

**Director's Report  
For  
December 11, 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. Parks Paving Projects for 2013**

- a. Asphalt Entry Path – Lockwood Park: Complete. Lockwood Park is now 95% accessible or greater to persons with disabilities.

**2. Lockwood Softball Diamond:**

- a. The softball diamond restoration is complete & backstop replacement is pending.

**3. Playground Equipment Replacement:**

- a. West Park - Complete
- b. Hantschel & Hamilton Parks – CDBG parks and play equipment improvement designs are complete. Play equipment has been ordered. Installations will be bid out in February 2014 for completion by May 15, 2015 – (No Change).

**4. Park Electrical Upgrades:**

- a. Island Park North Softball Lights: Contracts complete, project can begin anytime – (No Change).
- b. King LED Lights: Complete.
- c. Washington Park Bowl Lighting Electric Service: Complete.
- d. Humble Lighting Electric Service: Waiting for WE-Energies. Expect to be complete early December.

**5. Miscellaneous Projects**

- a. Painting at Bryant: Complete.
- b. Hantschel Softball Diamond Fence: New backstop and wing fences installations pending.
- c. Lockwood Road Removal: At substantial completion – will require some minor adjustments in spring due to frost over 12” deep by Thanksgiving.
- d. Concrete removal at Brose: Complete.
- e. Johnson Park Shelter Concrete: Complete.

**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: Plans complete. The project has started, plumbing and electrical has been roughed. Drywall & painting is currently out for bids. Completion expected mid-January.
- c. Graceland:
  - i. Section 23: Plots have been approved by Cemetery Commission. Plot will require Common Council approval before the plan can be submitted to Racine County.

7. **Golf Courses:**
  - a. Johnson: No Update.
  - b. Washington: No Update.
  - c. Shoop: No Update.
8. **Wustum:**
  - a. No update.
9. **Zoo:**
  - a. No update.

## **Recreation**

1. Several PRCS staff attended the State WPRA Conference in Green Bay from November 5 – 8. This conference allows staff to network with other park and recreation staff across the state.
2. PRCS submitted four (4) CDBG Grant Applications for 2014. Presentations were held on Wednesday, December 4.
  - a) The MLK Community Center – GED/HSED Program
  - b) The Main Gallery Program
  - c) The City Wide Tree Planting Program
  - d) Razing and constructing a new pavilion at Hantschel Park
3. Main Gallery is working on a new program this summer which would include wood carving on a larger scale.
4. 2014 will mark the 20<sup>th</sup> anniversary of Main Gallery. Additional grants dollars will be searched out to help celebrate this anniversary.
5. Staff is updating registration fliers for summer softball, sand volleyball and tennis. This information will be sent out to last year's managers and various media locations.
6. The PRCS office will be receiving an upgrade to its REC TRAC system. The upgrade will allow staff to generate better budget reports, make registration/reservations easier and possibly bring on-line registration capability.
7. The 2014 Summer Playground Program planning has begun. New and exciting games, activities and field trips are being planned. This summer will feature Officer Walls, from the Racine Police Department, speaking on personal safety to Kiddie Korner Program (4 – 6 years old), bullying to the Future Program (1 – 3 graders) and internet safety to the Play It Again Program (4 & 5 graders).
8. The Adult Volleyball and Basketball Leagues will be entering the second half of the season after the holidays. Planning for the City Tournaments will start in January.
9. The Youth Hoops Skills Clinic was well attended. Over 30 youth participated in the two hour clinic. A dedicated group of staff and volunteers, led by department staff member Ryan Thompson, had a great time teaching basketball fundamentals to the eager participants.

10. The first two weeks of the Youth Hoops Program have gone very well. We have had some thrilling games, fine play, and good sportsmanship. It is estimated at 700 to 1,000 spectators attend each of the game hosting sites on Saturdays.
11. The PRCS has teamed up with the Milwaukee Bucks to receive 100 tickets to various home games throughout the season. Tickets are distributed to all five (5) community centers to give out to participants. PRCS is looking forward to more opportunities to see the 2013-14 Milwaukee Bucks in action.
12. A total of 37 youth have signed up for the 11<sup>th</sup> season of the Snow Sharks Ski and Snowboard Club. The program works in collaboration with Alpine Valley Resort.
13. We are working with management at the Festival Park to use our outdoor movie equipment to present the 50 year anniversary presentation of the “Christmas Story” on Friday, December 20 at Memorial Hall.
14. We are working on spring/summer programming including Free Throw, Hershey Track and Field, Boating Safety and Inspection, Movies in the Park, Playgrounds, etc.

## **Parks**

1. Winter Preparations
  - a. Snow fencing installed at North Beach.
  - b. Snow markers have been placed for plowing.
  - c. Tires have been put in place on Lockwood snow hill.
2. Fall tree plantings are complete.
3. Closing down parks.
  - a. Final removal of leaves.
  - b. Final mulching.
  - c. Pavilions winterized for the winter.

## **Community Centers**

### **A. King Center**

1. The 17<sup>th</sup> Annual Unsung Hero Awards, as part of Hispanic Heritage Month, was held on Saturday, November 16 from 2:00 – 4:30 pm. This is an event honored 10 individuals, both youth and adults, who have and continue to make a positive contribution to the Hispanic Community and the City of Racine.
2. Thursday, November 7 was the first meeting of the Nurturing Fathers. This program seeks to bring fathers and their children together for some family time, and also provide fathers with information and referral for services offered by other agencies.
3. A total of 35 families from our neighborhood received a Thanksgiving basket from Carron Butler.
4. Plans are underway for the King Center Annual Community Christmas Party. Numerous donations have been received to assist in making the event a success.

