

**Director's Report**  
**Meeting Date: May 8, 2024**  
**Board of Parks, Recreation & Cultural Services**  
**Play. Every Day.**

*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.*

**PROJECT MANAGERS REPORT:**

**Department Projects – Completed**

- Johnson Park lift station (with Wastewater)
- Historical sign restoration
- HAF high mast lighting maintenance
- Restroom painting at Pierce, Lincoln, Lockwood

**Department Projects – In Construction Stage**

- Cemetery re-platting
- Tyler-Domer awning replacements
- Laurel Clark fountain repairs/maintenance
- Lockwood pond cattail management

**Department Projects – Out for Bid**

- Wustum Museum Restoration
- Glen St. bridge renovation
- Island Park parking lot redesign
- Cemetery road repairs
- Humble Park BB court replacement
- Lincoln/Spring St. bridge removal
- Island Park shelter stairs relocation (interior)

**Department Projects – In Design/Planning Stage**

- Harvey Park Playground Replacement
- Matson Park Playground Replacement
- Lockwood Park tennis court post replacement
- High mast light pole inspections
- Videan-Cheska playground addition
- Bryant center parking lot redesign
- Zoo pathway repair
- Universal 6 post shelter plan
- Graceland cemetery material storage bin
- Humble SW diamond restoration
- Greencrest park fence replacement
- Chavez BB hoop replacement

**Miscellaneous**

- Communications for project bid awards
- Scheduling projects for 2024

## **Parks**

### **Parks Division**

- Returning Seasonals-start 1<sup>st</sup> Mon of month
- Remove plows & weights from trucks on the 15<sup>th</sup> of month
- Take apart salt bin on the 15<sup>th</sup> of month
- Put all Piers back in before the 15<sup>th</sup> of month
- Do a semi-annual Parking Bumper inspection & repair
- Repair sod damage from all snow plow routes
- Reopen Lockwood Park entrance
- Put picnic tables back out into the Parks
- Have bathrooms ready for softball diamonds by May 1<sup>st</sup>
- Set up 72" mowing route trucks & get HR mowers ready for season
- Slit seed show places & athletic fields as needed

### **Forestry Division**

- Down and/or hanging branches
  - 17 reports
    - Crews responded to all
- Pruning cycle-zone 5
  - 253 trees pruned
- Tree removals
  - 25 removed
    - 15 of which were vandalized, hit by a car, or identified as 'missing trees' during pruning operations
- Spring Tree Planting
  - 412 planted during the month
  - Planting will continue into May
- Support Stake removed
  - 171 trees that were planted last year
  - Stake removal will continue
    - When rain prevents other work

## **Recreation**

### **Youth Activities**

- Teen Outreach Program (TOP)
  - Sites include 6 schools & 4 community centers
    - Starts 10/1/23-Ends 6/7/24
    - Grades 6-8
  - CSL 2/24-Mitchell School
    - Volunteer teens served dinners to guests
    - Cooking Lab
    - Upcoming lesson: Developing Empathy
- Spring Break Volleyball
  - 4<sup>th</sup> grade-8<sup>th</sup> grade
- Skills & Drills
  - 6 schools-2 days a week

- 2/26-4/19
- 7x7 High School Football League
  - Start in June
    - Currently Planning
- PRCS Co-Sponsor-Mark Your Moment
  - Basketball Game at Park HS 4/13
  - Racine County Senior Boys/Girls bb players

Open Recreation at all community centers during the spring

#### Adult/Youth Sports

- Softball
  - Create Schedules
    - 16 Leagues!
  - Recruit & Hire Umpires
    - Set up 1<sup>st</sup> aid kits for Umpire Boxes
    - Make Umpire Binders
  - Bat Stickers
- Sand Volleyball
  - Registration Continues
- TOP Program
  - Humble & Tyler Domer
    - Plan community service learning activities
    - Plan cooking lessons
    - Supervise field trip
- Interview Playground Leaders

#### Beach Guarding-Out of Season

#### **Community Centers**

##### Bryant

- O & H Bakery
  - Delivery Tues – Fri
- Taekwondo
  - Meets twice a week on Tues & Thurs monthly
- Chicago Steppers
  - Mon 6-8 p.m.
- Pickleball
  - Mon – Fri 8 – 11 a.m.
- Game Room
  - Mon – Fri 1p-6p.
- Open Gym
  - Adult-Mon-Fri 12p-2p
  - Youth-Mon-Fri 3p-6p
- AARP Tax Aide
  - Help through 4/4
  - Mon & Thur-9a-2p
    - Multipurpose Room
- 4/2 Primary Voting-Elections
  - 7a-8p
  - Gym-441 votes cast
- 4/3 AAU practice
  - 5-6:30p & 6:30-8p
- 4/6 Rental-2-6p

