

**Director's Report
For
August 14, 2013**

**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. **DNR Stewardship Grant:**
 - a. Waiting to hear from DNR – Expect September for grant award announcements.
2. **Laurel Clark Fountain:**
 - a. Operating normally.
3. **Parks Paving Projects for 2013**
 - a. Chavez Parking Lot Rehabilitation. Bids due in on Aug 8th.
 - b. ADA asphalt upgrades – Lockwood, Pershing Soccer & JP Pavilion areas will be ADA accessible – Project expected to be complete by August 16th.
 - c. Graceland Cemetery – continue with road to pond area. Project expected to be complete By August 16th.
4. **Painting of Handrail at Gaslight Pointe Phase II of III - Complete**
5. **Lockwood Softball Diamond:** (No change since July 2013)
 1. The softball diamond restoration is scheduled for late August of 2013.
6. **Playground Equipment Replacement:**
 - a. Equipment has been ordered for Parker & Heck Parks. Installation will be after Labor Day due to scheduling conflicts.
 - b. Hantchel & Hamilton Parks – CDBG parks and play equipment improvement designs are complete. Coordination of the formal protocols for CDBG paperwork has slowed the process this year. Installation should still occur year.
7. **Park Electrical Upgrades:**
 - a. Island Park north softball lights: Bids due in August 8th.
 - b. Washington Park Bowl Lighting Electric Service: Bids in – Waiting for WE Energies. Expect to be complete mid – August
 - c. Humble Lighting Electric Service: Bids in – Waiting for WE Energies. Expect to be complete mid – August
8. **Cemeteries:**
 - a. **Mound:**
 - a. Chapel Restroom: Plans have been approved by the Cemetery Commission. Construction will begin in phases starting at the end of June for completion by October 1st. Paul Burdick has agreed to use in-house staff for a portion of the construction.
 - b. **Graceland:**
 - a. Section 23 drawings have been approved by the Cemetery Commission. The construction will be completed in phases. Concrete is complete. Full project should be complete by November.
 - b. Fence: Last section will be installed by August 1st.

9. **Golf Courses:**

- a. Johnson: Tee & Green Rehab Project - Will begin on August 5th. Completion of September 30th.
- b. Washington: No Update.
- c. Shoop: No Update.

10. **Wustum:**

- a. Project estimate are in – presentation at August PRCS meeting.

11. **Zoo:**

- a. Completed 2013 concrete & asphalt inspection. Bid accepted – expect completion by end of August.
- b. Have reviewed the fence repair & replacement requests with Jay Christie. Requested repairs will be complete by the end of August.

Recreation

1. Main Gallery

- a. Participants finished the Johnson Wax float on July 2. Float was in parade and won a prize from Fourth Fest for creativity. The kids worked hard through the evenings to finish. Johnson Wax paid the youth for their time spent working on this project.
- b. Participants took a field trip to The Milwaukee Art Museum July 29, 30 & 31. The PRCS van was used to transport 15 youth on each day.
- c. Participants worked at the Racine Arts Council the night of Saturday, July 20 to show work in progress for Gallery Night downtown Racine.
- d. Chairities Art Auction was held on Saturday, August 3 at Monument Square from 10 -12 pm. Highlights were furniture paintings, rain barrels, garden sculptures, photography and calendars titled “Unseen Racine”. The auction took in over \$5,000. This money will go back into the Main Gallery Program for 2014.
- e. 2014 will mark the Main Gallery Programs 20th anniversary. We will be the highlight of the Racine Art Councils Gallery in July 2014, which will highlight artwork from past participants and Main Gallery instructors in the Gallery. This is a special idea that has never been done before and will showcase the artwork of the Program.

2. The Movies in the Park series continues to be a popular family event drawing an average of 200 people to each presentation. The weather has been ideal for all showings. “Escape from Planet Earth” was shown at Hantschel Park on Friday July 26. “The Lorax” was shown at Cesar Chavez Community Center as a part of the National Night Out activities. “Madagascar 3” will end the Movies in the Park at Matson Park on August 10.

