

TOWN OF WINDSOR AGENDA REPORT

Joint Windsor Town Council, Windsor Redevelopment Successor Agency and Windsor Water District Meeting Date: November 5, 2025

To: Mayor and Councilmembers
From: Nelle Herman, Recreation Division Manager
Subject: 2025 Summer Nights on the Green Summary and 2026 Program Recommendations

Recommendation to Council:

By motion, approve the Parks & Recreation Commission recommendations:

1. Temporarily allow a second community member to serve on the band selection committee in place of a Parks & Recreation Commissioner and to serve a two-year term.
2. Approve the 2026 updated and reimagined Family Movies on the Green concept and schedule.
3. Approve the 2026 Summer Nights on the Green concerts partnerships and schedule.

Strategic Plan Element:

The recommended action supports the goal of Livability. Goal Statement: Preserve community character by maximizing the use of existing amenities and creating future opportunities that enhance quality of life for all.

Background:

The Town of Windsor hosted the 23rd season of Summer Nights on the Green (SNOG) in 2025. This season included the following events:

- 8 Family Movies on the Green: June 10 – August 5
- 1 Fall Family Movie: October 11
- 13 Thursday Night Farmers Market: May 29 – August 28
- 13 Thursday Night Concerts: May 29 – August 28
- 1 Fall Concert: September 27

The concert attendance was estimated to be an average of 3,000 people per night over the course of the thirteen-week series on Thursdays. Both the bike valet and concert shuttles saw steady use throughout the season. The bike valet average was approximately 94 users per night, that's up from an average of 75 users per night in 2024. The total number of bike valet users in 2025 was 1,217. The total riders for the two shuttles over the course of the season was 2,142, which is an average of 165 riders per night from the two locations combined. This is just under the total number of riders from 2024 which came in at 2,240. This year marks the first year the SMART Train was running during a concert season. Beginning July 10, at an additional cost to the Town, SMART scheduled a special "late" train to accommodate riders leaving the Thursday concerts. Over the eight Thursdays, approximately 650 riders utilized this service. The total cost to the Town was \$5,542.

Following Council direction in 2024, an eight week pilot program added an additional thirty minutes at the end of concerts from June 19 and August 14. This came at an additional \$2,500 in staff time as well as increases in the sound and security contracts.

Band Selection Committee

The Band Selection Committee (Committee) meets beginning in December each year leading up to each concert season to review and select bands for the concert series. The Committee is made up of the following members: one Town Councilmember, one Parks and Recreation Commissioner, the Windsor Certified Farmers Market (Farmers Market) Manager, the Sound Technician, and one community member. The Committee meetings are facilitated by Town staff. Band submissions are opened online following the end of the previous concert season and stay open through December 31. The Committee reviews each submission, selects a lineup, and determines availability and pricing of each band.

Farmers Market Partnership Agreement

The Town and the Farmers Market entered into an agreement to collaboratively work together to implement the 2025 Summer Nights on the Green concert series. Under this agreement, the Farmers Market was responsible for securing all the contracts with the bands selected by the Committee, staffing the green room, providing meals for the band, and managing Bike Bucks to give out to the public.

Waste Less Alliance

In an effort to reduce waste at the concert series the Town once again partnered with Waste Less Alliance, a group of community members dedicated to the cause. One of the main goals of Waste Less Alliance is to reduce waste during the concerts and divert more materials out of the landfills and into recycling or compost bins. The overall diversion rate for the 2025 concert season was 64.77%.

Research shows that common diversion rates without volunteers or signage is in the 10%-25% range, with household baselines about 35% and maximum rates on the high side are 85%.

According to Waste Less Alliance, the Summer Nights on the Green 64.77% diversion rate suggests we had very effective waste management practices in place (proper bin placement, good signage, and high attendee awareness) as this significantly exceeds what would be expected from events with no recycling infrastructure or guidance.

Non-Profit Alcohol Concessions

The following four concessionaires contributed \$5,200 to off set the cost of security associated with enforcing the alcohol service boundary around the Town Green, per the State Department of Alcohol Beverage Control: Windsor Lions Club, Windsor Chamber of Commerce, Windsor Rotary Club and Windsor Kiwanis Club.

The table below represents the revenue earned through alcohol concessions at SNOG by each service club over thirteen weeks of concerts in 2025.

Organization	Alcohol Concessions Revenue	Contribution to Town
Chamber of Commerce	\$12,209.26	\$1,300
Kiwanis Club	\$11,060.00	\$1,300
Lion Club	\$28,633.76	\$1,300
Rotary	\$25,662.90	\$1,300
Total	\$77,335.92	\$5,200

Family Lawn Games

At all thirteen Thursday concerts, the Town offered free drop-in family lawn games on the south lawn area of the Town Green. During the concerts staff facilitated activities such as soccer, bean bag toss, and large format board games. Participation was steady during the concerts, attracting children and their

families to engage in play together.

Thursday Night Concert - Revenue and Expenses

The following table is an overview of the revenue and expenses for the 2025 concert series and is also included in Attachment 1.

