



# 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  
Ward Stewart

## GENERAL MANAGER

Gabe Lanusse

## Publicity, Program and Community Relations Committee Meeting Minutes

Tuesday, May 6, 2025

2:00 P.M.

Administrative Office-Board Room  
401 Amador Street

**In Attendance:** Chair Judt, Director Starnes, & Director Ryans.

**Absent:** General Manager Lanusse

Meeting began at: 2:00 PM

**1. Public Comment:** No public comment.

**2. Community Events Review:**

- **Splash and Hunt:**
  - Maintained 47 participants across sessions with plans to consolidate into a single 12 o'clock session next year.
  - Set a maximum of 50 kids per pool; marketing launched via the spring activity guide and social media in March.
- **Adaptive Rec Egg Fest:**
  - Attendance increased from 20 to 70 participants.
  - Adjustments made in egg orders (from 4,000 to 6,000 eggs) and success driven by a dedicated newsletter.
- **Thumper (Twitches):**
  - Registrations grew from 221 to 303, aided by email blasts, social media, and community partner engagement (e.g., churro truck, face painter).
- **Recreation Expo:**
  - Held on April 26 from 12 to 3; improved event setup with a central registration table led to a revenue jump from \$1,900 to \$5,100.
  - Youth scholarships saw a boost from 12 to 27 registrants with streamlined on-site approval processes.

Action Items:



- Digital Image Delivery: Director Judt will send the digital flyer for Activity Guide to Shelly L with the City of Vallejo.
- Foundation Grant Follow-up: Director Parkhurst is to expedite the renewal process for the Open Space foundation, Director Ryans.
- Facility Tour Coordination: Louis Michael (Late Night Basketball Program Chair) will schedule a facility tour with GVRD staff to confirm logistics for the upcoming program.
- After-School Program Outreach: Follow up with Roslind Hines regarding recruitment for cooking class instructors and after-school programming initiatives, Director Ryans.

#### Overview:

- Detailed review of community events such as Splash and Hunt, Adaptive Rec Egg Fest, Thumper, and the Recreation Expo.
- Highlights on new initiatives like Mermaid University, Aqua Zumba, and teen cooking classes.
- Emphasis on effective marketing using QR codes, social media, and strategic registration improvements.
- Updates on sports events including the Pecos League and Late-Night Basketball.

### 3. Upcoming Community Events:

- **Bands and Brews:**
  - Scheduled for June 27<sup>th</sup> at Blue Rock Springs; a free event featuring food trucks and distributed postcards with a QR code linking to the activity guide.

### 4. Programs:

- **Mermaid University:**
  - A new summer pool program where participants learn to swim with a mermaid fin, enjoy body paint sessions, and take photos with a costumed mermaid.
- **Aqua Zumba & Cooking Classes:**
  - Aqua Zumba continues with certified instructors offering classes at the shallow end for a fee of \$25 (covering four sessions).
  - A four-week cooking class for teens at the Vallejo Community Center is planned, with discussions on recruiting appropriate instructors (including potential grad student partnerships).



## 5. Marketing Update:

- Extensive use of the summer activity guide (both printed and electronic) distributed via libraries, community centers, and social media.
- Emphasis on improved communication for Events with community partners such as Shelly L. City of Vallejo, Jackie at Suite Treatments, and Director Parkhurst.
- Discussion on the administrative task like renewing community foundation current inactive status.

## 6. Discussion Items:

- **Pecos League:**
  - Resolved previous billing issues with scheduling of 9 games starting May 29 in at Wilson.
- **Late-Night Basketball:**
  - A new initiative led by Louis Michael under Councilmember Gordon; scheduled for Fridays from 6 pm to midnight over six weeks starting June 20<sup>th</sup>.
  - Coordination involves facility tours, discussions on staffing, and ensuring public access.

### Funding, Sponsorship, and Scholarships:

- **Measure P Funding:**
  - Allocated \$125,000 to boost marketing efforts and expand youth scholarships, tracked via GVRD's recreation software.
- **Sponsorship for Bands & Brews:**
  - Discussion around tiered sponsorships (e.g., a \$1,000 Junior Giant package) and challenges in securing support from breweries like Lagunitas and corporate entities.

Meeting Adjourned: 3:02 PM