5. The Chess Club was featured in the A Plus section of the paper on Tuesday, November 19. The Kids enjoyed being in the paper and talking with the reporter.
6. A Book Club has been started for the youth on Wednesday afternoon. Youth are encouraged to read and discuss their thoughts on the books that are selected to read. Staff is looking forward to increasing the number of participants.
7. A grant was submitted to J-Wax today in the amount of \$2,500.00 for the GED program. If rewarded, dollars will be used for and testing cost.

## **B. Humble Park**

1. A Medicare group presented on November 18. Over 60 people attended.
2. Park and Recreation Commission met at Chavez Center on November 20<sup>th</sup>. Meeting went well and a few board members took a tour of facility.
3. Medicare presented again at Humble Park on November 22<sup>nd</sup>. Over 50 were in attendance.
4. AARP met at Humble Park on November 27. They will be using the facility again for tax program starting in February 2014.

## **C. Cesar Chavez**

1. Unified Schools used Chavez small gym on November 7 for a parent orientation/information session. Over 100 were in attendance.
2. Our Youth Hoops Timer/ Scorer meeting was held on November 11. Over 20 youth attended as rules and training for youth basketball were discussed.
3. A Medicare group presented on November 14. Over 50 seniors were in attendance.
4. Youth basketball games started on Saturday, November 16. Games sites include Chavez, Humble, Tyler Domer and Bryant Community Centers as well as Park High School. Over 100 teams are in leagues and over 50 part time personnel are employed throughout the program.
5. PRCs Board met at Chavez Center on November 20<sup>th</sup>. Meeting went well and a few board members took a tour of facility.

## **D. Bryant**

1. A Medicare group presented in November. Over 25 seniors were in attendance.
2. Energy Assistance is now on sight. They see approximately 20 people each visit.

3. Martha Nicks will be leading the Girl Scout Troop for this coming year. A total 24 of community center girls received applications.
4. Youth Hoops Basketball has begun. There is about 800-1,000 people in attendance every Saturday game day.
5. Caron Butler gave away 200 Thanksgiving baskets to needy families here in the City of Racine. Each of our community centers was given the opportunity to help 35 families in our center neighborhoods. The basket giveaway was held on Tuesday, November 26 from 3:30 - 6:00 p.m.
6. An Open House is being planned for January to show off the new facelift to the building and program selection. More details on the open house will be coming.

## **E. Tyler - Domer**

1. Milwaukee County focus group held a meeting here to see how they can work in our community.
2. Panther Pals will meet one Thursday a month. Panther Pals is a program that uses the kitchen for cooking. It is students from Park working with the developmentally disabled kids from Park HS. They work together to fix food and then enjoy it together. They also use the game room and gym when they have time.
3. Met with Keith Fenderson with the Lighted Schoolhouse Program and two (2) barbers from Hair Force 1. If it is approved, they will be doing a Barber Class for middle and high school aged kids. It is to teach kids who have an interest in becoming a barber, how to cut, what they need to do to become a barber and at the end they will be giving free cuts to people in the community.
4. 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.
5. Our center hosts PRCS Youth Hoops practices on Mondays from 7:00 to 8:00 p.m., Tuesdays from 5:00 to 8:00 p.m., Wednesday from 7:00 to 8:00 p.m., Thursday from 5:00 to 8:00 p.m., and Friday from 5:00 to 7:00 p.m.
6. New fitness class is running on Tuesday, Wednesday and Thursday from 4:00 to 6:00 pm. Tuesday is abs and arms, Wednesday is abs and legs, and Thursday is all cardio. Anywhere from 10 to 15 people attending. The community loves this program. It is bringing new people into the center.
7. The new boiler is installed and running well.
8. The floors were waxed at the beginning of the month just in time for decorating for the holidays.

9. Attended the Gang Collaboration meeting at the Thelma Orr Cop House. I believe this is a great connection for the community centers and we will be doing a lot of networking for the betterment of the citizens in our community. The next meeting is scheduled for December 12 at TDCC.
10. Zumba continues on Monday and Wednesday.
11. Quilters are continuing to use the center. They now are working on a project for one of the trophy cases for the holidays.

## **F. Marketing**

1. New orders for promo materials and giveaways have been ordered: Coozies, calendars, t-shirts, etc.
2. Attended the Family Night at Starbuck Middle and received many email newsletter signups in exchange for promo 'Play. Everyday' cups.
3. Met with David L. Spiegelberg - CTA, Regional Tourism Specialist from the Wisconsin Department of Tourism and discussed many opportunities to increase visibility on their site, as well as other ideas to enhance out PRCS Department exposure.
4. Met with Caron Butler. Took photos and video, promoted our Vimeo Channel and Facebook page, social media sites, etc.
5. Youth Hoops videos and photos were taken and made into a poster/collage, shared with Social Media sites.
6. Vimeo Channel created. 10 videos and counting.
7. Visited the Johnson Dog Park, created video and poster marketing, shared with social media sites.
8. Have over 300 newsletter contacts.
9. Campaign launching to reach 1,000 Facebook Likes by January 1<sup>st</sup> 2014.
10. New promo avenues underway with Belletv. Watch for news releases on their Facebook page and our promo video on the cable Belletv station playing throughout the day.