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
Rita Fryar
Thomas Judt
Nicole Person
Olivia Ruiz
Ward Stewart

INTERIM GENERAL MANAGER
Pamela Sloan

Publicity, Program and Community Relations Committee Agenda

Directors: Person and Judt

Monday, November 23, 2026

Administrative Office-Board Room, 401 Amador Street, Vallejo, CA 94590

1:30 p.m.

This committee shall study and recommend all District recreational programs and policies regarding public affairs and community outreach to include co-sponsorship with other entities. This committee shall assure information regarding the affairs of the District is adequately communicated to its constituents and the public at large. This committee shall make presentations before groups and organizations upon request.

1. Public Comment

   Members of the public may speak on any item within the jurisdiction of the committee. Each speaker is limited to 3 minutes and a spokesperson for an organization is limited to 5 minutes.

2. Community Events

   2.1 Fall Events –Nightmare on Glenn St. (10/30) & Gobble, Gobble Turkey Giveaway (11/19 & 11/20), Debrief

3. Upcoming Events:

   3.1 Winter at Wonderland Tree Lighting Celebration, 12/4

   3.2 Winter at Wonderland on Ice, 12/4 & 12/5

4. Marketing Update

   4.1 Marketing Stat Summary Q1

5. Discussion Items

   5.1 City Park & Wilson Park Meetings

   5.2 Aquatics Data- 2025-26

6. Meeting Adjourn

RECREATION SERVICES | EVENT ATTENDANCE

NIGHTMARE ON GLENN STREET

Four-year attendance report • 2023–2026

2026 ATTENDANCE

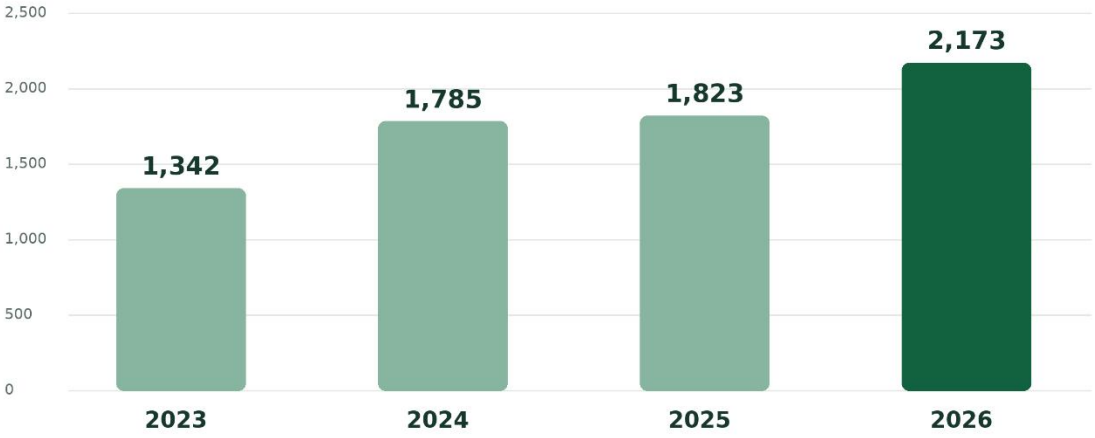
2,173

GROWTH SINCE 2023

+61.9%

+831 attendees

ANNUAL EVENT ATTENDANCE



Attendance reflects individuals counted once at the park entrance.

COMMUNITY EVENT HIGHLIGHTS









GREATER VALLEJO RECREATION DISTRICT

RECREATION SERVICES / COMMUNITY EVENTS

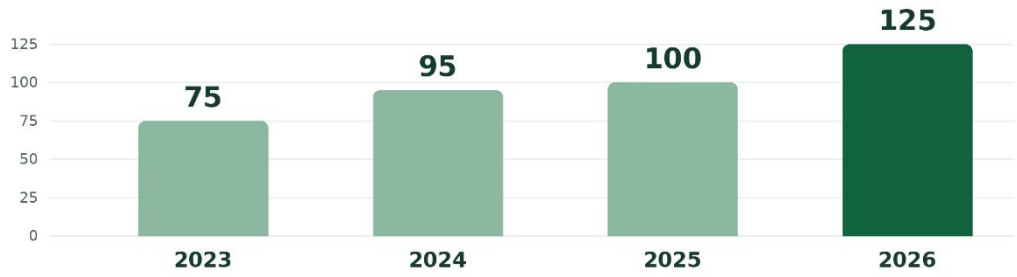
GOBBLE, GOBBLE TURKEY GIVEAWAY

Four-Year Distribution Summary | 2023–2026

125	+66.7%	$776.51
2026 registrants served	Growth since 2023	Net funds received

THANKSGIVING GIVEAWAY | REGISTRANTS SERVED

One turkey and Thanksgiving sides package per registrant



COMMUNITY IMPACT IN ACTION



2026 EVENT UPDATE

Net funds received as of November 18, 2026: $776.51 after $200 in fees.

