



*City and County of Broomfield, Colorado*

**CITY COUNCIL AGENDA MEMORANDUM**

To: Mayor and City Council  
From: Charles Ozaki, City and County Manager  
Prepared by: Rosann Doran, Public Information Director

<b>Meeting Date</b>	<b>Agenda Category</b>	<b>Agenda Item #</b>
July 10, 2012	Manager's Report	12(a)

<b>Agenda Title:</b>	<b>Monthly City and County Manager's Report</b>
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<b>Summary</b>
<ul style="list-style-type: none"><li>• The report is a monthly summary of staff activities, projects and events.</li></ul>

<b>Prior Council Action</b>
N/A

<b>Financial Considerations</b>
N/A

<b>Alternatives</b>
N/A

<b>Proposed Actions/Recommendations</b>
N/A



# City & County Manager's Report

Agenda Item 12 a

July 10, 2012

## FYI ...

### **Library's summer reading program themes 'things of night' bring many participants**

Registrations for this year's Summer Reading programs at the Mamie Doud Eisenhower Public Library are up over the 2011 program, and are expected to grow as registration continues to July 22.

The children's program registration as of July 2 was 3,551 – 204 more children than in 2011 for an increase of 6%. The teen program on July 2 was at 1,086 participants – 112 more than 2011, for an 11% increase.

"Dream Big – Read!" is the theme for the children's program, and "Own the Night" is the teen program's theme. The themes reflect things of the night: dreams, stars, night creatures, midnight snacks, even glow in the dark crafts.

Colorado Lt. Governor Joe Garcia's early literacy initiative so that every child in Colorado is reading by third grade includes his challenge to all Colorado children to read 10% more over the summer than they did last year. The library has included his challenge in the children's program.

The teen program includes a "Night at the Museum" where teens will listen to eerie stories with ghostly humor at the Broomfield Depot Museum. Hawkquest will offer "Owls of the World" and Dance Arts Studio will lead a dancing slumber party as part of the Wonderful Wednesday and Fabulous Friday series for children.

All this reading and fun will help keep young brains active so when they enter school in the fall they'll be ready to learn and set to succeed.

Studies have shown that students who don't read during the summer can lose up to 1.5 grade levels in reading skills. Through its summer reading programs, the library is encouraging children and youth to "start school in the fall as smart as you were when you left for summer vacation - or maybe even smarter!"

### **In-house partnership for birth certificates**

Public Health and Environment and the Clerk and Recorder Office went live with *Vital Check* on Monday, July 2, to give Broomfield residents born in Colorado an additional option in ordering their birth certificates. *Vital Check* is a secure online ordering system for birth certificates.

How-to information is provided to residents through notices in the *Broomfield Enterprise*, Channel 8, B-in-the-Loop, and on the website

### **Broomfield People's Choice vote deadline approaches for 'Art for Awhile' selections**

July 18 is the deadline to vote in the Broomfield Public Art Committee's "Art for Awhile People's Choice Award" to determine which of the eight loaned public sculptures wins its creator \$1,000.

The public can vote for the people's choice online or with physical ballots. To see photos of the selections and to vote, visit <http://www.broomfield.org/culturalaffairs/peopleschoice/index.shtml>. Voters may also stop by the Library, the Broomfield Community Center or the Community Assistance Center in the George Di Ciero City and County Building for a paper ballot.

The winner will be announced at the Summer Concert Series performance in the Broomfield Amphitheater in Community Park on July 25.

The sculptures are: *Windwalker* by Frank Morbillo, *Turn Around* by Georgianna Krieger, *Phoenician Warrior* by Rollin Karg, *Green Thumb* by Sutton Betti, *Cultural Pedestrians* by Sue Quinlan, *Stainless Pope Figure* by Matt Cartwright, *Firefighter Fallen* by John Banks and *Global Supremacy* by Parker McDonald.

The Art for Awhile program invites artists to place their art in public spaces. Currently, the selections are in the Civic Center area near the library and the North Metro Fire

Rescue administration building, and at the 1STBANK Center. The art is for sale, but is contractually required to remain on display for a specified period of time.

**New fitness equipment replaces old at Community, Derda centers**

To keep cardio and weight training equipment current and in good working order, new equipment will replace old equipment at the Broomfield Community Center and Paul Derda Recreation Center.

