

**Director's Report
For
May 8, 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:

1. Documents have been submitted requesting a 50% match to install adult exercise equipment along the Lake Michigan & Root River Pathways.

2. Laurel Clark Fountain:

1. The mechanical & chemical service contractors have begun the preliminary procedures to open the fountain. The fountain is scheduled to be fully operational by Saturday, May 4.
2. Actual May operational hours will be determined by weather conditions.

3. Parks Paving Projects for 2013

1. Chavez Parking Lot Rehabilitation. Lot redesign is underway – expect preliminary drawings late May.
2. ADA asphalt upgrades – parks not yet determined.
3. Graceland Cemetery – continue with road to pond area.
4. Zoo – replace existing asphalt with concrete – Australian Exhibit.

4. Painting of Handrail at Gaslight Pointe: (No Change April 2013)

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.

5. Lockwood Softball Diamond:

1. The softball diamond restoration is scheduled for late August of 2013.
2. The DNR has agreed the softball fence replacement will not cause a disturbance of the landfill and will not require environmental permits. Soils removed must be properly land-filled. Limited cost of land-filling was included in the original budget estimate.

6. Douglas Park Softball Lighting Replacement

1. The project is complete.

7. Chavez Roof Replacement Sections 5 & 10

1. Project is complete.

8. Playground Equipment Replacement: Equipment has been ordered for Parker & Heck Parks. Deliveries expected in May.

9. ADA Updates for 2013:

1. ADA updates for West, Hantchel & Hamilton will be completed this year.

10. Cemeteries:

1. Mound:

a. Chapel Restroom: Preliminary restroom drawings were available at the Cemetery Commission meeting on April 15. Revised drawings will be available at the May 20 Cemetery Commission meeting.

2. Graceland:

a. The Graceland Pond restoration has been shifted to DPW/Storm water for a 2013 restoration project.

b. Preliminary Section 23 drawings were available at the Cemetery Commission meeting on April 15. Revised drawings will be available at the May 20 Cemetery Commission meeting.

c. Section 23 plots would be certified and marked by Nielsen, Madsen & Barber by the end of May.

11. Golf Courses:

1. Johnson: The Tee & Green Rehab Project has been bid out. The bid opening is set for May 9.

2. Washington: No Update.

3. Shoop: No Update.

12. Wustum:

1. No Update.

13. Zoo:

1. Completed 2013 concrete & asphalt inspection. Projects will be drawn & put out for bids in May.

Recreation

1. Over 800 pairs of athletic shoe were collected as part of the Reuse-A-Shoe Program on Earth Day April 20. This is the most we have ever collected. Thanks go out to Mr. Wilson and the King Center who collaborated on this program.

2. Playground interviews ended on April 8 and this year's new leaders have been selected. As always the selection was challenging with many qualified applicants going through the process. There were over 50 interviews for 17 open positions. The playground program officially starts with orientation June 11, 12, 13, and 14. Playgrounds open on June 17 and end August 15.

3. Programming for the playground program is almost complete. We have a summer full of fun and educational activities planned, including chess, soccer, golf, kayaking, substance abuse education, storytelling, tennis, and Zumbatomic.

4. We are preparing for the Hershey Track & Field season which starts with our local meet at 4:00 pm on May 23 at Case High School. Our event has developed into one of the largest local meets in Wisconsin. First place finishers from our meet advance to the district meet in Wauwatosa on June 8, and the top two finishers at district advance to the State meet on June 22 also in Wauwatosa.

5. Will be looking to hire at least two additional Lifeguards for the 2013 season. This will bring us up to seventeen (17) guards including two (2) Head Lifeguards. This will allow for better scheduling of lifeguards at North Beach and for swim lessons.
6. Youth Softball Registrations has been going well at the Main Office for grades K- 5th. - Openings are available in some leagues. We anticipate a total of twenty-four (24) teams for the boys and girls leagues. A coaches meeting is set for May 15. Staff is working on putting together teams, schedules and doing background checks on possible coaches.
7. PRCS will be teaming up with the Mt. Pleasant Recreation Department to create a 12 – 14 yr old boys and girls softball program. Games are scheduled for Thursday evenings.
8. Adult Softball Leagues begin Wednesday, May 1.
9. Softball bat inspection was held on Saturday, April 27 from 9:00 am to 12:00 noon at the Chavez Center. A total of 630 softball bats were inspected and stickered.
10. Main Gallery
 - a. Application deadline was April 12th. We have more applications than spots available for 2013.
 - b. Main Gallery Steering Committee was held on April 9 at Chavez Center. Topics covered were funding, programming, special events and marketing and interview schedule.
 - c. Will be working with Janelle Jones from SCJ to coordinate a float building project with the help of Main Gallery Youth. The float building will take place the weeks of June 17 and June 24. SCJ would pay kids to help with building the float and also recognize the program and youth at the parade.

