

**Director's Report  
For July 9, 2014**

**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. **LC Fountain**
  - a. Fountain has been operational since May 1<sup>st</sup> with minor issues. (No Change)
  
2. **Parks Paving Projects for 2014**
  - a. Two pending paving projects:
    - i. Douglas Parking lot upgrades: presently out for bids. Bid opening is scheduled for July 17<sup>th</sup>.
    - ii. Graceland Cemetery Road Replacements: some site engineering has been completed. Fall & winter 2015 project.
  
3. **Playground Equipment Replacement:**
  - a. Hantschel & Hamilton Parks 2013 – CDBG parks and play equipment improvement:
    - i. Play equipment has been delivered.
    - ii. Site preparation complete.
    - iii. Equipment installations: Bids have been accepted. Project will be complete before July 31.
  
4. **Miscellaneous Projects**
  - a. Pershing Bleacher Replacement: Field work in process. (No Change)
  - b. Pershing Fence Replacement: Field work in process. (No Change)
  - c. Pending Concrete Projects:
    - i. Sidewalk inspections: Spring complete. Fall will begin end of July.
    - ii. Park & Community Center Concrete Replacement Inspections: in process.
    - iii. Concrete for Park Benches & Trash Cans (Lake Parks): in process.
    - iv. Concrete for ADA accessibility: in process.
  
5. **Community Centers**
  - a. Bryant
    - i. None
  - b. Chavez
    - i. Parking Lot Paving - See 2a
  - c. Humble
    - i. None
  - d. King
    - i. None
  - e. Tyler-Domer
    - i. None
  
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: fixtures have arrived. Should be installed by the end of the month.
  - ii. Mound Chapel AC and electrical: bids accepted. Should be complete by the end of the month.
  - iii. Mound Fountain Liner: Liner deteriorated over the winter. Repair will be bid for an early 2015 project.
- c. Graceland:
  - i. Section 23: Tree planning & site directional markers will be complete, late summer. (No Change)
  - ii. Graceland Pond Rehab: DPW/Utilities project. There have been two meetings regarding the pond rehab. This project appears to be best suited for winter construction and is anticipated for late 2014 & early 2015. (No Change)
  - iii. Paving Road Replacement: Will be coordinating with DPW/Traffic to replace roadways along the Pond area after the pond restoration is complete. (No Change)
  - iv. Stewardship Grant: Submitted a grant request that may pay for 50% of some road removal and replacement with walkway. (No Change)

7. **Golf Courses:**

- a. Johnson: No Update
- b. Washington: No Update
- c. Shoop: No Update

8. **Wustum:**

- a. Siding and window replacement project is currently out for bids.

9. **Zoo:** No Update

10. **Pershing Park Boat Launch:**

- a. Work is complete.
- b. The boat ramp now has eleven lanes open for use.

**Recreation**

A. Youth Activities

1. Playgrounds

- a. Playground staff had their orientation the week of June 9.
- b. Playgrounds started on Wednesday, June 18.
- c. Field trips and special events were scheduled for the first two weeks.
- d. The All City Doll Buggy Parades took place on Wednesday, July 2. Kiddie Korner on site parades took place on Thursday, July 3.
- e. The MVP program completed its first two week session which focused on soccer and coincided with the World Cup. The current session is focusing on sand volleyball and is held at North Beach. The final two sessions will focus on basketball and all sports and will be held at Lakeview Park.
- f. The Traditional Playground Olympics were held at Lakeview Park for the first time. It was a great success. The park is a great location for the event. Youth and leaders from four parks were able to walk to the event.

2. Softball

- a. Humble Park is home to our youth softball program. Every Monday and Wednesday night you will see softball action on all three diamonds from 5:30 – 8:00 pm. Our leagues consist of T-Ball, Coach Pitch and Kid Pitch.

### 3. Learn to Swim

a. Learn to Swim has had problems trying to find a permanent home. DeKoven Center and now the Living Light Center has fallen through. We are fortunate to have hooked up with the YMCA to conduct this year's classes. Staff will be working on alternative solution for 2015.

### 4. Soccer

a. PRCS has been working with the Racine City Soccer Academy to offer youth soccer instruction and league play for the department.

b. Soccer instruction can be found at the camps scheduled throughout the summer.

c. There are plans to have a youth soccer league this fall.

### 5. Hersey Track and Field

a. Thirteen (13) youth representing Racine placed first in their event at the Hershey Track and Field District Meet held in West Allis on June 21. This is the largest group of athletes we have sent to the State Meet since 2001. The State Meet was scheduled for June 28.

b. This is the last year that the Hershey Corporation will be sponsoring the program in the present Local, District, State, National Meet format. There has been discussion amongst some SEPRC member communities about continuing the program at the local, district, and possibly state levels next year. This will be an agenda item for a fall SEPRC meetings.