At the Community Center, new equipment includes:

- A new set of Hampton Urethane Dumbbells weighing 20 to 100 pounds.
- Precor AMT 835 Adaptive Motion Trainer to replace the current AMT. The new AMT offers a unique elliptical that simulates a number of different exercises and movements.
- Precor EFX 835 Total Body Elliptical.

Because active adults using cardio and weight equipment like to continue with pieces they are comfortable using, all

the equipment replaced at the Community Center will be brand new pieces of the same models.

At the Derda Center, new equipment includes:

- A Matrix Hybrid cycle to replace the current hybrid bike. This bike features a riding position between an upright and recumbent bike, and is ideal for those with back or mobility issues.
- 2 - Concept 2 rowers to replace current machines
- Precor AMT 835 Adaptive Motion Trainer to replace the current AMT
- 2 Precor EFX 833 Lower Body Ellipticals
- Two Cybex Lower Body Arc Trainers and 1 Cybex Total Body Arc Trainer
- Two Life Fitness Integrity Stairclimbers

Additionally, a Precor AMT from the Community Center and a Cybex Total Body Arc Trainer from the Derda Center are being transferred to the Police Department Wellness Room, and a Precor Total Body Elliptical from the Derda Center is being transferred to the Detention Center.

**Looking ahead**

**Public Health offers free immunizations**

Broomfield's Public Health Division is offering free immunizations for students age 18 and under on Friday, Aug. 3, from 10 a.m. to 4 p.m. The annual clinic will be hosted by the Church of the Holy Comforter, 1700 West 10th Avenue. Call 720.887.2220 to register.

Parents must be present to give consent for vaccinations, and bring each child's immunization records. Vaccinations will be provided after Registered Nurses review each child's immunization records.

For more information, visit [broomfieldhealth.org](http://broomfieldhealth.org) or call 720.887.2220.

**Master Gardeners' information tables**

Broomfield Master Gardeners continue to offer their expertise to the public this summer, manning information tables at local garden centers.

Dates at Garden Country, 4181 West 120<sup>th</sup> Avenue, are:

- July 21, 10 a.m. to 1 p.m.

- August 4, 10 a.m. to 1 p.m.
- August 18, 10 a.m. to 1 p.m.

Dates at Home Depot, 12169 Sheridan, are:

- July 14, 9 a.m. to noon
- July 28, 9 a.m. to noon
- August 11, 9 a.m. to noon
- August 25, 9 a.m. to noon

Gardeners are invited to stop by to ask questions about gardening in general, soil amenities, plants, plant compatibility and more.

Master Gardeners will also be available to answer questions on the second Tuesday of the month through Oct. 9, from 9 to 11 a.m., to answer questions of visitors to The Lodge at Anthem Ranch.

Information and answers to questions are also available by calling the Master Gardener Helpline any time at 303.464.5554. Leave a message and calls will be returned.

Or, visit the Broomfield County CSU Extension office in the George Di Ciero City and County Building, 1 DesCombes Drive, between 10 a.m. and 1 p.m. on Mondays and Thursdays to visit with the Master Gardener on duty. All

visitors must check in at the Community Assistance desk in the lobby.

### **At the Library**

- An Early Literacy Fair is scheduled July 21 between 10:30 a.m. and 2:30 p.m. in the Children's Library at the Mamie Doud Eisenhower Public Library. Families with children newborn to 5 years can come to have fun learning and playing together, participating in games, music and more. Each participating child will receive a free book courtesy of Bal Swan Children's Center. Sign in at the library entrance in the lobby. No registration is necessary. For information, call 720.887.2315
- Summer movie nights at the library continue on Tuesday evenings at 7 p.m. through July 24. Children under 13 must be accompanied by someone 13 or older. No food or beverages are permitted in the Auditorium. Doors open at 6:30. Movies are for a variety of ages, so please visit the library for a list of featured titles and ratings.
- The Library Friends will have its annual Bargain Book Sale Saturday, August 4, from 9 to 11 a.m. in the library lobby. Nothing will be priced more than a \$1!

### **Mark the calendar**

**July 11:** Preschool morning nature walk at 10th Avenue Pond, southeast of 10th Avenue and Main Street. Preschoolers and parents meet at the pond from 9 to 10 a.m. to learn about animal and plant life. Explore the area and learn about nature while having fun. Free.