Program lead: Emely Mendez, Recreation Coordinator

GREATER VALLEJO RECREATION DISTRICT

Winter at Wonderland TREE LIGHTING

A FREE COMMUNITY CELEBRATION *for the whole family!*

Kick off the holiday season with an evening of lights, laughter, and community cheer! Enjoy festive activities, warm treats, and memories that will last a lifetime.

FRIDAY, DECEMBER 4TH

5:00PM
FUN BEGINS

6:30PM
TREE LIGHTING

Children's Wonderland Park
360 GLENN STREET, VALLEJO, CA







LIGHTS, LAUGHTER & A LITTLE BIT OF *Holiday Magic!*

- PHOTOS WITH SANTA
- HOLIDAY LIGHTS
- HOT CHOCOLATE
- FOOD TRUCKS
- FAMILY FUN & MUSIC

Parks Make Life Better!

WEAR YOUR HOLIDAY SPIRIT! This event will be held rain or shine.

(707) 648-4600 | recreation@gvrd.org | www.gvrd.org



Winter at Wonderland on ICE!





Skate Into the Holiday Magic!

Celebrate the season at GVRD's Winter at Wonderland on ICE! Join us for two days of FREE holiday fun featuring ice skating, festive activities, holiday music, food trucks, complimentary hot cocoa, and a dazzling Festival of Lights display! Holiday souvenirs will also be available for a nominal fee.

This magical winter experience is made possible thanks to the City of Vallejo and Measure P funding!

Dates & Times:

Friday, December 4, 2026
5:00–8:30 PM
(Tree Lighting Celebration)
Children's Wonderland

Saturday, December 5, 2026
11:00 AM–7:00 PM
Children's Wonderland

Admission: FREE!

- Ice Skating
- Food Trucks
- Free Hot Cocoa
- Holiday Music
- Souvenirs *(Nominal Fee)*
- Festival of Lights

Pre-registration is required.
No day-of-event drop-ins will be accepted.

Visit **www.gvrd.org** to register and review, event rules, waivers, and additional information.

Rain or Shine Event!

Come make unforgettable holiday memories with family and friends!

Greater Vallejo Recreation District

City of Vallejo California

Parks Make Life Better!™

iEVENTS AND MORE — Artificial Ice Events

OCTOBER 2026

Q1 Marketing Report

Greater Vallejo
Recreation District





VERDIN

Performance Summary

Q1 (July-September) marketing efforts delivered strong performance across email marketing, website traffic, and social media. Three e-newsletters were deployed during the quarter, achieving an average open rate of 46.7% and an average click rate of 4.2%, both exceeding typical parks and recreation email benchmarks (generally around 35–40% open rates and 2–3% click rates).

Website performance saw positive growth this quarter, with users increasing by 2.2% driven primarily by direct traffic. The homepage remained the most visited page, followed by the Cunningham Aquatic Complex and Children's Wonderland.

On social media, Instagram continued to perform well with an increase in followers, video views and impressions. Facebook saw a small decline in video views and impressions compared to last quarter, but we did see a small increase in followers. The quarter demonstrated continued audience growth which presents us with opportunities to further expand reach through consistent video content and emphasizing the community benefits of GVRD programs.

Email Marketing

Verdin developed and deployed three monthly e-newsletters between July-September. Content focused on seasonal highlights, local events and more. Below are the results:

