



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 Wednesday, May 15, 2024 2:00 P.M. Administrative Office-Board Room 401 Amador Street

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

Meeting began: 2:14 PM

1. Public Comment- There was one member at the meeting. The public commented that the survey should touch students at school sites to provide feedback as they are the ones who may benefit from the programs most. Comments were made about distribution of the activity guide and to provide in advance to be published in the county newsletter. Comments were made about using interns from local community colleges to perform marketing duties for the District and be paid a stipend.

2. Activity Guide – The cost to produce an activity guide was discussed. Director mentioned that it costs about \$5-6k to produce an activity guide, per season. Advertisement opportunities are available to promote programs in the guide. Where do activity guides get delivered was discussed as well as highlighting and employee of the month in the guide.

3. Community Events:

a. 4th of July Parade- Director Ryans made the recommendation not to participate in the 4th of July parade this year. This was discussed with the committee, and they supported the recommendation. Due to the current budget constraints, staff time involved, not much interest from the staff to participate led to the final recommendation. GVRD staff would be happy to revisit the idea in the next year or so.

b. Bands & Brews- Director Ryans discussed that the bands and brews season is approaching and that it is recommended to solicit for more sponsorship opportunities to grow the event. Also, investing more dollars and marketing into the event to grow it. It was suggested that sponsorship letters be sent to the chamber to help generate revenue.

4. Marketing Update: Submitted Content Action Plan for June- The marketing plan for the month has been submitted to Verdin for review and finalization. The GM mentioned not having budget for a full-time marketing employee and perhaps hiring someone part-time.



5. July is Parks Make Life Better Month! -Director Ryans mentioned in celebration of Parks Make Life Better Month GVRD will be having a photo contest encouraging patrons to take and send us photos of them recreating in our parks. A winner will be selected and have an opportunity to be featured on the cover of one of our upcoming activity guides.

6. Community Launch Pad Survey- Director Ryans discussed with the community the launch of the recreation survey and how it will be used to collect data from the community. In hopes to get a better pulse on programming likes, dislikes, and future needs. The data collection will begin this month and run the entire during of summer, during pop-ups, and at events. Also, it will be live on the website and sent out via Civic Rec. This was a recommendation by the committee during the programs meeting back in February 2024.

7. Discussion on Fall Programs 2024- Director Ryans discussed with the committee a number of programs that may need to be reduced or cut due to the budget constraints. The pool was a topic of discussion and an option for consideration for closure during the winter/early spring months to conserve dollars. The committee recommended bringing more data to support recommendations for cuts. Another option was to collaborate with a neighboring city to offer programming if the pool would be closed for the season.

8. June meeting canceled? - June meeting will be held on Thursday, June 20th at 2pm.

Meeting Adjourned: 3:18 PM