3. Sand volleyball continues to attract about 850 players and spectators each week. The weather has been challenging. We only had to postpone one night which has been made up.

4. The Skate Board Park continues to draw about 50 participants per day.

5. The Annual Lake F/X games took place on Saturday, July 27. This year’s co-sponsors include Warren Industries, Gateway Technical College, The Friday Optimist Club, Sky High Skate, Elite Clothing/AO Scooters, and Racine Cyclery.

6. Playgrounds are averaging 3,000 youth per week in all five programs.

7. The first weekend of the City Softball Tournament ran smoothly. Eight (8) teams competed to be named Racine's best. August 9 – 10 will showcase the Women's and Men's Closed Tournaments scheduled at Island Park and Horlick Athletic Field.
8. Fall softball & kick ball for fall registration ended early August. Planning for the fall season is underway.
9. Learn to Swim second session went well. Although the session where not full, it was still beneficial to those youth and parents who participated in Learn to Swim.

Parks

1. Algae have reached the shores of North Beach. Park staff is working quickly to remove. The sighting is early this year. Usually algae does not reach our shores until the middle of August.
2. Staff is finally catching up with grass cutting, median maintenance and weeding.
3. Staff worked hard to assist in the set up and take down (cleaning) of North Beach after the Ironman event.

Community Centers

A. Dr. MLK

1. Horlick High School Poms team used the gym for practice Monday – Thursday 7:00-10:00 am during the month of July.
2. The Lunch Program went well. We are serving 65 lunches each day Monday-Thursday. The program ended on Wednesday, July 31.
3. Eight (8) youth took a field trip to the Milwaukee Museum to view a special exhibit of famous Black Americans and a historical time line of struggles they faced in early American history on Tuesday, July 23.
4. Planning is underway for a Community Day. This will be a neighborhood event focusing on a neighborhood clean-up project along with various other activities for kids and adults to actively participate in.
5. Still in the developing stage to bring a youth oriented television talk show that will be produced, directed, and hosted by youth here at the King Center. We are shooting for a target date in October.
6. UW Extension hosted a nutrition class from July 29 – 31. Fourteen youth were registered.

B. Humble Park

1. Youth Softball games at Humble continue to run well. We have had two make up games due to rain and one from the high heat advisory. Season will extend until second week of August.

2. Outdoor Pickleball at Humble has been very well attended with large groups playing during the mornings outdoors.
3. Humble Park had been chosen to be the kickoff location for National Night Out on August 6th. Neighborhood Watch and Speakers started at 4:00 p.m. Humble had a jump house, food, games, prizes and face painting to highlight the evening. Staff put in a lot of work to make it a successful family orientated night.
4. Humble Park had a pizza party for youth on Wednesday, July 10 for winning a contest for Park and Recreation month. Over 50 youth writing about why they love their park and recreation department.
5. Humble Park had a cookout for youth on July 22 with hot dogs, chips and root beer floats.

C. Cesar Chavez

1. Playground programs are going well at the site with many youth in morning and afternoon sessions using building.
2. Senior Volleyball has been well attended on Wednesdays and Fridays, but Pickleball has slowed down with the addition of the outside courts at Humble.
3. Met with Dave from Clear Com to look at possible replacement of cameras and monitors at Chavez Center. Equipment is outdated and is in need of upgrade.
4. Planned for National Night Out. Chavez was a picnic style event with a jump house, cookout, face painting and an outdoor movie to end the night.
5. Youth basketball testing/ registrations are being planned for. Evening registration will begin September 4 from 5:30 – 7:30 for City Residents only and September 12 & 17 from 5:30 – 7:30 for city residents and non-city residents. All evening registrations will be at Chavez Center. We expect these evenings to be busy.