AVG OPEN RATE

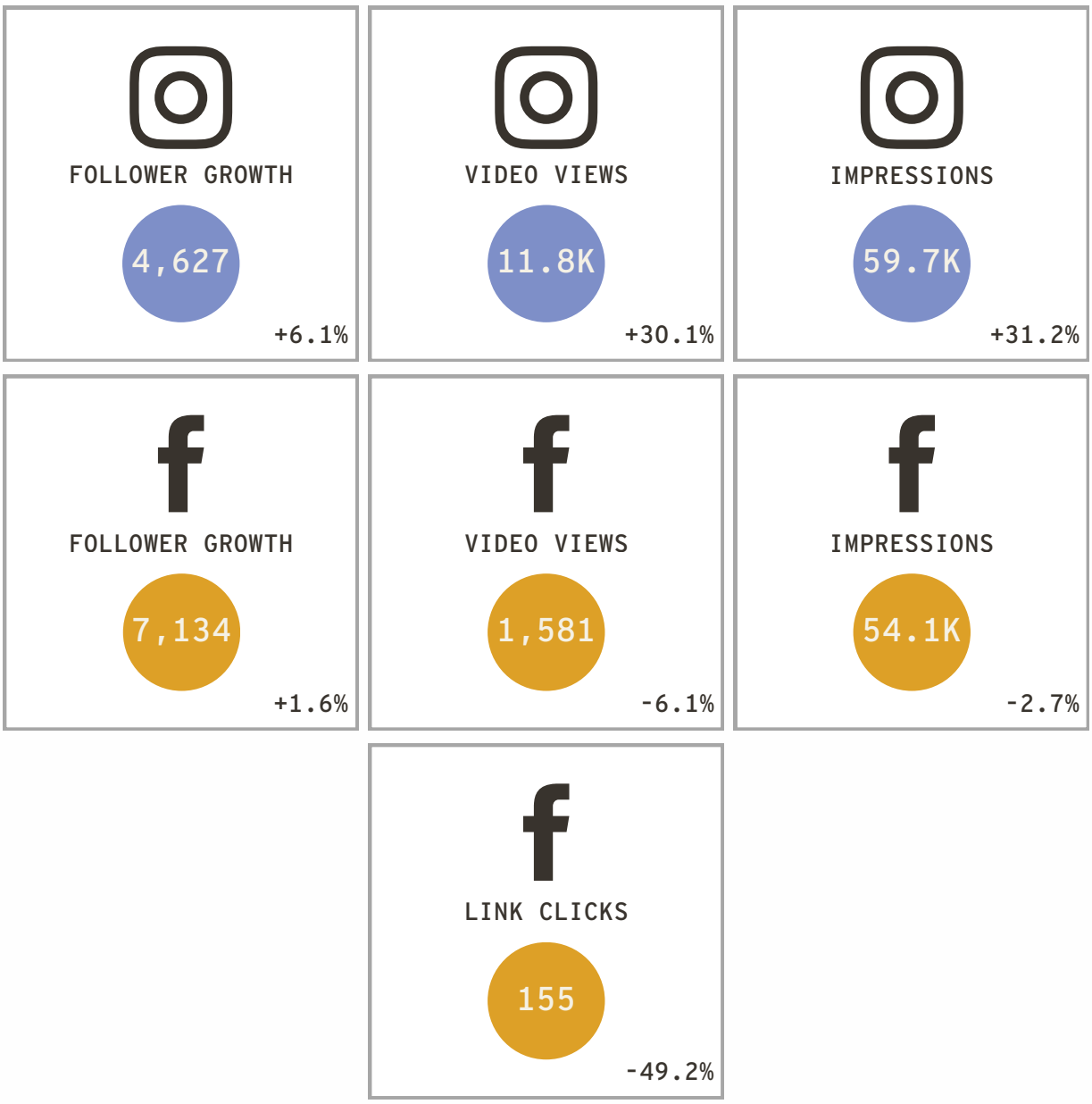
46.7%

AVG UNIQUE CLICKS

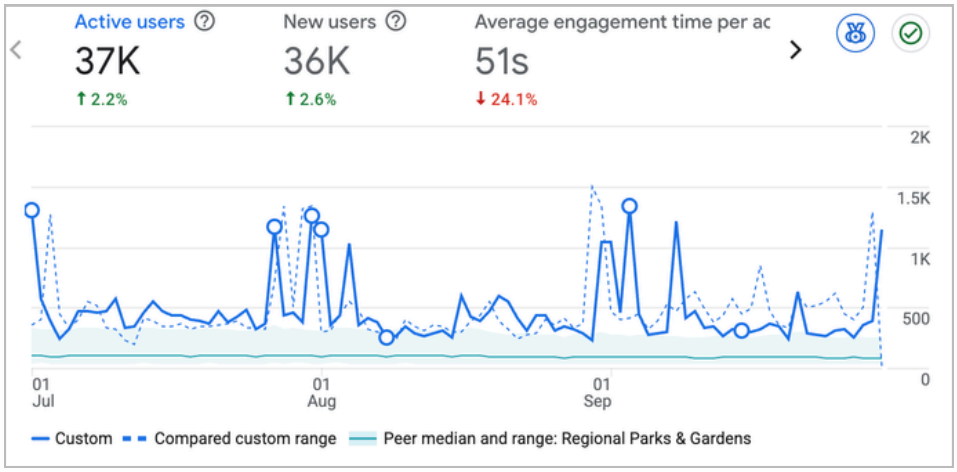
4.2%



Social Media

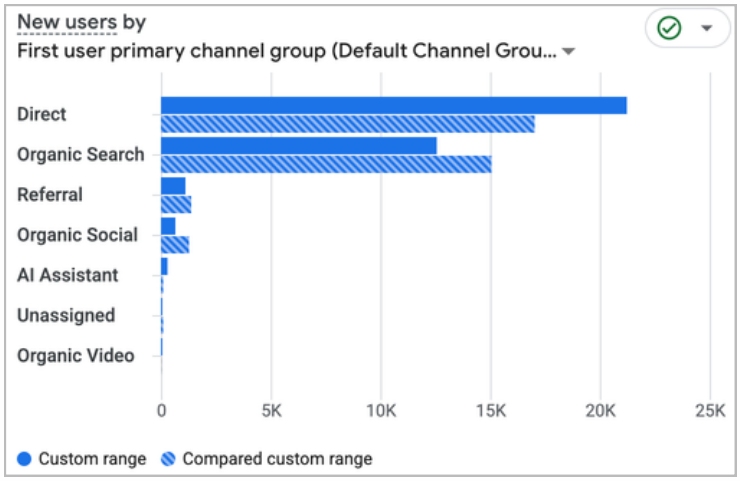


Website Results



Sessions by
Session primary channel group ...

SESSION PRIMARY CHAN...	SESSIONS	
Organic Search	24K	↓ 20.0%
Direct	24K	↑ 22.5%
Referral	2.5K	↓ 11.9%
Organic Social	715	↓ 49.9%
AI Assistant	374	↑ 246.3%
Unassigned	60	↓ 85.0%
Organic Video	3	-



Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS	
Homepage Greater Vallejo Recreation District	13K	↓ 11.3%
Cunningham Aquatic Complex - Greater Vallejo Rec...	7.2K	↓ 21.1%
Children's Wonderland - Greater Vallejo Recreation ...	4.1K	↓ 9.5%
Activity Guide - Greater Vallejo Recreation District	2.9K	↓ 30.7%
Pool Updates - Lap Swim & Closures - Greater Valle...	3.3K	↓ 1.6%
Current Job Openings! - Greater Vallejo Recreation ...	1.9K	↓ 24.3%
Programs & Classes - Greater Vallejo Recreation Di...	1.6K	↓ 42.4%

LEGEND

- Existing Tree Canopy
- Proposed Tree Canopy
- Limit Of Work
- Pedestrian Circulation
- Existing Pedestrian Crossing
- Retaining Curb
- Fences
- Access Point
- Access Point (Stairs)
- Existing Park Lighting
- Proposed Park Lighting
- Proposed Sports Court Lighting
- Existing Wishing Well To Remain
- Bus Stop
- Low Water-Use Planting
- Stormwater Infrastructure



DRAFT MASTER PLAN

CITY PARK

City of Vallejo, California

GREATER VALLEJO RECREATION DISTRICT

CALA

N 0' 15' 45'

