



GREATER VALLEJO RECREATION DISTRICT

Board of Directors
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General Manager
Gabriel Lanusse

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In compliance with the Americans with Disabilities Act, if you are a disabled person and you need a disability-related modification or accommodation to participate in this meeting, please contact the District Office at 707-648-4604 or fax 707-648-4616. Requests must be made as soon as possible and at least three (3) full business days before the start of the meeting.

Programs and Publicity Committee

Directors: Bowen and McDonald

Agenda

Monday, February 7, 2022

9:00 a.m.

Location: Teleconference

(The Zoom platform is ADA compliant)

<https://zoom.us/join>

You may also call in at +1 669 900 9128 US

Meeting ID: 4425425788 Password: 1944

In Accordance with Assembly Bill 361 Board Members, Staff, And Members of the Public will Participate in this Meeting by Teleconference to Mitigate the Spread of Covid-19

Agenda

Monday, February 7, 2022

9:00 a.m.

1. Registration Software (Sportsman PEAK)
2. Activity Guide Update/Profit & Loss
3. Activity Guide Production Schedule/Advertisements
4. Aquatic Programs
5. Children's Wonderland/Hours of Operation
6. Community Centers Update
7. Community Events
8. Mailing List
9. Sports Programs
10. Youth Services
11. Vallejo City Unified School District (VCUSD) Grant Funded Programs: (staffing)

Mission Statement:

Building community and enhancing quality of life through people, parks, and programs.

Website: www.gvr.org

Greater Vallejo Recreation District
Profit and Loss Statement
Activity Guide (Three Seasons)

	<u>2019/20</u>	<u>2020/21</u>	<u>2021/22</u>
Revenue:			
Advertising (fall/winter)	\$2,435.00	\$350.00	\$1,150.00
Advertising (spring)	\$6,162.50	\$5,437.50	\$1,450.00
Advertising (summer)	\$2,435.00	\$0.00	\$850.00
Total Revenue	<u>\$11,032.50</u>	<u>\$5,787.50</u>	<u>\$3,450.00</u>
Expenses:			
Layout Fee	\$3,900.00	\$890.00	\$3,000.00
Printing/Office Copies	\$23,752.90	\$7,446.00	\$4,698.86
Postage	\$12,827.81	\$6,493.58	\$0.00
Staff Hours	\$17,010.00	\$3,780.00	\$11,505.60
Postcards	\$0.00	\$2,744.00	\$0.00
Total Expenses	<u>\$57,490.71</u>	<u>\$21,353.58</u>	<u>\$19,204.46</u>
Net Profit (Loss)	<u>(46,458.21)</u>	<u>(15,566.08)</u>	<u>(15,754.46)</u>

Activity Guide Schedule

Summer 2022 Session

May - September

Staff Production Timeline:

- Feb 18 Proposed Activity List Due:** Supply draft listing of all new GVRD programs, events or contract classes for Activity Guide to Ant for review and approval. List the title of activities exactly as you want them printed in the guide.
- Feb 25 Final Submission Due:** Include all photos and updated activity descriptions (GVRD programs). Double-check detailed descriptions, dates, times, locations, instructors, and fees. If your activity has changed from the previous description indicate that with your descriptions to Ant.
- Mar 1 Vote of Activity Guide Cover**
- Mar 7** Email Activity Guide to Layout
- Mar 21** First proof from Layout
Staff review and make changes/edits
Send first proof to GM and staff
- Mar 28** Send Activity Guide back to Layout
- Apr 4** Second proof from Layout
Staff review and make changes/edits
GM message due to Ant
All programs must be accurately entered into Sportsman May-Aug.
May overlaps with Summer 2022 Activity Guide and will be in the following registration period.
- Apr 11** Send final proof to Layout
Update all assigned web pages & links on GVRD website.
- Apr 18** Deliver to printer
GO LIVE!
Upload Activity Guide PDF to website.
- Apr 25** Deliver to GVRD

1. **Summer Activity Guide session is May 1, 2022 through September 30, 2022.**
2. Send action photos of programs to Ant. Please name them so I know what program they are and verify people in the pictures have a photo waiver on file. Send file as a JPG.
3. Double check grammar in description and accuracy in days, dates, times and fees in layout proofs. **No instructor's phone number, email address or website without Recreation Superintendent and GM's advanced approval.** Make sure ALL your programs and classes are included. If it is a new class, indicate NEW on the title.
4. **3 Before Me:** Ask 3 Recreation staff to review your flyers/ads before submitting for approval.

If you know anyone who is interested in placing an ad, please let Teresa know.