

**Director's Report
For
March 13, 2013**

Board of Parks, Recreation & Cultural Services

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

Laurel Clark Fountain

1. Have submitted requests to Council asking approval to enter into 3 year service agreements for the mechanical service and chemical service of the LC Fountain. The three year agreements will fix labor cost and allow for limited materials cost increase for the term of the contract. The chemical service agreement was approved on Tuesday, March 5.

Parks Paving Projects for 2013

1. Chavez Parking Lot Rehabilitation. Lot redesign has been selected. Have requested engineering quotes for design and construction management.
2. ADA asphalt upgrades – parks not yet determined.
3. Graceland Cemetery
4. Zoo – area not yet determined.

Painting of Handrail at Gaslight Pointe (No Change March 2013)

1. Phase II of III will begin in June. Will continue from the point, and then turn south. Park benches and trash cans are also painted.

Lockwood Softball Diamond

1. The diamond restoration is scheduled for late August of 2013.
2. Due to the fact the ball diamond is placed directly on top of landfill, a request has been made to the DNR to review the need to use special hauling & excavation protocols for the removal and replacement of the softball fence. Special procedures and hauling will add costs to the fence replacement.

Douglas Park Softball Lighting Replacement

1. The electrical contractor is having difficulties with delivery schedules from GE Lighting. The current schedule is May. The project may be delayed until fall if there is no delivery commitment by March 8th.

Bryant LED Lighting

1. Project is complete

Chavez Roof Replacement Sections 5 & 10

1. Project was set to begin the 1st week of March – has been delayed 2 weeks due to heavy snow.

Playground Equipment Replacement

1. Equipment has been ordered for Parker & Heck Parks. Price and deigns for West Park are ready for review & approvals.

ADA Updates for 2013 (No Change March 2013)

1. ADA updates for West, Hantschel & Hamilton will be completed this year
2. Total PRCS facilities 95% ADA compliant or greater = 57 or 55%

Cemeteries

1. **Both Cemeteries:** Have sent CAD drawings of Mound & Graceland to Ramaker & Associates for the CIMs program update quotes. Rachel Tygum stated having CAD drawings will save a substantial amount of monies for the updates.
2. **Mound:** Have contracted with Mark Mattes AIA to develop and finalize plans and specifications for the new ADA restroom. Construction would be early September.

3. **Graceland:**

- a. The Graceland Pond restoration has been shifted to DPW/Wastewater for a 2013 restoration project.
- b. Have requested Mark Mattes AIA be hired to develop plans for Section 23 plots.
- c. Section 23 plots would be certified and marked by an engineering firm after final approved plans.

Golf Courses

1. Final project documents are being reviewed and will be submitted to Public Works for bidding before March 15th. Project is set to be bid in April & construction will begin the 1st week of August.

Wustum

1. No Update

Zoo

1. No Update

Recreation

1. Community Center Recreation Supervisor I & II are attending a four (4) class CVMIC Supervisory Training Course at Annex through CVMIC. Classes will be complete on March 22.
2. RUSD is planning on using some or all of our community centers as an offsite location to register students for summer school classes. RUSD wanted to use our public access computers. Looks like a possibility for future in spring.
3. Staff attended the Mayor's Safety Committee meeting at City Hall on February 27. The committee discussed whether to continue to meet or to have each individual department hold their own.
4. Adult Softball registration for the summer is underway. As of March 1, there were a total of 195 teams signed up for softball. Office staff is diligently working on entering all team players into our system and will be preparing the team rosters over the next 4 to 5 weeks.
5. Adult Sand Volleyball registration for the summer is underway. Registration looks to meet last year's team totals of 50.
6. The Men's City Basketball Tournament was held on March 1 & 2 at Chavez and King Center's. Finals were held at Chavez. Six teams play in a Round Robin format and were seed into a single elimination tournament.
7. The 5th Annual Women's City Volleyball Tournament was held on March 9 at the Chavez Center. There are a total of eight (8) teams entered this year. The tournament will use the traditional double elimination tournament format.
8. The Spring/Summer Program Booklet has been completed. The booklet has been posted on-line, and hard copies are available at the Administrative Office, each Community Center and City Hall.
9. We are currently accepting applications for Lifeguards, Playground Leaders and Main Gallery.
10. Youth Softball registration is underway. Office staff is prepared to take in youth softball registrations set to begin March 4 for residents and March 11 for all.
11. Picnic and park reservations have started coming in. PRCS will allow picnic reservations on holidays this year for Lincoln, Lockwood and Pierce Woods Parks.
12. Pathways will be added to our Rec Trac system to better monitor run/walks that are utilizing these areas.
13. WPRA Discount Tickets have been ordered. We expect to receive them no later than May 15. We will begin selling as soon as they have all arrived. New this year is Milwaukee Public Museum, The Domes & BigFoot Zipline Tours. The WPRA Ticket flyer is complete and will be made available to the public mid to late March.