11/21/2026

Active Zone



Community Zone



Gathering Zone

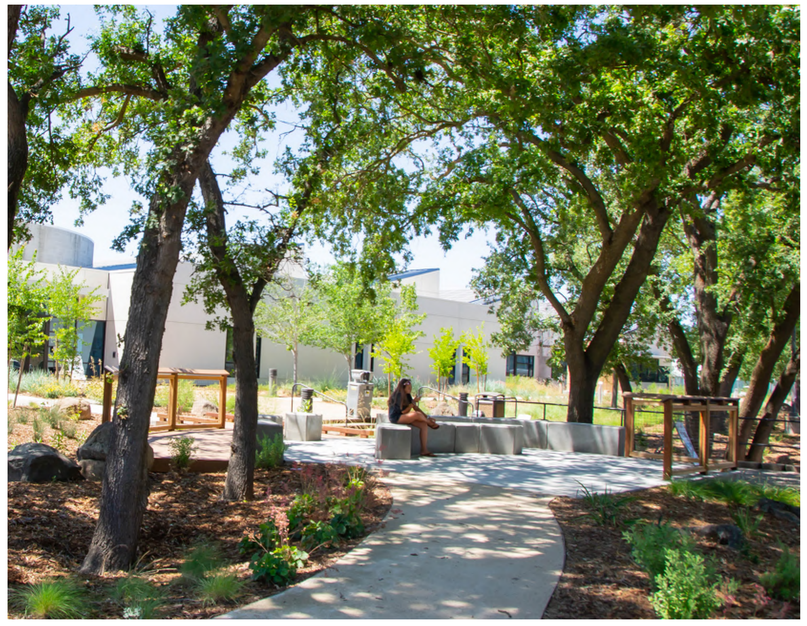


Play Zone



Retreat Zone





INSPIRATION IMAGES

CITY PARK

City of Vallejo, California

11/21/2026

Cunningham Aquatic Complex

Staffing & Attendance Review | Fiscal Year 2025–26

Greater Vallejo Recreation District | Board-ready program operations summary

Reporting period: FY 2025–26.

1 | Staffing by aquatic program

Program / operating configuration	GVRD staffing allocation
Lap swim — all sessions	3 (planning grid); operational narrative lists 3–4
Recreation swim — shallow only	5
Recreation swim — shallow + small	7
Recreation swim — deep + shallow + small	9
Recreation swim — pools + log	12
Recreation swim — pools + log + inflatable	14
Weekday morning / evening lessons	10
Friday / weekend lessons	7
Water exercise / Aqua Board	1 instructor
Davey Jones / Guardstart camps	5
Junior Lifeguard camp	2
Lifeguard certification course	2
Babysitting / CPR / First Aid training	1 instructor per course

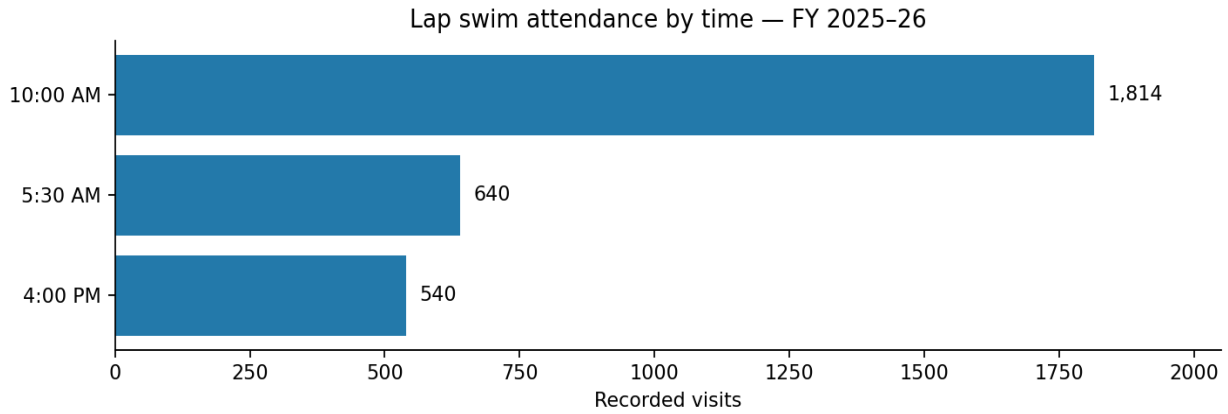
Staffing allocations should account for active pool zones, visibility, patron volume, staff breaks, and simultaneous activities.

2 | Swim lesson staffing and instructor ratios

Lesson category	Instructor-to-participant ratio
Parent–Tot	1:6 per staffing page (program overview lists 1:8)
Ages 4–5	1:5
Levels 1–4	1:6
Levels 5–6	1:6
Adaptive lessons	1:3
Adult / Teen lessons	1:6

A Pool Manager and a lifeguard on surveillance duty are included during lessons, in addition to instructional assignments. The Parent–Tot ratio differs between the program overview and staffing allocation and should be confirmed internally.

3 | Lap swim attendance ranked by time



Rank	Time slot	Swim pass	Drop-in	Total visits
1	10:00 AM	1,391	423	1,814
2	5:30 AM	400	240	640
3	4:00 PM	200	340	540

Highest attendance: 10:00 AM (1,814). Lowest attendance: 4:00 PM (540). Counts are reported visits and may include repeat attendance.