**July 12:** Vail Valley Music Festival trip for active adults to see the National Repertory Orchestra in the Gerald R. Ford Amphitheatre, 8 a.m. to 5 p.m. \$15 (\$17 non-residents) covers concert and transportation. Lunch is on your own. Meet at the Broomfield Community Center. Register with code 48621 at <http://econnect.ci.broomfield.co.us/econnect>.

**July 13:** Family moonlight walk gives a different feel for the Broomfield open space around Alexx and Michael's Pond, 132nd and Zuni. Explore the area with a naturalist.

Bring a flashlight. Free. 8:30 to 9:30 p.m.

**July 21:** Golden Eagle Concert Band performs at the Broomfield Auditorium, 3 Community Park Road. 7:30 p.m. Tickets: \$5 in advance at [www.gebb.org](http://www.gebb.org) or \$7 at the Door.

**July 25:** Preschool morning nature walk at Alexx and Michael's Pond, 132nd and Zuni. Preschoolers and parents meet at the pond from 9 to 10 a.m. to learn about animal and plant life. Explore the area and learn about nature while having fun. Free.

**July 27:** Hike at Lion Gulch Trail for active adults. Go back in time to the Homestead Meadows area and see old homesteads with interpretive signs for history buffs. Hike is 3.1 miles round trip with an elevation gain of 1,258 feet. Fee of \$15 (\$17 non-residents) includes transportation and park fee. Meet at the Broomfield Community Center, 280 Lamar Street. Trip is from 8:30 a.m. to 4:30 p.m. Register with code 48783 at <http://econnect.ci.broomfield.co.us/econnect>.

**July 29:** Rockies vs Cincinnati Reds, 11 a.m. to 4 p.m. for active adults. \$20 (\$22 for non-residents) includes transportation and tickets to the game. Lunch on your own. All seats are under shelter, near restrooms and food. Register with code 48623 at <http://econnect.ci.broomfield.co.us/econnect>.

### **At the 1STBANK Center**

- **July 13:** Five Finger Death Punch, 5:30 p.m.
- **July 14:** American Idol Live! Tour 2012, 7 p.m.
- **July 21:** Roller Dolls Bout 4, 7 p.m.
- **July 26:** Neil Diamond, 8 p.m.
- **Sept. 15:** Roller Dolls bout 5, 7 p.m.
- **Sept. 28:** Dispatch with Sleeper Agent, 8 p.m.
- **Sept 29:** Dispatch with Good Old War, 8 p.m.
- **Sept. 30:** Kellogg's Tour of Gymnastics Champions, 5 p.m.

For tickets visit [www.tickethorse.com](http://www.tickethorse.com) or call 866.461.6556.

## **Departmental updates ...**

### **COMMUNITY ASSISTANCE CENTER**

The Community Assistance Center (CAC) is a function of the City and County Manager's Office. The three employees of the center provide an initial point of contact

for visitors, act as liaisons between residents and staff in assisting in the resolution of concerns, and provide other services. The quarterly information below indicates the numbers of contacts handled at the CAC.

Contact Information Estimates*	Q1	Q2	YTD Total
Phone calls	5,820	5,856	11,676
Front Counter contacts	5,612	4,784	10,396
Emails handled	1,984	1,724	3,708
Total CAC contacts	13,416	12,364	25,780

\*Estimates are averages from a compilation of contacts reported for sample weeks in each month

Examples of Services Offered - Actual			
Welcome letters mailed to residents/businesses	274	465	739
Passport applications processed and accepted	462	352	814
Notary services performed	84	77	161
Resident concerns tracked	60	67	127
Pet licenses issued	79	104	183

A more detailed report is available through the City and County Manager's Office.

**COMMUNICATIONS**

From April through June, Broomfield's website saw 709,228 user sessions and 1,524,350 page views.

The top 10 pages, with the number of page views for that same time period are:

Page	Q2 Views
Home Page	113,512
Library	52,969
Employment	33,129
Recreation Home	30,840
News Briefs	28,751
The Bay	20,678
Paul Derda Recreation Center	16,074
Assessor	15,114
Parcel Search and Tax Inquiry	13,012
Recreation Freedom Softball Tournament	8,707

Broomfield's Facebook page showed 832 "likes," up by 94 since the last report, and Twitter had 624 "followers," compared to 574 previously.

Videos on the "Broomfieldgov" YouTube Channel have been watched 71,308 times since the site went up March 30, 2009.