Parks

1. Most of February was spent plowing and removing snow from alleys, parking lots, sidewalks and bridges.
2. Planning out spring projects and summer special events.

Community Centers

A. Dr. MLK

1. Daddy Day Out was held at the King Community Center on Wednesday, February 27 from 6:00-7:30pm. Working with the YMCA and North/South, this group focus is to bring fathers and their children together in a safe environment where they can interact with each other. Some of the activities included, kick ball, coloring, Black History word scramble and a light snack.
2. Voting took place on February 19. A very low turnout was recorded.
3. Valentine's Day party was held on February 14. The activities consisted of making Valentine's cards, crafts and games and a light snack. Approximately 35 participants.
4. The King Center's "Black History week" was the week of February 18 – 22 as part of Black History Month celebration. Activities included word search puzzles, fact finding on the computer/scavenger hunt. Paper quilt were also made with various signs that were used to help slave escape to the north and other free states.
5. The King Center's adult basketball league is about to start. There has been a lot of interest; the goal is to start in mid-March.
6. The youth football league is going well, despite losing one team. We are down to three teams.
7. Starting to get a lot of adults playing basketball between 12 noon and 3:00 pm. We average around 20 -25 participants a day.
8. The King Center Adult Computer Skills class began on Monday, February 18. The class meets from 10:00-11:30 am on Mondays and Fridays. Classes have been well attended; we average about six per class.
9. We took twenty youth and parents to the Ugly Duckling light show on Saturday, February 21. It was a real exciting event for the families.
10. The 30th Annual Black History Youth Achievement Awards was held Saturday, February 16 at Memorial Hall from 12:00-3:00 pm. Approximately 1100 youth, parents, grandparents, cousin, nephews, aunts, uncles, family and friend attended. The Keynote speaker just happens to be one of King Center finest, Mr. Edward Griffin. Ed is currently CEO of Hip Hop UCIT an internet /print Hip Hop magazine. He also owns his own clothing line, cologne fragrance and is currently working with a local artist whose video just premiered on MTV. The program concluded with student receiving their certificates as they walk across the stage.
11. A testing session for Lifeguard's is scheduled for Saturday, March 9. We should have about seven (7) lifeguards that will be tested this year. Currently we have eleven lifeguard applications that have been turned in; we need a total of sixteen guards for this year's beach season.

B. Humble Park

1. AARP Tax Service started at Humble Park on Wednesday, February 6. Tax service will be every Wednesday from 9:00 am – 4:00 pm. The tax service is free and well attended by seniors and low income residents.
2. Humble Park staff held a skills challenge on February 15 for after school youth. Skills challenge course was similar to the one for NBA All-Star game weekend. Over 45 youth were in attendance and they had popcorn and refreshments after. McDonald's gift certificates were given to winners.

3. Special Olympics dance was held at Humble Park on Friday, February 15. Over 150 people were in attendance. Music, dancing and refreshment were provided.
4. Voting was held on February 19. Low pole attendance.

C. Cesar Chavez

1. Youth Basketball concluded with a tournament for boys and girls grades 5th -8th on the weekend of February 9. Championship games were held at Chavez on Sunday, February 10. Games went well, stands were filled to standing room only and there were no issues.
2. Met with Bob Rafel at Chavez on February 12 to discuss revamping area of Chavez to be handicap accessible and put lift in building. Several options are being looked at.
3. Elections were held on February 19. Voting was slow. Activities at buildings were open other than open recreation for youth.
4. Had meeting at Chavez on February 20 to discuss traveling team basketball practices at Chavez. Over eight (8) coaches attended with requests from around 12 local teams for practice times. We discussed expectations of coaches, youth and the Center.
5. SEPRC Free Throw Contest was held at Chavez on February 23 from 10 am – 12 noon. .
6. Met with representatives from Finance and City Development at Chavez on February 12 for annual monitoring of CDBG funds for Main Gallery arts program. Meeting went well and was in compliance to federal regulations.

