

Director's Report
Meeting Date: Jan 10-No Meeting Held
Board of Parks, Recreation & Cultural Services
Play. Every Day.

The mission of the Department of Parks and Recreation is to preserve our parks and open spaces and provide essential recreational programs and cultural services in a safe, professional and friendly manner.

PROJECT MANAGERS REPORT:

Department Projects – Completed

Department Projects – In Construction Stage

- Cemetery re-platting
- Tyler-Domer multipurpose room upgrades
- Tyler-Domer awning replacements
- Laurel Clark fountain repairs/maintenance

Department Projects – Out for Bid

- Wustum Museum Restoration
- Glen St. bridge renovation

Department Projects – In Design/Planning Stage

- Harvey Park Playground Replacement
- Matson Park Playground Replacement
- Lincoln/Spring St. bridge removal
- Lockwood Park tennis court post replacement
- High mast light pole inspections
- Videan-Cheska playground addition
- Island Park parking lot redesign
- Cemetery road repairs
- Island Park shelter stairs relocating
- Bryant center gym painting
- Bryant center parking lot redesign
- Zoo pathway repair

Miscellaneous

- Communications for Change Order requests
- Communications for Final payment requests
- Scheduling projects for 2024

Parks

Parks Division

- Snow plow check equipment every Friday
- Widen snow plow routes and remove snow where needed
- Lockwood Park sledding hill, check for litter daily
- WP Bowl, Reservoir Park, North Beach, Humble, Hantschel sledding hills check for litter weekly
- Chip paths at Colonial Park and the Dog Run if needed. Plow first
- Stumping if needed
- Clear fence line in all Parks
- Remove brush and weed trees in all Parks
- Check snow plow markers and snow fence weekly
- Litter pick all Parks and Medians daily
- Do annual flower order

Forestry Division

- Down and/or hanging branches
 - 4 reports
 - Crews responded to all
- Pruning cycle-zone 5 & zone 2 young tree pruning
 - 957 trees pruned
 - Zone 2 pruning complete
- Tree removals
 - 35 removed
- Electrical Hazard Awareness Training
 - Started Annual Training
 - Required when working near utility wires
 - Goal-complete 1 chapter per week until training complete
- Snow Plowing
 - Forestry assisted Parks Service with snow plowing
 - 1 snow event

Recreation

Youth Activities

- Teen Outreach Program (TOP)
 - Staff attended training to become certified trainers
 - 3 days-8 hrs/day
 - Sites include 6 schools & 4 community centers
 - Starts 10/1/23-Ends 6/7/24
 - Grades 6-8
- Youth Hoops Basketball
 - 62 teams
 - 10 players/team
 - Practices-Started 10/30
 - Games Start 11/11
 - Run through Feb 2024
- Free Throw Contest-Prep
 - Feb 24th
- Snow Sharks-21st Season
 - Registered 39 children
 - Ages 7-17 years old
 - 15 Mon
 - 24 Thurs
 - Families are utilizing the benefit of the program
 - 7 Scheduled Trips-Made all of them
 - 4 Trips left in the season
 - 2/1, 2/5, 2/15, 2/19
 - Proud of the progress of members
 - Some who have never skied or boarded
 - Moving forward in skill levels
 - Green Circle to Blue Square
 - Blue square to Black Diamond

Open Recreation at all community centers during the fall

Adult Activities

- Softball
 - Registration Started
 - Registration End Date
 - Extends weekly
- Indoor volleyball (Mon-Thur)
 - Mid Season
- Recruit & Hire Umpires
- Pickle Ball League
 - Started 1/3
- Sand Volleyball
 - Registration Open
- Bowling Fundraiser
 - Seeking Sponsors & Bowlers