4 | Summer recreation swim schedule — FY 2025–26

June 22–August 15, 2026 | All ages | Cunningham Aquatic Complex

Days	Session time	Sessions/week
Monday–Thursday	12:30–2:30 PM	4
Monday–Thursday	7:30–9:00 PM	4
Friday	7:30–9:00 PM	1
Saturday (Family Fun)	1:00–3:00 PM	1

The published schedule contains 10 planned sessions per week, or 80 potential sessions over the eight-week date range, before closures or changes. These are scheduled sessions, not attendance counts.

5 | Recreation swim participation data

Month	Reported drop-in attendance
June	342
July	1,267
August	271

JUNE·AUGUST RECREATION SWIM SUMMARY

Total reported participants (visits): 1,880

Scheduled operating days: 48 (Monday·Saturday for 8 weeks)

Average swimmers per scheduled operating day: 39.2 (approximately 39)

Calculated as 1,880 / 48; assumes no cancellations or additional operating days.

Cunningham Aquatic Complex | FY 2025–26

Swim Lesson Session Performance — Top 6 and Bottom 6

Top 6 performing sessions | 100% capacity filled

Swim lesson / program	Session / time	Enrolled	Capacity	Fill
2026 Summer Level 5-6 Swim Lessons	Session 4 (3:20 PM)	8	8	100%
2026 Summer Level 1 Swim Lessons	Session 1 (2:45 PM)	8	8	100%
2026 Summer Level 1 Swim Lessons	Session 1 (3:20 PM)	8	8	100%
2026 Summer Level 1 Swim Lessons	Session 1 (3:55 PM)	8	8	100%
2026 Summer Level 1 Swim Lessons	Session 1 (5:05 PM)	8	8	100%
2026 Summer Level 1 Swim Lessons	Session 1 (5:40 PM)	8	8	100%

Bottom 6 performing sessions | 0% capacity filled

Swim lesson / program	Session / time	Enrolled	Capacity	Fill
2026 Summer Level 5-6 Swim Lessons	2026 Saturday Session 1 (10:00 AM)	0	8	0%
2026 Summer Level 5-6 Swim Lessons	Session 2 (2:45 PM)	0	8	0%
2026 Summer Level 5-6 Swim Lessons	Session 3 (10:05 AM) (Duplicated)	0	8	0%
2026 Summer Level 5-6 Swim Lessons	Session 3 (3:20 PM)	0	2	0%
2026 Summer Level 1 Swim Lessons	Session 1 (4:30 PM)	0	8	0%
2026 Summer Level 1 Swim Lessons	Session 1 (6:15 PM)	0	8	0%

Ranking is based on enrollment divided by listed maximum capacity. Multiple sessions tie at 100% and 0%; the six shown in each group are representative tied sessions. Sessions exceeding their listed maximum are excluded from the top-six ranking pending capacity validation.

Cunningham Aquatic Complex
FY 2025–26



Program-Session Records	Reported Enrollments	Total Seats	Utilization
610	2,510	4,129	60.8%

Performance Insight

Swim Lessons: 537 session records | **Other Programs:** 73 session records

Top 6 Performing Swim Lessons (Highest Utilization)

#	Program	Date / Time	Enrollment / Max	Utilization
1	Fall 2025 Level 1–4 Weekend	Sat – 10:50 AM	10 / 10	100%
2	Fall 2025 Level 1–4 Weekend	Sat – 11:40 AM	10 / 10	100%
3	Spring 2026 Mon & Wed	Level 1–4 – 4:30 PM	10 / 10	100%
4	Fall 2025 Level 3–4	Tue & Thu – 5:00 PM	12 / 12	100%
5	Summer 2026 Level 2	Mon – 10:00 AM	12 / 12	100%
6	Summer 2026 Level 3–4	Wed – 5:00 PM	12 / 12	100%

Bottom 6 Performing Swim Lessons (Lowest Utilization)

#	Program	Date / Time	Enrollment / Max	Utilization
1	Summer 2026 Level 5–6	Sat – 10:00 AM	0 / 8	0%
2	Summer 2026 Level 5–6	Session 2 – 2:45 PM	0 / 8	0%
3	Summer 2026 Level 1	Session 1 – 4:30 PM	0 / 8	0%
4	Spring 2026 Level 4–5	Tue & Thu – 2:45 PM	1 / 8	12.5%
5	Fall 2025 Level 5–6	Mon & Wed – 5:15 PM	1 / 10	10.0%
6	Spring 2026 Level 5–6	Sat – 9:00 AM	1 / 10	10.0%

Examples among tied 0% and 100% utilization sessions; over-capacity registrations exist.
Enrollment sums reflect session records, not unique people.