

**Director's Report  
For  
March 12, 2014**

**Board of Parks, Recreation & Cultural Services  
Play. Everyday.**

*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.*

**Projects**

**1. Parks Paving Projects for 2014**

- a. Two pending paving projects: 1) Douglas Parking Lot Upgrades – 2013; 2) Graceland Cemetery Road Replacements. Will coordinate project bidding with DPW asphalt projects.

**2. Playground Equipment Replacement:**

- a. Hantschel & Hamilton Parks 2013 – CDBG Parks and Play Equipment Improvement: Play equipment has been ordered. Site preparation is out for bid. Equipment installations will be bid out early April.
- b. Exercise Equipment for Dodge Park – 2013: No decision has been to move forward on this project.

**3. Park Electrical Upgrades:**

- a. Island Park North Softball Lights: Project has begun and has progressed adequately during the extreme cold. Still on schedule for March 31 completion. (No Change)
- b. Humble Lighting Electric Service: Waiting for WE Energies – has been delayed due to weather related issues. Project is set to be completed on March 4.

**4. Miscellaneous Projects**

- a. Pershing Soccer Facility Concession/Restroom/Locker Room – Roof Replacement: Project has begun and has progressed adequately during the extreme cold. Project completion will be March 31.
- b. Pershing Bleacher Replacement: Field work in process. (No Change)
- c. Pershing Fence Replacement: Field work in process. (No Change)
- d. Lockwood Road Removal: At substantial completion – will require some minor adjustments in spring due to weather conditions in 2013.

**5. Community Centers**

- a. Bryant
  - i. Painting Interior – Currently out for bid.
  - ii. Replace Counter Tops – Currently out for bid.
- b. Chavez
  - i. Paving of Parking Lot: Will ask to have this project combined with the DPW paving projects. Plans and specifications are ready for 2014 bidding. (No Change)
- c. Humble
  - i. Electrical Upgrades – 2013: In progress see 3b.
- d. King
  - i. Painting Interior: Currently out for bid.
  - ii. Replace Counter Tops: Currently out for bid.
- e. Tyler-Domer
  - i. None.

6. **Cemeteries:**

a. **Mound & Graceland:**

- i. Crypt repair master plan is complete. Repairs are recommended in three phases and much can be completed in the winter. Critical required repairs are expected to cost \$120K. This project will be bid this year if possible – (No Change).

b. **Mound:**

- i. Chapel Restroom: The project has started, plumbing and electrical has been roughed. Drywall & painting bid is currently out for bids. Bid expected by mid February for expected completion late March.
- ii. Mound Chapel AC: Field work in progress.

c. **Graceland:**

- i. Section 23: Plots have been approved by the Common Council. The plans will be submitted to Racine County.
- ii. Graceland Pond Rehab: DPW/Utilities project. (No Change)
- iii. Paving Road Replacement: Will be coordinating with DPW/Traffic to replace roadways along the pond area after the pond restoration is complete. (No Change)

7. **Golf Courses:**

- a. **Johnson:** No Update.
- b. **Washington:** No Update.
- c. **Shoop:** No Update.

8. **Wustum:**

- a. Have submitted numerous estimates for CIP projects at Wustum.

9. **Zoo:**

- a. No update.

**Recreation**

1. Adult softball registration is down from last year; however, teams are still trickling in. Sand volleyball and adult tennis league registration is also going on.
2. Adult volleyball leagues are coming to an end. The 6<sup>th</sup> Annual City Volleyball Tournament is scheduled March 8 at the Cesar Chavez Community Center.
3. Adult basketball leagues are finished. The City Basketball Tournament took place on March 1 & 2 at the Cesar Chavez Community Center. Six teams competed to be called City Champs.
4. Youth softball registration is underway for T-Ball, Coach Pitch, Kids Pitch and 12 – 14 yr old leagues. This year PRCS will be adding 4 year olds to the T-ball program.
5. Youth Hoops program ended on very high note. Championship Sunday was awesome!!! The games were entertaining, the spectators well behaved, and our team of coordinators, refs, timer/scorers, and staff were at their best.
6. The Milwaukee Bucks continue to be very generous with tickets this season. We received and distributed tickets for four February games.
7. The Snow Sharks program ended its 11<sup>th</sup> season on February 19. Our numbers remained about the same as last year with 34 youth and their families participating. Mike Love and his associate from Belle TV attended the last trip and took pictures of individual members and the group.

