarding the type of building, location, price, and specific use. These recommended changes bring the total budget down to \$718,359 from \$861,875. These costs do not include any costs associated with dam or spillway reconstruction or annual maintenance costs. On April 15, 2008, Broomfield's City Council reviewed and supported the OSAC's recommended changes to the draft master plan. Broomfield's recommended changes to Westminster's draft master plan are shown in red on Attachment "B" Broomfield's Recommended Changes.

On May 28, 2008, Westminster's Open Space Advisory Board reviewed Broomfield's recommended changes to the master plan and voted to accept these changes with the following conditions:

- Remove the trail and boardwalk if a detached sidewalk is created on the east side of Lowell as part of the Lowell Boulevard improvements that will create a trail loop around the ponds (see this alternative as shown in black on Attachment B).
- Remove the Community Meeting Area as long as it is agreed that we will revisit this idea in the future.

Staff would like input from City Council regarding the current draft master plan for Metzger Farm. Please see Attachment "B" for details regarding Broomfield's recommended changes that have been approved by Westminster's Open Space Advisory Board under the two conditions listed above. If the plan is supported by City Council, public meetings will be held to provide input on the draft master plan. Westminster currently has \$190,000 budgeted for 2008 in the Open Space Fund for its share of improvements to Metzger Farm. Additional funding is available from the POST bonds, and Broomfield and Westminster will be seeking additional grant funding from Adams County Open Space for these improvements.

Respectfully submitted,

Stephen P. Smithers  
Acting City Manager

Attachments