The city's fiftieth anniversary history documentary, "Broomfield: Spirit of the American Dream," has been viewed 2,204 times on YouTube and on Granicus.

Archived City Council meetings on Granicus have been viewed 568 times in the last three months. Top videos watched April through June were the Workforce Center,

Auditorium Tour and police videos including the Detention Center, Police Department Recruitment, Investigations and Criminalist.

**ECONOMIC DEVELOPMENT**

Important dates in the economic development partnership with the Broomfield Economic Development Department, Broomfield Chamber of Commerce and the Broomfield Economic Development Corporation are:

- Access to Business Resources Forum - July 11, 2012, 8 to 10 a.m. at the Omni Interlocken Resort
- Broomfield Business Resource Center Grand Opening and ribbon cutting ceremony, July 11, 2012 from 3 to 7 p.m., with the ribbon cutting at 5 p.m., at the Broomfield Chamber office, 2095 W. 6th Avenue, Suite 109
- Open House for the Broomfield Business Resource Center - July 12, 2012 from 9 a.m. to 5 p.m. at the Chamber office. This is a full day of free seminars, business advising sessions and tours of the Broomfield Business Resource Center for attendees. Meet local artist Dianna Wilson who will be available to provide a free work of art for businesses.

**RECREATION SERVICES**

**Mini Haha Triathlon** - The twelfth annual Mini Haha Triathlon took place without a hitch Sunday, June 10. This coordinated effort among multiple departments in the city had no complications. The stellar efforts of all who helped with the event including many volunteers from the Broomfield community made the event a success. Prior to the event, Recreation Services conducted Triathlon Clinics and Triathlon Training for those participating in the Mini Haha and for those training for any other triathlon.



The second annual Kids MiniMini Haha Triathlon on Sunday, August 19, is back again by the popular demand of those who participated in the 1st Annual Kids MiniMini Haha.

**Aquatics** – A new program is in place for all groups bringing kids to swim at the Paul Derda Recreation Center and Community Center. To be in the pool without the group's staff members in the pool with them, youngsters must be 46 inches tall or pass a swim test administered by Broomfield Aquatics staff. This rule is adhered to firmly for the safety of all visiting young swimmers.

The swim test requires participants to jump in from the side of the pool putting their heads under water while doing so. They need to demonstrate the ability to come

back to the surface of the water and turn safely to a back float. After that, they must also swim 20 yards successfully. Those who cannot pass this test or who do not meet the height requirements, cannot be in the pool unless one of the group's supervisors is with them in the pool. Additionally, swim life jackets are loaned out to anyone who would like one to use, but they do not substitute for the requirements.

All swim classes for the summer session are currently completely or nearly full. Swim lessons are offered at both centers, and at the Broomfield Bay Outdoor Aquatic Park.

The CARA swim program for 2012 is enjoying its largest participation numbers since it began. There are currently 140 participants who practice twice weekly at the Bay. There are four swim meets this group participates in during the summer season.

**Athletics** – Two new programs in their maiden voyage this 2012 summer season include Skate Park Camp which began June 13 with a full registration, and Skate Start lessons which began June 11 only four short of a full enrollment. Additional sessions of both will be offered during the summer.

**Early Learning** – All Early Learning staff members at the Paul Derda Recreation Center and the Broomfield Community Center are fully-trained in the proper administration of the EPI pen, a requirement since pre-school programs are licensed with the State of Colorado. On Monday, June 25, the child sitting staff also received this training as a pro-active safety measure. In addition, full-time Recreation Services staff will receive this training at the departmental staff meeting in July.

**Fitness** – The second annual Broomfield Brawler Ultimate Scavenger Hunt adventure race in May featured 15 teams competing. The Brawler is Broomfield's own adventure race, patterned after the Denver Oyster and other similar adventure races. The special event included stops at several Broomfield locations where participants had to complete a fitness challenge before receiving a clue to the location for the next stop, thus the label "scavenger hunt." Among the locations was the 1STBANK Center, batting cages at Community Park, Paul Derda Recreation Center climbing wall, and others. A Channel 8 Family, Fun and Fitness video was made of the event, and can be seen on the website.

Boot Camp sessions at the Broomfield County Commons were not held the week of July 4, so a special opportunity for participants from all classes involved participants to join

in one big Boot Camp session on July 4. This fun "last minute" event boosted camaraderie among all groups.