8. The Summer Movie series has been set.
  - a. June 21 at Solbraa Park – Plane
  - b. July 5 at Mound Cemetery - Monsters Inc.
  - c. July 19 at Lockwood Park - Despicable Me 2
  - d. July 25 at Hantschel Park - Cloudy With a Chance of Meatballs 2
  - e. August 5 at Douglas Park – Frozen
  - f. August 8 at Matson Park - Tad the Explorer
9. Hershey Track & Field, Playground Programs, Lake F/X and other spring programs are coming together.
10. Met with individuals/organizations to bring in new programs for the late spring/summer.
  - a. Youth Soccer
  - b. Youth Sports Camps
  - c. Strength & Fitness Camp (Youth to HS)
  - d. Speed & Agility Camp (Youth to HS)
  - e. Indoor & Outdoor Fitness Classes (Youth to Adult)
11. The following contract/agreements are being updated and approved.
  - a. Horlick Athletic Field Concession – Awarded to Racine Raiders
  - b. Humble Park Concession – Awarded to Tuesday Optimist
  - c. Median Mowing – Out to Bid
  - d. Parks and Community Center Dumpster Service – Out to Bid
  - e. Community Center Vending Machine – Cancelled
  - f. Cemetery Grounds Maintenance – Updating in progress

## **Parks**

1. Continue to clear snow for alleys, walkways and parking lots.
2. Spring and summer landscaping plans have begun.
3. Submitted paperwork to purchase vehicles approved in the 2014 PRCS CIP Budget.
4. Reviewing applications for long seasonal and summer student positions.
5. Working with PRCS Staff and DPW Staff to set a schedule for when water will be turned back on to facilities in the park.

## **Community Centers**

### **A. King Center**

1. Racine Vocational Ministries held a four day employment training workshop the week of February 17 - 20 from 9:00 am – 3:00 pm. There were ten (10) people who attended each day. They are planning to use the King Center again in May for a similar training. Lori Life was the facilitator.
2. Black History Racine Story was held on Friday, February 28. Various information about the origin of black people in the City of Racine was on display dating as far back as the early 1800's. Exhibit was available for viewing from 2:00 – 5:00 pm.

3. The 31<sup>st</sup> Annual Black History Youth Achievement Awards was held on Saturday, February 22 at Memorial Hall. The Master of Ceremonies was Enayvia Smith from Park High School, a musical selection was sung by Disheka Moore, and the keynote speaker was one of King Centers own, Michael Jackson, a graduate of U.W. Parkside and U.W. Milwaukee. There was approximately 700 people attendance.
4. The King Center hosted a support group on Thursday, February 28 focusing on issues many young parents face from child support issues to co-parenting. The program started at 6:00 pm and lead by facilitators from Focus on Families and North side/Southside Outreach.
5. Sign up has begun for our open recreation basketball league. The goal is to create an eight team league that will play on Mondays and Wednesdays starting at 5:00 pm. Teams will play each other once followed by a tournament at the end of league play. Games should begin on Monday, March 17.
6. The Summer Lifeguard testing date for March 15 will be held at Horlick High School beginning at 9:00 am for all new guards. Currently, eleven (11) students have applied for the position. The goal is to hire sixteen (16) qualified lifeguards for the beach season.
7. Staff took twelve (12) individuals to the Milwaukee Bucks basketball game on Tuesday, February 18.
8. A Chess Tournament was held on Friday, February 28 from 5:00 - 7:00 pm.
9. Denise Rangel, from Safe Haven, will be conducting workshops for youth at a date to be determined. The focus will be to motivate and encourage students who are experiencing difficult time either at home or school. Providing them with practical advice and solution to the issues they may be experiencing.

## **B. Humble Park**

1. Humble Park office has been remodeled to create more space. A dividing wall was removed, new tiles were laid and walls painted.
2. Tax service has begun. Approximately 20 people are assisted every Wednesday.
3. Staff is getting kids together to participate in the intercity basketball league at the Bray Center. We are still looking for a coach for this group.
4. Special Olympics held their Valentine Dance on February 14 with approximately 200 participants.
5. More open gym time is now available at the Youth Hoops program has come to an end.
6. Beginner pickleball is getting more and more popular. We have up to 15 to 20 people on Tuesday, Wednesday, and Thursday. As these numbers grow so too will the other sites as it is becoming more and more popular.