Beach Guarding-Out of Season

Community Centers

Bryant

- O & H Bakery
 - Delivery Tues – Fri
- Taekwondo
 - Meets twice a week on Tues & Thurs monthly
- Chicago Steppers
 - Mon 6-8 p.m.
- Pickleball
 - Mon – Fri 8 – 11 a.m.
- Game Room
 - Mon – Fri 2:30-7:30 p.m.
- 1/6 Youth Hoops
 - 8a-2p Gym
- 1/10 Juneteenth Committee
 - 3rd meeting of the year
- 1/17 Senior Bingo
 - Cancelled due to weather
 - 3rd Wed-1-3p
- 1/21 Rental-Baby Shower
 - Multipurpose Room
- 1/28 Rental-Hip Hop X-treme
 - Gym
 - 2-6p
- 1/30-2/1 WPRC Conference

Chavez

- Ladies of Virtue
 - Girls Dance Team
 - M-Th
 - Includes the girls in the Teen Out Reach Program
- Girl Scouts
 - Meetings & activities
 - 1x per month
- RUSD/PRCS Dance Team Program

- Extended Learning
- Mon-Thur
 - During school year
- NEW-Senior Card Program
 - Tues-play cards
- New Director-RUSD Extended Learning for 2023/2024 Programming
 - Currently 7-8 active programs
 - Teen Outreach Program, Fall Basketball Camp, Volleyball Winter Break Camp, Football Skills & Drills, Basketball Skills & Drills
- RUSD Summer Programming
 - Planning-RFP Process
- Teen Outreach Program
 - Grades 6-8
 - Lessons-Health & Hygiene
 - Care Packages
 - Personal Qualities
 - Career Goals
- RUSD Middle School Advisory Council
 - Mitchell School-8th grade capstone project
 - 1/18/24

Humble Park

- Life Line Screening
 - Scheduling screening events for 2024

King Center

- Sats-1/6, 1/13, 1/20, 1/27-Youth Hoops program 2023/2024
 - All boys & girls 3rd/4th grade basketball games are on Sat
- Thur-1/11-Annual King Day Celebration
 - 75 attendended
- Sat 1/19 Greater New Birth Church
 - Hosted Food Bank
 - Parking Lot & Sidewalk
 - 150 care packages to families
- TOP program
 - Mon- Thurs 4p to 7pm
- Kingdom Builders
 - Continued their weekly lunch program
- Basketball practices
 - Tues, Wed, Thur, Fri for our basketball league.
 - This serves about 20 people each night
- Senior Fitness
 - 3 days a week- 9am to 10:30am
- Pickle ball
 - Mon – Fri 9am to 11:30am

Tyler – Domer

- Next Level Mentoring
 - Primary Location for program
 - Start September-12 wks

- Playgrounds
 - Planning
 - Early stages of field trips
- Spring Facility Schedule
 - Scheduling with High School Athletic Directors
 - Practice & Games
- WPRC Conference
 - LaCrosse, WI

Marketing

Facebook

- **Monthly Post Numbers**
 - **2023 Summary (April – December)**
 - 250 posts: AVG reach – 4,554 / AVG engagement – 633.
 - **Jan 31 – Mar 31, 2023 vs Apr 1 – Dec 31, 2023**
 - **In 2023**, we saw **166%** increase in AVG reach / **325%** increase in AVG engagement.
 - **January 2024**
 - 18 posts: AVG reach – 3,071 / AVG engagement – 256.
 - **Most Popular Post of January**
 - Youth Hoops Post on 1/29
 - 7,394 post reach / 815 post engagement

Instagram

- Launched page in June 2023
- 79 posts, 261 followers so far

Newsletter

- January Newsletter
 - **3,090** sends, **40%** open rate
 - **21%** - Average open rate across all industries

Events

- Youth Hoops-Referee
- WPRC Conference

Public Events in Our Parks & Facilities

1/1/2024 to 1/31/2024

Date	Event	Location	Time
• 1/1	Splash & Dash	North Beach	12-1:30 p.m.

Upcoming:

Date	Event	Location	Time
• 2/2	MLK Wreath Laying Ceremony	MLK Plaza-Statue	1p-3p
• 3/4	Empty Bowls	Festival Hall	12p-6p
• 3/16	St. Patrick's Day 5K	Lake Michigan Pathway	10a-12p