D. Bryant

1. We have purchased new keyboards, electric drums and music lesson books to begin lessons for our youth. We have eight students taking the classes on the key boards, and four on the drums.
2. The training group Fresh Cut Collective came to do a demonstration in music engineering and play writing, along with interactive learning in the arts. It is our hope to bring in the group to work with the children in the fall. One of the gentlemen was from the Nickelodeon Production. 20 youth participated in this event.
3. The children went to the Milwaukee Arts Museum. A total of 16 youth signed up.
4. National Night Out was held at the community center. This year the Hamilton Park group collaborated with the Bryant Center. We anticipated about 250 to attend.

E. Tyler - Domer

1. Community organizations that continue to use the building on a weekly basis: Narcotics Anonymous, Case HS basketball, Park HS Transitional Program, developmentally disabled from Careers.
2. Boy Scouts started a program providing activities for the boys that would like to participate. We had our first 2 sessions and they went well. There is approximately 8 – 10 participants registered.
3. The Lunch Program for the summer is going well. We serve approximately 40 to 50 lunches per day. Lunches are served Monday through Thursday from 12:00 noon to 2:00 pm.
4. Traditional Playground leaders are doing a great job working with the kids, keeping them busy and safe this summer. We also incorporate keeping our park clean and the kids take ownership of the area around the center.
5. A total of 12 participants from our center went on the PRCS field trip to Milwaukee Art Museum. They had a great time.
6. Staff members are putting together a youth and adult 3 on 3 inter - community center basketball tournament for bragging rights and a few small prizes.
7. Craft classes continue to draw about 15 to 20 kids doing a variety of projects to take home or hang in the center. Focus provided a “make your own sundae” for the kids as the Focus staff member will no longer be working with us.
8. National Night Out events went well on Tuesday, August 6. Approx. 150 people from the neighborhood attended.
9. Main Gallery has come to an end. 3 of our rooms were used by approximately 40 kids working on various art projects.
10. Zumba continues on Monday and Wednesday, cancelled 2 days with the extreme heat but we are back in action.
11. We have 3-4 musicians who practice here at the center and I am speaking to them to possibly put on a little show at the center when they are prepared.
12. Quilters are making some beautiful projects which were displayed at NNO.

F. Marketing

1. 2 students were hired for the summer to assist in the marketing of our department. They helped distribute program information at special events, North Beach, Outdoor Movies, etc.
2. We created and distributed 1,500 ‘Play. Everyday.’ marketing cards to stimulate Facebook Likes and Newsletter signups. We have increased our Likes and gained double our newsletter subscribers.
3. We have a QR Scan and a new Vimeo account. We have created a video that highlights what one of our young community center participants loves about the Bryant Center.

4. We have created a demo video with Skies Fall Media highlighting our Parks Department. The full version is almost finished and will launch in August. Watch for it on our new website front page as well as on Facebook and in our August Newsletter.
5. Our PRCS Facebook page has gained over 125 new likes in the last month.
6. Attended youth sports events and playgrounds. Took pictures of the excitement and distributed flyers and registrations for other PRCS programming.
7. Held contest within the community centers to see which would complete the most “We Love our PRCS because…” posters. A pizza party was provided to the winning center.
8. Attended Movies in the Parks and distributed flyers and registration materials.
9. Activated our “Junior Lifeguard” program. Sent our 2 assistants to interact with North Beach goers and share information about our department on Saturdays.
10. Planned and hosted inaugural open volleyball nights at North Beach for teens and adults.
11. Planned and hosted a Beach Activity Day for families at North Beach.
12. Planned and hosted inaugural Fitness Fair on the Square which featured local health and wellness vendors and businesses, fitness class demonstrations, and kid’s activities to promote a healthy and active community in our parks. The event drew many participants including families and people in town for the Ironman. There were about 300 people in attendance and we received nice press coverage in the Racine Journal Times. Plans are already being made with Real Racine, DRC, and Ironman to grow the event for next year.
13. Website: Set to launch in early August.

G. Outreach

1. Mad Science programming kicked off successfully with over 10 kids ages 6-12, held at the City Hall Annex. Planning to continue workshops in fall.
2. Arranged for groups from each center to attend the Milwaukee Art Museum exhibit featuring African art.
3. Finalizing plans for Gateway Tech’s College Prep programming in our centers coming this fall.