



Greater Vallejo Recreation District

GVRD promotes wellness and healthy lifestyles
by providing safe parks and innovative and fun
recreation programs for all residents.

BOARD OF DIRECTORS

Rizal Aliga
Robert Briseño
Thomas Judt
Tom Starnes

GENERAL MANAGER

Gabe Lanusse

Programs and Publicity Committee Minutes Tuesday, February 11, 2025 2:00 P.M. Administrative Office-Board Room 401 Amador Street

In attendance: Chair Judt, Director Starnes, General Manager Lanusse & Director Ryans.

Meeting began at: 2:00 PM

1. Public Comment: No public comment.

2. Assign Committee Chairperson: Director Judt was selected as the committee chair. Director Judt asked what everyone's goals were from this meeting.

3. Community Event Review- What works, What doesn't, What was canceled:

a. Glow-in-the Dark Dodgeball: This event will be held on Saturday, February 8th from 6-8pm at the Sports Gym. Director Ryans mentioned that more events will be coming in the fall when it gets darker earlier. Also, he mentioned that event went well, and families enjoyed the event. Director Ryans stated that the event was very popular amongst teens and that the staff has plans to host more events for teens and family nights. A challenge is still access to the parking lot and staff receive a lot of complaints regarding the limited access to parking and safety for patrons. Director Starnes asked if a lot of programs happen after hours at the gym and Director Ryans responded, yes.

4. Upcoming Community Event(s):

a. Roc the Mic-March 2025: Director Ryans started by stating the event will take place on Friday, March 7th. The event will be in partnership with the Vallejo School District and the City of Vallejo. GVRD received a \$20,000 grant last year to put on a teen summit and the District will fulfill this commitment this year. The event will be geared towards 10th and 11th grade students and will give an opportunity to youth attend college preparedness classes and perform during the open mic session during the lunch break. Some event partners are: Minute Man Press, Picnicky's, and Proforma, just to name a few.

5. Program Discussion:



a. Fee Study Update: Director Ryans stated that the fee study meetings began two weeks ago. The consultant will begin meeting with staff at the end of the month to start compiling data and information from the Recreation team. The goal is provide recommendations on fee schedule based on the true costs for programs/events.

b. Cunningham Pool: As mentioned in a prior discussion, the pool will be closed for maintenance and improvements. The pool is scheduled to reopen on March 3rd. The registration area will not be open due to delays caused by the wildfires. However, the outdoor facilities will be available, and programs will resume. General Manager Lanusse mentioned that improvements at the facility are looking good, and he is still working with the city on impact fees.

6. Outreach:

a. Wardlaw Skatepark: General Manager Lanusse mentioned that GVRD is conducting a community survey to gain information about improvements needed at the Skatepark. Skatepark improvements was proposed project presented by Participatory Budgeting. Director Ryans mentioned the survey will be marketed via social media and is currently on the website. In addition, the survey has received 48 responses thus far.

7. Marketing Update:

a. March Content Action Plan: Submitted Content Action Plan for March- The marketing plan for the month has been submitted to Verdin for review and finalization. The team is scheduled to meet with the marketing team the week of the 15th. Director Judt requested that Director Ryans General Manager Lanusse create a wish list of ideal job skills we'd like to see in the new position for marketing and/or data analysis. Director Judt would like more information regarding metrics and the plans for implementation.

b. Summer Activity Guide: The summer activity guide is currently being drafted stated by Director Ryans. As of now, it is currently on schedule. The hope is to have an in-hand date of April 15th.

8. Discussion Items:

a. Use of Social Media:

- Google Maps-needs to be claimed
- Facebook- Are events created on the site? Not always, only when we're promoting larger events.
- Nextdoor- Do we have one? Is it being used? We have an account, not as active as we'd like. Write stories?
- Yelp- we have an account. No description or information.
- Event Brite- used to cast a farther net for promotions, Bands and Brews, Tree lighting.

b. Afterschool Programs: What're our thoughts on operating a teens program similar to ExLP. -Director Judt asked what we need to make this happen. Director Ryans mentioned more staff, resources, and autonomy to program out programs, using 21st Century life skills and applications.



Grant funding may be available for transitional youth. General Manager stated the District has other pending projects and looking into to Teen programming can happen in a few months.

c. Teens/Youth: Director Ryans wanted to know if we'd manage the programs and grant or just staffing? Director Judt mentioned there is funding available, per the county website for Teens/Youth. Measure P funds were briefly mentioned and GVRD will receive \$125k in the next few months.

d. Metrics: Director Judt wanted to know what our plans for the metrics will be. Will we use them after each program? What questions do we want to ask? 3-5 questions max, what do you like, don't like, and want to see. General Manager Lanusse stated that this project is still pending and needs to be refined a bit more. Director Ryans mentioned that we conduct post program/event surveys after every event through the Civic Rec Registration software.

Meeting Adjourned: 3:20 PM