D. Bryant

1. Meeting with Unified to set up the data entry for the AfterZone programs. Cynthia has been trained and we are ready to go.
2. The children of the AZ program have completed their art work for Black History Month. Some of the work has been displayed through the building.
3. The musical instrumental part of our After Zone Program is growing. There are 3 drummers, 2 on saxophone, and 4 on keyboard. Our number for the choir is at 13.
4. Our children had the pleasure of a field trip to Memorial Hall to see the production of the Ugly Ducking. We took 16 children and 4 adult. The children stated that they enjoyed this trip and wanted more like this.
5. In this new session of the A-Z program we have added the Fashion Doers and Yoga. These programs will now have busing to the Bryant Center.
6. The Girl Scouts have held two trainings at Bryant Center. We will now be working in a collaborative effort with our Girl Power. The Bryant Center will now have a troop for girls 5k-12.
7. Preparation is underway for the Back to School Fest. This year's event is scheduled for August 19.
8. Juneteenth Day planning is also underway. The event is scheduled for June 15.
9. Plans have scheduled a movie night at Bryant on March 15. A Family Night is being planned for March 23.
10. We welcomed to the Bryant Center our Gateway intern. She will be with us until the middle of May.
11. As part of helping our community youth we have 5 youth completing community service hours.

E. Tyler - Domer

1. The painting is now complete in the building: bathrooms, hallways and equipment room.
2. Election was held on February 19. No problems and average attendance.
3. Working with Park HS to get their weight equipment. Hoping to improve our existing weight room located in the basement.
4. The PRCS Board held a sub-committee meeting at the center. Hoping to create ideas for community center sustainability.
5. Met with Racine County Athletic Directors to update and inform them of how we schedule and keep track of all the various schedules.
6. Quilting group is growing. Now up to eight (8) participants. We moved them to the Senior Room where there is more accessibility. The group meets on Thursday afternoons.
7. Working on cleaning up the tennis court (Earth Event) to create a new garden area for neighborhood and center kids. Hope to have ready by May.
8. Zumba is now on Monday and Wednesday. Friday dates will resume in early May.
9. Senior pickle ball is now 3 days a week here. Usually Tuesday, Wednesday and Thursday. Anywhere from 8 – 10 participants.
10. Ping-pong: Tuesday, Thursday and Friday. 4 to 8 senior ladies participate.
11. Youth for Christ on Wednesday from Park High School meet in the mornings with approximately 40 to 60 participants.
12. Daily attendance of weight lifters anywhere from 10 to 20 per day.
13. Every Wednesday afternoon 8 to 15 participants take part in the craft class.
14. Careers Industries is here 3 times a week with anywhere from 6-8 participants.

Marketing

Website

1. Met with MIS to initiate web redesign and began content reform.

Email Marketing

1. Constant Contact – launched new email marketing strategy.

Newsletter

1. Met with all of the community center supervisors and staff to include their programming and special event highlights in new newsletter- to be launched April 1.

Social Media

1. Created accounts across all interfaces- FB, Twitter, YouTube, Pinterest, Linked In, google +, Flickr, Vimeo, Wordpress, to better connect and interact, build relationships with our customers and create new ones.

Media Outreach

1. WRJN – met with radio to develop a show for PRCS.

Volunteers

1. Volunteer Center of Racine- Updated our information on site.
2. United Way Volunteer Day – Established participation in the September event.
3. Park HS Opportunity Fair 03/08/13- Confirmed presence.
4. Case HS Opportunity Fair 04/19/13- Confirmed presence.
5. National Park and Rec Month- downloaded campaign pack and initiated plans for a kickoff event- for next year.

Special Events

1. Met with Lesia Hill and SCJ Rep to launch advertising campaign for Back to School Event.
2. Began plans for Earth day events.

Miscellaneous

1. RJT Event Calendar – Set up account with JT Online and posted all current events online- initiated contact with editors.
2. Generated ideas for stories for free article posting and photo/video content.
3. Skies Fall- video/photo assistance and CAR25- Held meeting to discuss 30 minute show ideas, discussed photographing special events and taking video on our behalf.
4. Initiated plans to participate in the Just Add Kids Event in April.