Parks

1. Crews finished removing all snow fences and snow plow markers in our park system.
2. All weights and plows were removed from trucks.
3. Crews have removed and stored the tires and tubes from Lockwood Park snow hill.
4. Due to raising river levels, staff had to remove items from the grounds of Rickeman Court.
5. Only eight (8) of our sixteen (16) long seasonal staff have started as of April 1.
6. Forestry crews removed small ash trees from the downtown area so that new selected trees could be planted in their place.
7. Crews are working to get parks set up for spring and summer activities and events.

Community Centers

A. Dr. MLK

1. Earth Day Projects
 - a. On Saturday, April 20, the center participated in the Reuse a Shoe Program, collaboration with the Chavez center. A total of 80 pairs of shoes were collected between the hours of 10:00 am - 12:00 noon.
 - b. On Saturday, April 20, eight (8) youth helped to plant flower bulbs and pick up litter in and around the center from 10:00 – 11:30 am.
 - c. On Saturday, April 20, seven (7) youth were taken to the Golden Rondelle for the viewing of the documentary “BULLY” American Bullying Crisis for the 4:30 pm showing.
 - d. On Monday April 22, fourteen (14) youth created their own bird feeder out of gallon milk/water jugs, wire, paint and stickers.
2. Our Basketball League wrapped things up with a tournament held April 29 – May 1. The Celtics and the Nets are the number one seeds. Games will start at 5:00 pm on Mondays/Tuesdays and 4:00 pm on Wednesdays.
3. On Friday, April 26, six (6) youth were taken to Parkside for the anti-BULLYING conference and workshop. The program was from 4:00 - 6:00 pm.
4. Met with Alexandria Alvarado and Ahmad Landrum on April 17 to discuss the possibility of a dental screening for youth in the neighborhood sometime in May. It will be a basic screening and if follow-up is needed then the parents can make the necessary arrangements.
5. Attended Animal Crackers meeting on the 16 of April. All the artists are booked as we look forward to another good year.

B. Humble Park

1. Kids were involved in the Annual March Madness program – NCAA Men’s Basketball Tournament. Winners received McDonald’s or Culver’s gift cards.
2. Met with representatives for Youth for Christ on April 24. Youth for Christ will be using the Humble Park area to hold their middle school madness camp the week of June 17. They will be using outside washrooms, and gym in case of inclement weather.
3. MJI janitorial waxed and stripped the tile floors the week of April 23.
4. AARP taxes concluded on April 10. Tax service benefited many seniors and low income residents.

C. Cesar Chavez

1. The Spring Fever instructional/scrimmage program has been a modest success with sixteen (16) youth participating in this first year program. The program is held on Tuesdays from 5:30-7:00 pm. The first portion of each session features a guest “coach” demonstrating proper technique and drills for one basketball skill. The last portion of each session is devoted to organized scrimmages that give the participants an opportunity to work on their game. The final night of the program was April 30.
2. America’s Safe Boating Course was held at the Chavez Center April 20 & 27. The course was presented by members of the Racine Power Squadron from 8:30 am-12:30 pm. Upon completion of the course students will qualify and receive DNR certification to operate power boats in Wisconsin.
3. The Power Squadron also presented a FREE Vessel Safety Check in the parking lot on April 27 from 11:00 am – 1:00 pm. Vessels that pass the test will receive a sticker for display for the 2013 boating season.
4. The Friday morning Senior Basketball Program is developing a loyal following. We are getting six (6) to ten (10) players for the program which is held from 9:00 am – 11:00 am, or they get tired, whichever comes first.
5. CPR certification classes were held at Chavez on April 9 and April 18 from 6:00 – 8:30 p.m. Classes were to recertify part time Community Center staff at all locations.
6. MJI janitorial waxed and stripped the tile floors the week of April 23.
7. Traveling basketball practices have been going well with over sixteen (16) teams participating from Racine area on Monday – Friday nights from 5:15 - 7:45 pm.
8. Kids were involved in the Annual March Madness program – NCAA Men’s Basketball Tournament. Winners received McDonald’s or Culver’s gift cards.
9. City league softball bat inspection was held on April 27.