## B. Adult Activities

### 1. Softball

a. Softball has seen a slight decrease in the number of teams registering for summer play. For the past few years, leagues consisted of about 200 teams. In 2014, leagues are at 180 teams.

b. Weather has played havoc on league play. There are a number of games that have been rained out. PRCS staff is working with team managers to reschedule as many rain outs as possible.

c. City Softball Tournament planning is underway. The Men's Open will be played on August 1 – 3, Men's Closed on August 8 – 10 and Women's on August 8 – 10.

### 2. Sand Volleyball

a. Sand volleyball has gone well. Teams play at North Beach on Tuesday, Wednesday and Thursday evenings.

b. Weather has not been a factor in league play.

## C. Special Events

### 1. Outdoor Movies Series is scheduled as follows:

a. Saturday, June 28 at Solbraa Park – Cloudy with a Chance of Meatballs 2  
i. Over 200 guests attended this movie.

b. Saturday, July 5 at Mound Cemetery – Monsters, Inc.

c. Saturday, July 19 at Lockwood Park – Despicable Me 2

d. Friday, July 25 at Hantschel Park – The Lego Movie

e. Tuesday, August 5 at Chavez Community Center – Frozen

f. Friday, August 8 at Matson Park – Tad the Lost Explorer

#### D. Miscellaneous

1. Staff is busy getting registration information for fall youth and adult activities ready for distribution.
2. The Milwaukee Brewers have donated 250 tickets to the July 21 home game against the Cincinnati Reds. We will distribute the tickets to the general public through our downtown office. The ticket donation is part of the Brewer Buddies Program.
3. The annual Lake F/X Games are scheduled for July 26. Gateway Technical College, Sky High Skate Shop, Racine Cyclery, and Warren Industries are co-sponsoring the event.
4. Programs in the works: flag football, fall soccer, youth basketball, etc.

#### Parks

1. Have worked with the Police Department and 4<sup>th</sup> Fest Commissioners in the set up along the parade route and fireworks at North Beach.
2. Due to poor spring weather, furlough days, vacations and manpower switching, the Parks Division is just now starting to catch up on its daily maintenance routines.
3. Lost two seasonal employees to DPW and have so far only received one back. He is in training.
4. Had difficult time with ball diamonds due to more than average rain fall.
5. For more than half the month two of our three wide area mowers have been down for repairs.
6. Forestry is working on summer removals and continuing with district pruning.
7. Juneteenth Day was a big success and there was minimal clean up after the event.
8. The first "Third Friday's" was also a big success with little clean up needed by Parks staff.
9. The Light House Run was held and there was the normal clean up by our staff.
10. King Center was re-landscaped around entire building. Looks great.
11. Azarian Park received new shrubs in the two shrub beds and also new mulch.

#### Community Centers

##### **A. King Center**

1. Summer Lunch program started June 24. We are serving 55 lunches a day, from 12:00 -2:00 pm.
2. Learn to Swim Program started June 18. There were 18 students in the first session and 12-15 students in second session. Attendance in down from previous years for the both sessions. Staff will be discussing alternative class options for 2015.
3. Dance Team participated in Juneteenth Day celebration. They were featured during half time of the 2:00 pm game.
4. Working on the Hot Summer Nights Concert Series. To date we have one donation of \$100.00. The first concert is set for July 15, 2014.

##### **B. Humble Park**

1. Playgrounds have begun at Humble. We have Future and Play It Again. Numbers are average. The leaders are trying to let the neighborhood kids know to tell their parents to go sign up.

2. The end of the school year cookout was a big success. We served hotdogs, chips, lemonade, popcorn and played games. We had about 45 to 50 kids in attendance.
3. Youth for Christ is holding their summer weeklong camp Monday thru Friday from 8:00 am to 12 noon. They have music, food, and activities for approximately 55 kids - with staff totaling 90 people.
4. Very busy in the early afternoon with the school age kids. Gym is full.
5. The Pickleball group is trying to get outside. In bad weather they either wait to come inside in the afternoon or go to our other centers.
6. Had a young lady doing various tasks around the center completing community service hours.

**C. Cesar Chavez**

1. Youth Softball season started on June 2 at Humble Park. Girl’s teams play Monday nights and Boys on Wednesday nights. Programs are T-ball, Coach Pitch and Kid pitch. The rain has hindered the start of the boy’s leagues with three straight rain outs. We will be playing make up games till second week in August. Tuesday Optimist has been selling concessions and crowds have been good on the three diamonds.
2. Main Gallery
  - a. Main Gallery 20<sup>th</sup> Anniversary Art Show is in full swing. There is a lot to be done before the opening on July 11 at the Racine Art Council. We are expecting over 25 past participants and instructors to participate. The show will run until July 26. A future article was run on June 2 in the Journal Times about the program and 20 years of art and employing youth.
  - b. Main Gallery orientation was held at Chavez Center on June 18. Over 40 people were in attendance. Staff went over rules and regulations of programs and expectations of having a job.
  - c. Main Gallery face painters had a good turnout at the Monument Square Arts Festival the weekend of June 1. Several young children had their face painted for free by youth in Main Gallery.
  - d. Main Gallery groups started work on June 23. Programs, times and locations are listed below. We have 30 participants this year, but could have hired more if we had more funding. The program is funded by PRCS, CDBG funds, Racine Community Foundation and private donations.