	Expense	Revenue
Bands	\$ 29,600	
Music Licensing	\$ 2,100	
Farmers Market Contract	\$ 12,160	
Sound Technician	\$ 26,150	
Security	\$ 22,681	
First Aide Stand By	\$ 3,500	
Part-Time Staff	\$ 14,756	
Sponsor Recognition, Advertising, & Misc. Supplies	\$ 3,265	
SMART Late Train	\$ 5,542	
Sponsorship		\$ 39,250
Pass the Hat		\$ 5,764
Alcohol Concessionaire		\$ 5,200
Total	\$ 119,754	\$ 50,214

Windsor Day Parade Concert & Festival

For the third year in a row the fourteenth concert in the concert series took place following the Windsor Day Parade. This year the parade and concert took place on Saturday, September 27. The band was Gas Money. The concert and festival are a nice addition for post parade activities, however, has not been heavily attended over the years despite all sorts of creative ideas to pull in a larger crowd.

Family Movies on the Green

The Family Movies on the Green series ran for eight weeks with an average of 200 participants per night. The cost of running Family Movies on the Green was \$23,319 (Attachment 2) which includes the movie contract, supplies, staffing costs and security services. Over the last couple of years Parks & Recreation along with Windsor Police have been tracking the increase in attendance of teens. The addition of security services was added two years ago as a safety measure in response to an incident during the later hours after the movies. With a budget reduction in the 2026 season and an interest in public safety, staff has been investigating alternative options for Family Movies on the Green, including earlier movie start times to assist with clearing out the Town Green at an earlier time. This earlier movie start will also open the opportunity for more families to come and enjoy the movie and still get home at a reasonable hour.

Discussion:

Summer Nights on the Green Budget Reduction

As part of the Fiscal Year 2025-2027 budget process, cuts to the Summer Nights on the Green concerts, Family Movies, and Waste Less Alliance support, were necessary as a cost saving measure. In June as part of the budget approval process, Council approved the funding for a 10-week concert series, rather than 13-weeks and one fall concert series. In addition, Council also approved reduced funding for the movie's series and Waste Less Alliance. The amount of funding removed from each program was placed on a discretionary funding list for Council to review in October of 2025 should additional savings be available after the closing process of the previous fiscal year budget.

Since June 2025, the Parks & Recreation Department has worked with various partners and made adjustments to operations to obtain alternative funding solutions for these items:

- **Summer Nights on the Green:** Through a collaboration with the Windsor Farmers Market, the Town will move forward with producing 10 concerts as budgeted and the Farmers Market will bring back Farm Nights to offer two additional concerts – making the season run twelve full weeks from the beginning of June through the end of August.
- **Family Movies on the Green:** This program is being reimagined and will be offered differently for the 2026 season. The Town is responding to on-going resident comments about the late movie start time and will be using a new movie screen vendor and an alternative layout (Attachment 3 - Alternative Movie Layout). The LED movie screen will allow for a much earlier start time and will be repositioned on the Town Green. Given all of these changes, the Town will propose a shorter movie season to determine success and viability of the changes. This can be achieved with the funding allocated in FY25-27 budget.
- **Waste Less Alliance:** Full funding for the 2026 and 2027 season of Waste Less Alliance partnership at the Town events was received through the 2025 July and August, Pass the Hat nights.
- **Alcohol Concessions:** Staff brought forward a concept to the Lions Club to increase the season end contribution to the Town for each service club. One concept for consideration is a sliding scale that would raise the \$100 per concert, per service club to:
 - \$150 per concert, per service club for total season earnings under \$15,000
 - \$200 per concert, per service club for total season earnings over \$15,000

2026 Proposed Schedule

Staff have created a proposed schedule for the 2026 season (See Attachment 4-2026 Proposed Schedule).

- 10 Concerts: June 4-August 13 (skip 7/2)
- 2 Farm Night Concerts: August 20 & 27
- 4-5 Movies: July 7-August 4

At their regular Parks and Recreation Commission (Commission) meeting on October 8, 2025, the Commission received this Summer Nights on the Green recap and are recommending the following actions for Council consideration:

1. Band Selection Committee: Temporarily allow for a second community member to serve on the band selection committee in place of a Parks & Recreation Commissioner to serve a two-year term. The Commissioners understood and respected the time commitment needed to serve this successfully Committee and felt a community member could better fill this role.
2. Approve the 2026 updated and reimagined Family Movies on the Green concept and schedule.
3. Approve the 2026 Summer Nights on the Green concert partnership and schedule.

Fiscal Impact:

There is no fiscal impact associated with the recommended action.

Environmental Review:

This action does not constitute a “project” within the meaning of California Environmental Quality Act (CEQA) Guidelines Section 15378 and requires no environmental review.

Attachment(s):

1. Financial Summary of 2025 Concert Series
2. Financial Summary of 2025 Movie Series
3. Alternative Movie Layout
4. 2026 Proposed Schedule
- 13.1 Correspondence (Distributed 2025-11-04)
- 13.1 PowerPoint (Distributed 2025-11-04)

Prepared by:

Nelle Herman
Recreation Division Manager

Reviewed by:

Olivia Lemen
Parks & Recreation Director

Approved by:

Jon Davis
Town Manager