D. Bryant

1. Plans for the June 15 Juneteenth Day Celebration is still underway. The event received a \$10,000.00 dollar donation this year from Caron Butler which will help out with the main stage and the Caron Butler Basketball Camp.
2. Our Back to School Fest, which is scheduled for August 19, is also coming along well. We have a new major sponsor this year. Sam’s Club is now on board. Their donation of \$5,000.00 was a big step up for this event. SCJ continues to be committed to this event. Monthly meetings are scheduled to ensure the success of the event.
3. Fifteen (15) of our youth participated in a field trip to the Eco Lake Lodge for a magic show that was held as a fundraiser for the factory that burned down in Burlington. The children felt this was a wonderful experience.

4. The Golden Gloves tournaments were held the first three Saturdays in April. There were 400 - 500 people in attendance each night.
5. As the weather is breaking, we are finding our senior programs attendance numbers growing. We received more calls this month seeking information about what the Bryant Center has to offer the seniors in the community.
6. As we begin to head toward the Arts at the Bryant center, we have opened our doors to the community churches to take part in the outreach or calibration part of our programming. As the children participate in the program, the adults have assembled their own classes such as knitting and crocheting; this has been a real plus to our programming.
7. In collaboration with the Bray Center, we entered two (2) traveling basketball teams for the 5-6 grades and 7-8 grades. Games are held at the Bray Center on Thursday evenings.

E. Tyler - Domer

1. Inter-community center basketball league started games. We have traveled to the Bray Center twice with the city van. We take two teams and the kids are learning a lot from our staff coaches and are doing great.
2. Zumba is going strong on Monday & Wednesday. Friday Zumba is cancelled until further notice. The Zumba classes have anywhere from 50 to 100 participants.
3. Pick up pickle ball. Right now the days vary depending on wants and needs of participants. We have pickle ball at least 3 to 4 times per week.
4. Community organizations that continue to use the building on a weekly basis: Narcotics Anonymous, Youth for Christ, Park High School Transitional Program, developmentally disabled from Careers.
5. COBY project is starting May 1. This program is going to provide a safe, interactive environment for youth in our community ages 5 to 16 years old. They will meet at the center on Wednesdays from 6:00 – 8:00 pm. The kids will be fed a nutritious meal followed by activities broken up by age groups. Each week there is a theme, for example, “attitude” and the activities revolve around the theme. The goal is “Being the Best Me I Can Be”. We are trying to touch the lives of the youth to help them through hard times they are facing now and to help them navigate their futures.
6. We are having good participation in our craft classes on Wednesday, usually 10 to 15 kids after school.
7. A group of kids went on a field trip to have dinner and see a movie. This event was a collaboration with the group “Focus on Racine”.

Marketing

1. Website- test runs with templates are in progress. Calendar of events is being developed.
2. The PRCS Newsletter was officially launched the last week of April. Marketing the Newsletter is in progress, and web sign-up forms are being developed for Facebook, text message, and QR scan. Welcome emails and community centers are also in the works.
3. CAR25 – meeting to discuss production in place.
4. Freelance Editor at Large- William May – Story on Arbor Day and Duncan’s Recycle a Shoe turnout, took photos and advertised.
5. Facebook – over 460 likes, up from 343 in Feb.
6. Twitter – PRCS is now on Twitter @RacinePRCS.
7. T-Shirts/Marketing materials –“Play. Everyday.”, our motto, is going to appear on PRCS t-shirts and gear.

Program Outreach

1. Just Add Kids Expo – hosted a booth with PRCS Supervisors with over 2,000 in attendance. Spoke to kids and families in SE WI about all of our fun opportunities and programs.
2. Case Opportunity Fair – Supervisors hosted booth for Case students and shared career and program information.
3. School Talks: ‘What’s Park and Rec?’ North Park Elementary and Julian Thomas – reached over 300 kids on Career days with PRCS information for Youth programming. Fielded many questions in a fun and interactive open discussion and handed out flyers for kids to take home.
4. Earth Day at Gateway – Hosted an informational booth with the City Forester to promote PRCS awareness, sustainable endeavors, and the importance of our city trees.
5. Mad Science – Youth Program will host a series of day camps in July, in Room 130 once a week for 25 kids.
6. Young Rembrandts – Established meeting and potential site for programming at the Bryant Center.
7. Junior League – Let’s get LOUD – Discussed groups expansion to more locations other than MLK and hosting summer camps.

8. Mentorship KR – Discussed opportunities for mentorship programming at our community center locations.
9. Born Learning Trails – Established marketing connections and will promote trails along with United Way and the project members.

Special Events

1. Arbor Day – Made proclamation arrangements with Jeff Coe and invited Walden to attend the tree ceremony and planting. Organized marketing materials for this event. William May, freelance editor at large, wrote up a story for our upcoming newsletter and took photos.