**Gymnastics** – The high temperatures in Colorado prompted Derda Center gymnastics staff to host the upcoming regional competition at Overland High School, which is air conditioned. The previous location was planned at a Thornton high school. The rescheduled meet is July 13 and 14 from 6:30 to 8 p.m. This competition is the biggest meet of the season with an average of 250 kids competing each day. As host for this competition, Broomfield staff sets up the gym Thursday in preparation for the meet on Friday. Additionally, numerous staff members and a large number of gymnastics parents volunteer their time during the actual competition, to facilitate and make this event successful.

**Marketing** – The Fall/Winter recreation program brochures will be mailed and sent out via B in the Loop in early July. Featured in this issue is the new designation of Broomfield as a Playful City USA, recently awarded by the



KaBOOM! Organization, a national non-profit that supports outdoor play and active living in communities across the nation. Playful City is featured on the front cover, and throughout the brochure in four quarter-page displays describing what this designation is, the process the city completed to earn the distinction, and how Broomfield will benefit. Four road signs are also planned at various entry points into Broomfield, and

20 smaller signs (left) will be located in various parks.

There will also be an entry in the Broomfield Days Parade. Participants will carry a large banner celebrating the Playful City USA designation, and the first annual "Official Day of Play" – the Saturday of Broomfield Days. This proclamation for an official day of play was a requirement of the application process, and it could simply be met by using an annual event already successfully in place. Another requirement is that a community service project be conducted as part of the Day of Play. This will be the volunteer effort for a zero-waste event that Broomfield has adopted for the Broomfield Days and other activities.

## At the Audi ...

### *In the gallery...*

The Paletters show continues through Thursday, Aug. 2, followed by the Broomfield Days poster entries to Aug. 21.

Gallery hours are Thursdays 2 to 6 p.m. and Fridays 2 to 5 p.m., Sundays 1 to 5 p.m. and during auditorium events.

### ***BackStory Theatre Academy programs feature 'Make Believe and Beyond'***

BackStory Theatre Academy is a summer learning program for youngsters from kindergarten through high school. This year's performance workshops by Academy students show what they have learned during the summer.

Kindergarteners to second graders will present *Sleeping Beauty* on Friday, Aug. 3, and *Peter Pan* on Aug. 10. Both performances begin at 6 p.m.

The performance workshop for third to eighth graders is *Treasure Island* on Saturday, Aug. 11, beginning at 6 p.m.

The seventh through twelfth graders will perform *Master Cat: A Retelling of Puss in Boots* on Saturday, Aug. 4, at 6 p.m.

All performances take place in the Broomfield Auditorium, 3 Community Park Road.

Tickets are \$2 at the door.

### ***Summer concerts continue Wednesdays on the Waterfront in Community Park***

Free concerts continue, highlighting each Wednesday evening throughout the summer. Beginning at 7 p.m. at the amphitheater in Community Park by Community Park Pond (east of 2nd Avenue and Main Street), the lineup includes:

**July 11: Rocky Mountain Brassworks** – The Denver area's one and only authentic brass band borrows from the instrumentation of British brass bands, and rock bands. Rocky Mountain Brassworks has updated the brass repertoire with selections from show tunes, contemporary pop numbers, energetic patriotic music, marches, and elegant classical selections. The band has entertained audiences along the Front Range for the last 35 years performing in formal concerts, at outdoor summer venues, and supports public school music education with free school program performances.

**July 18: Girls Night Out** – Girls Night Out is a high energy dance band featuring the greatest soul, funk and Rhythm and Blues tunes from the 70s and 80s. It's funny, smart, and sassy, Girls Night Out puts on a hot show that keeps the crowd on its feet with an uncontrollable urge to shake their collective booty. A good time will be had by all!

**July 25: After Midnight Jazz Band** – Award winning clarinetist Roger Campbell leads the hottest sextet since the Big Band Era! Swinging hard since 1997, this extraordinary group of musicians has performed thousands of concerts around the world for jazz festivals, clubs, weddings, summer concerts, and more. They conquer dizzying charts by the likes of Benny Goodman, Artie Shaw, and Lionel Hampton. It's tight, fun, exciting, danceable, and hugely popular among the jazz and swing crowds.

**August 1: Academy of Rock** – Teen bands from the Academy of Rock take to the stage to wrap up the concert series with a bang!

For more information about Cultural Affairs presentations and Audi performances, contact the box office at 720.887.2371.