- 4/8 AAU practice
  - 5-6:30p & 6:30-8p
- 4/10 Sonnerburg Schools
  - Gym 11a-12p
- 4/10 AAU practice
  - 5-6:30p & 6:30-8p
- 4/13 Rental 3-7p
- 4/14 Rental 1-6p
- 4/15 AAU practice
  - 5-6:30p & 6:30-8p
- 4/17 AAU practice
  - 5-6:30 p.m. & 6:30 p.m. – 8 p.m.
- 4/22 AAU practice
  - 5-6:30 p.m & 6:30 p.m. – 8 p.m.
- 4/24 AAU practice
  - 5-6:30 p.m. & 6:30 p.m. – 8 p.m.
- 4/24 Community Conversation w/Chief Ramirez
  - MPR 6-8 p.m.
- 4/25 Bring Your Child to Work Day (COR)
  - 11:30 a.m. -1 p.m.
- 4/26 Professional Learning Day – NO RUSD
- 4/29 AAU practice
  - 5-6:30 p.m. & 6:30 p.m. – 8 p.m.

#### Chavez

- Ladies of Virtue
  - Girls Dance Team
    - M-Th
      - Includes the girls in the Teen Out Reach Program
- Girl Scouts
  - Meetings & activities
    - 1x per month
- RUSD/PRCS Dance Team Program
  - Extended Learning
  - Mon-Thur
    - During school year
- NEW-Senior Card Program
  - Tues-play cards
    - All new participants!
- New Director-RUSD Extended Learning for 2023/2024 Programming
  - Currently 7-8 active programs
    - Teen Outreach Program, Fall Basketball Camp, Volleyball Winter Break Camp, Football Skills & Drills, Basketball Skills & Drills
- RUSD Summer Programming
  - Planning-RFP Process
- Teen Outreach Program
  - Grades 6-8
  - Lessons-Health & Hygiene
    - Care Packages
    - Personal Qualities
    - Career Goals

- Considering Social Media
- RUSD Middle School Advisory Council
  - Mitchell School-8<sup>th</sup> grade capstone project
- Early Voting
  - Week of 3/25

#### Humble Park

- Health Screening
  - 4/10
- Carwash Planning
  - To be held in May
- Pickle ball
  - Moving outside

#### King Center

- April started off with Spring Break & a surprisingly large amount of adults for open gym
- 4/3 Financial Literacy Workshop
  - Multipurpose Room
- 4/19 Greater New Birth Church of Racine
  - Monthly food bank-provided 100 bags of food
    - Multipurpose room
- 4/22 Black Clergy Meeting
  - 5:30p-7:30p
- 4/29 Black Nurses Association
  - Monthly meeting
- TOP Program
  - Mon-Thur 4p-7p
- Kingdom Builders
  - Weekly Lunch Program
- Senior Fitness
  - 3 days a week- 9am to 10:30am
- Pickle ball
  - Mon – Fri 9am to 11:30am

#### Tyler – Domer

- Break Through-NEW Program
  - Mentoring program for young girls
    - Dance & life skills
      - Working with Kamala Richardson
- High School Spring Sports
  - Schedules, Fields, Staffing
- Youth Employment Program
  - Getting new hires for summer

### Marketing

#### Facebook

- **Monthly Post Numbers**
  - **March 2024**
    - 23 posts: AVG reach – 3,557 / AVG engagement – 593.
  - **April 2024**
    - 20 Posts: AVG reach – 4,331 / AVG engagement – 506
  - **Comparison (previous vs current month)**
    - AVG reach – **22%** increase / AVG engagement – **15%** decrease.
- **Most Popular Post of April**

- Humble Park Basketball Court Teaser Post
  - 31,421 post reach / 3,943 post engagement

Instagram

- Launched page in June 2023
- 111 posts, 334 followers

Newsletter

- April Newsletter
  - **3,076** sends, **49%** open rate
    - **21%** - Average open rate across all industries

Events/Projects

- Root River Council board meeting presentation 4/10
  - Root River Pathway Drone Tour Premiere
- Root River Pathway Drone Tour social media release 4/12
  - Goal: 5K views, as of 4/26: 7.1K views
- Marketing table at RUSD Family Empowerment Day 4/13
- Marketing table at RPL Family Day 4/16
- Promotion and coverage of Earth Day volunteer efforts 4/20
- Marketing & Outreach Intern (Anoush) started 4/22
- Arbor Day Celebration 4/25
- Bring Your Child To Work Day Event 4/25
- Presentation at RUSD Impact Day @ Mitchell 4/30

**Public Events in Our Parks & Facilities**

**4/1/2024 to 4/30/2024**

<b>Date</b>	<b>Event</b>	<b>Location</b>
• 4/13-4/14	Prairie Open 2024 -Disc Golf	Johnson Park Golf Course
• 4/20	Arbor Day/Earth Day	Island Park-Tree Planting

**Upcoming Events**

<b>Date</b>	<b>Event</b>	<b>Location</b>
• 5/4	WHS Outreach Event/Vaccine Clinic	Lincoln Park
• 5/3-10/4	First Fridays	Monument Square
•		
• 5/5	REC Spring Event	Root River Pathway
• 5/14	Racine County Law Enforcement Memorial	Hantschel Park
• 5/18	Millioki Sauna Camp	North Beach
• 5/25-5/27	Summer Kick Off Carnival	North Beach