### **C. Cesar Chavez**

1. Youth basketball concluded on Sunday, February 16 with championship games in the 5<sup>th</sup> – 8<sup>th</sup> grade boys and girls leagues. Building attendance was at capacity. Trophies were given out to first and second place teams as well as two plaques for our volunteer coaches awards. The season overall went pretty well. Many thanks go out to our officials and staff for all their hard work and dedication on Saturdays throughout the season.
2. Main Gallery received \$5,000.00 donation for 2014 from an anonymous donor.
3. Applied for \$10,000 grant from the Racine Community Foundation for Main Gallery 2014. Met with a representative from grant committee to go over program details.
4. Applied for a phase one grant application for \$6,000.00 through the Wisconsin Arts Board for Main Gallery.
5. Discussed with Lee Roberts from Journal Times the possibility of doing a feature story on Main Gallery's 20<sup>th</sup> anniversary this summer.
6. Youth softball sign-ups began March 4 at the PRCS Main Office. Four year olds will be integrating into the T-Ball program this year.
7. Continuing to meet monthly for the gang collaboration meetings. Last one was held at Chavez Center with 20 participants on January 30. The focus is on community partnerships and collaboration between public service groups to keep our youth off the streets and doing positive things.
8. Adult volleyball and basketball league games have come to an end. The last scheduled event was the City Volleyball Tournament on March 8 & 9.
9. Main Gallery applications are available March 3 at the PRCS Main Office. Deadline for completed applications will be April 17. Interviews will be held at Chavez Center in mid-May.
10. Senior programs are well attended during the week with new participants in all programs. Volleyball on Wednesdays and Fridays has drawn 30-35 participants using both gyms.
11. Chavez Center will be forming two middle school teams to participate in the Bray Center "Stop Bulling n Start Ballin" basketball league.
12. City League Basketball Tournament will be held at Chavez on March 1 and 2.
13. Paul Ryan will be holding listening session on March 19.
14. Attended the Park and Recreation Roundtable session through CVMIC on March 3 in Wauwatosa.

## **D. Bryant**

1. Our program numbers are growing; there has been a 15% increase in participation since our open house.
2. We are still in search for an instructor in the area of ballet. Some of your children have shown an interest in this art form.
3. The tax preparation program is going well. AARP is seeing 25 to 30 people three days out of the week.
4. Energy Assistance Program is on sight every other Tuesday. The program runs from 9:00 am - 3:00 pm. There are at least 20 people per visit.
5. A fundraising campaign plan is being developed to fund current and future programming.

## **E. Tyler - Domer**

1. The benefit for Lexi was a huge success. Approximately 200 people attended. They had music, food, booths to educate people on mental health etc... They also had a rummage sale and bake sale to earn money for the fund they are setting up in Lexi's name. They hope to have the event here again next year.
2. Our Barbering Class is now set to begin on the March 17. It was pushed back because of donations coming in and making sure we have everything we need to be successful.
3. Kiddie Korner, Future and Play It Again sports playground programs will be housed at TDCC.
4. Staff has started reviewing applications for playground leaders. Interviews will begin in April.
5. All high school spring sports are scheduled and traveling baseball is ready to go also.
6. Community organizations that continue to use the building on a weekly basis: campus life, Narcotics Anonymous, Park High School transitional program, developmentally disabled from Careers.
7. Zumba continues on Monday and Wednesday.
8. Panther Pals is continuing to use the building with very good attendance and the kids are working and cooking great together. The teacher hopes to continue this program next year.
9. Staff is getting basketball teams together to participate in the Bray Centers intercity basketball league.
10. Our Wednesday craft class is being revamped with a new leader and new crafts to attract more participants. Currently the class has around 8 to 10 participants.

## **F. Marketing**

1. PRCS Booklet for Spring/Summer 2014 – Gathered all updated information from Supervisors and PRCS affairs. In the process to make a transition for an updated look.
2. Bulletin Board – Updating the look and information on our bulletin board located outside our office.
3. Swag – Ordering new marketing items such as pens, lanyards, cups, cozies, tote-bags, coffee mugs, etc.
4. Social Media
  - a. Facebook – Nearing 1,000 Likes. We have 992 and will campaign to get to 1,000 in March.
  - b. Twitter – @RacineParksRCS - Over 111 Followers
  - c. Vimeo – Over 10 videos on our channel
  - d. Instagram – @RacineParksnRec
5. Newsletter
  - a. Maintaining over 300 subscribers and enhancing the viewers experience with more interactive content such as video and photos from current events (i.e. Youth Hoops and Snow Sharks).
6. Media
  - a. Belletv has been a bigger part of our public communication by posting our events and attending them to produce videos. They have attended Bryant Center to develop our partnership, and our Snow Sharks trip to Alpine. Plans to continue building public relations opportunities in the works.
7. Special Events
  - a. Plans underway to coordinate our special events for 2014. Earth Day, Kids to Parks, National Park and Recreation Month, Fitness Fair on the Square, and Pedal, Paddle N ‘Stroll.
8. Appearances
  - a. Planning to attend the Opportunity Fair at Park High and at Case.
  - b. Sourcing Expo Booth set –up to update our appearance.
  - c. Plans to attend Just Add Kids Expo on April 5.