Furniture Painting	9am – 2 pm	John Bryant Center
Wood Carving	9 am – 2 pm	Tyler Domer Center
Photography	1 pm - 5:30 pm	Dekoven center

3. Attended a meeting at the Bradley Center in regards to youth basketball on June 18. The Bucks want to start a Junior Bucks Program with the youth basketball teams in Racine. The program seems to be a nice incentive for kids but would mean an increase in registration fees by \$15.00. This may not be feasible for our community we serve.
4. Met with representatives from Racine City Soccer Academy to explore options of starting a Fall Youth Soccer League in collaboration with them at Pershing Park beginning this September. We are targeting city youth who otherwise may not play out in county.
5. Pickelball continues to grow with new participants coming weekly.

6. Meeting with Gang Collaboration Committee on June 26. With summer approaching violence is expected to ramp up in the city and we will be looking at programs and information sharing to keep organizations in the loop on things going on in the city.
7. Summer hours have switched over at Chavez Center to allow more time for youth open recreation with school being out. High school, adults and AAU basketball practices will fill the building in the evenings until close.

#### **D. Bryant**

1. Juneteenth Day was a success. I feel we have grown even from last year numbers. We had great press this year and new sponsors.
2. Main Gallery has started at the Bryant Center hosting 15 students and an instructor. So far this seems to be working well in regards to space and connectivity to the center.
3. The Lunch Program has started. We are currently serving 75 youth daily. Last year we reached 100 youth. Numbers are expected to be the same this year.
4. We have two new people on staff to cover the outside games and activities for the youth.
5. The Drill Team performed at the Kenosha Juneteenth Day Saturday, June 28. Our Drill Team has 37 girls and they are doing a great Job.
6. The Bryant had a Luau for our youth 25 children attended.
7. Boy Scouts has started as part of our summer programs.
8. We are now signing up children who wish to be a part of our summer play, Lion King Jr.

#### **E. Tyler - Domer**

1. Playgrounds began on June 18. We have sites at Second Presbyterian Church, Chavez Center, Lockwood Park, Humble Park and Pierce Woods Park. Orientation went well. The leaders and supervisors are doing great so far. We have a lot of great activities and special events planned. Our meeting location is Tyler-Domer.
2. Main Gallery is also using our building for two of their programs. We have a multi-media/paint group and a wood carving group. Excited to see what they come up with this year.
3. Pickle ball contract is pending and being worked on for a final draft and signing.
4. Summer Lunch Program started. We serve lunches Monday through Friday from noon to 2 pm. Hoping to serve at least 30 to 50 kids daily throughout the summer.
5. Our summer employee started and is doing activities with the kids that come to the center. He is here from 1:00 to 6:00 pm daily. He has an average of 25 kids at a time.
6. I have a young lady doing community service for 120 hours she will be doing various activities to help out at the center.
7. The garden is coming alive at TDCC, we have weeded out most of the weeds in the area we are trying to garden. Planting has begun in 5 of the 7 boxes. So far we have tomatoes, squash, peas, lettuce and various flowers.

8. Continuing to schedule for traveling baseball teams.
9. Hair force is ongoing and going great. We have approximately 8 to 10 kids with more inquiring about joining the next session.
10. There are 6 – 8 senior pool players attend daily and enjoy donuts and camaraderie.

## **Marketing**

1. Social Media:
  - a. We are near 1,400 'Likes' on Facebook and have 170 followers on Twitter.
  - b. Newsletter: We have over 6,000 contacts.
  - c. A newsletter and special email went out to highlight our Sand Soccer and Camps and the upcoming Youth Coed Flag Football.
2. Marketing Distribution:
  - a. Swag – Cups, cozies, and Frisbees have been ordered for distribution to our community.
  - b. Marketing promo cards are being distributed this week. Over 1,000 cards have been ordered.
  - c. Over 700 of our Summer Program Booklets have been distributed throughout the community. Plans to update the look and mass distribution are in progress for fall.
3. Special Events:
  - a. Efforts to promote our National Parks and Recreation Month for July have been successful.
    - i. We have engaged all of the centers in the marketing push and have contests set up within all of them, to support interaction with the public and their surrounding neighborhoods and also to generate enthusiasm for our parks.
  - b. Fitness Fair on the Square is shaping up nicely. We have many health and wellness business organizations and fitness instructors ready to participate in this event to promote activity outdoors in our parks.
  - c. Pedal, Paddle, and Stroll event planning has begun. The event will be held on October 18<sup>th</sup>.
4. Outreach
  - a. Attended First and Third Fridays and the EVP Volleyball Tournament to generate awareness of PRCS.
  - b. Promoted our Movies in the Park kickoff.
  - c. Will be present at many community events this next month.
  - d. Plans have been established to market and network with citywide organizations, businesses and events.
1. Marketing Team
  - a. Morgan and Mya have joined our marketing team on a part-time basis to aid in getting the word out about PRCS through our community events.