



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, September 21, 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. Upcoming Community Events

2.1 Fall Events – Floating Pumpkin Patch (10/16), The Great Pumpkin Patch (10/14-10/29), & Nightmare on Glenn St. (10/30)

3. Programs

3.1 Teen Leadership Council

4. Marketing Update

4.1 Spring Activity Guide Update

4.2 Marketing Update

4.3 VCUSD (Peachjar)

5. Discussion Items

5.1 Mobile Recess- Spring and Summer Season 2026 Recap

5.2 Summer Programs (2024-2026) Recap

5.3 Measure P Funding Update (\$300k)

6. Meeting Adjourn

FLOATING PUMPKIN PATCH

A UNIQUE FALL TRADITION
THE WHOLE FAMILY WILL ENJOY!

**DATE:**

Friday, 10/16/26

**TIME:**

6:00 PM–8:30 PM

**LOCATION:**

Cunningham Aquatic Complex
801 Heartwood Ave.,
Vallejo, CA 94591

**FEE:**

\$10 R / \$12 NR per person 10/9 OR
\$12 R / \$14 NR per person after 10/10

Make a splash into fall at GVRD's **Floating Pumpkin Patch!** Dive into our **heated pool** to pick your perfect pumpkin before enjoying festive **games, crafts,** and **seasonal treats** available for purchase. It's a unique fall tradition the whole family will enjoy.



**ADVANCE REGISTRATION IS REQUIRED.
NO DROP-INS.**



DIVE IN.
PICK YOUR
PUMPKIN.
MAKE
MEMORIES!



**Parks
Make
Life
Better!**

GREATER VALLEJO RECREATION DISTRICT

NIGHTMARE ON GLENN ST.



**FREE
EVENT!**

FRIDAY, OCTOBER 30, 2026

5:00 PM – 8:00 PM



TRICK-OR-TREAT LANE



HAUNTED HOUSE



LIVE DJ



FESTIVE GAMES



PHOTO OPPORTUNITIES



FOOD TRUCKS



COSTUME CONTEST



CHILDREN'S WONDERLAND PARK

360 GLENN STREET, VALLEJO, CA

**Parks
Make
Life
Better!**



NEW!

TEEN LEADERSHIP COUNCIL

LEAD. SERVE. ADVOCATE.

MAKE AN IMPACT.

Join TLC for a year of learning, leading, serving, and advocating. Build leadership skills, plan events, complete service projects, and speak up for the issues that matter to you and other teens.



DATES

Sept. 22, 2026 –
May 20, 2027



MEETING DAYS

Second &
Fourth Tuesday
of Each Month



TIME

5:00 –
6:30 PM



LOCATION

Vallejo Community
Center
(Teen Room)



FEE

FREE!



**YOUR VOICE.
YOUR COMMUNITY.
YOUR FUTURE.**



AGES

13–18

Vallejo Teens



**YEAR-LONG
COMMITMENT
REQUIRED**



TOGETHER, WE CAN MAKE A DIFFERENCE!



Reimagining What's Possible

A STRONGER GVRD.
A BRIGHTER VALLEJO.

1 District-Wide Marketing & Communications Plan



Develop a comprehensive, agency-wide strategy that evaluates GVRD's current marketing efforts and establishes clear goals, audiences, messaging, tactics, timelines, budget priorities, and measurable KPIs.

2 GVRD Brand / "Who We Are" Campaign



Strengthen recognition of Greater Vallejo Recreation District and better communicate our identity, services, community impact, parks, facilities, programs, and role in Vallejo. Tell the GVRD story through the people and the positive impact we make.

3 Professional Photography & Video Asset Library



Build a high-quality library of current photos and videos featuring GVRD programs, parks, facilities, events, participants, and community experiences. Content to be reused across campaigns, the Activity Guide, website, social media, presentations, and outreach.

4 Signature Event Marketing & On-Site Coverage



Provide professional photography, videography, social media content, and real-time coverage at major GVRD events. Capture authentic community participation while increasing awareness and engagement.

5 Social Media Growth & Community Engagement



Maintain a consistent digital presence with 4-5 posts/stories/reels per week, daily monitoring and community engagement, and platform-specific strategies. Focus on Facebook, Instagram, Nextdoor and TikTok, plus emerging technologies and tools.

6 "Discover GVRD" / Program Awareness



Increase awareness and registrations for GVRD programs, classes, camps, aquatics, sports, adaptive recreation, senior programming, youth and teen opportunities, and community events. Includes newsletters, press releases, targeted campaigns, and promotion of the Activity Guide.

GREATER VALLEJO RECREATION DISTRICT

PARKS • PROGRAMS • PEOPLE • POSSIBILITIES



GREATER THINGS AHEAD

Monthly Newsletter



Upcoming Events:

(Click links below for Event Details)

Fri, Oct. 2nd Splash & Scream

Fri, Oct. 16th- Floating Pumpkin Patch

Fri, Oct. 30th- Nightmare on Glenn Street, Children's

Wonderland Park

FREE! | 5-8pm



Fall/Winter Activity Guide!



Available

Meet GVRD!

The Greater Vallejo Recreation District (GVRD) provides recreation programs, classes, camps, sports, special events, and community spaces for youth and families throughout Vallejo. We're here to help your family play, learn, connect, and discover something new all year long!



Youth Scholarships Available!

GVRD Youth Scholarships help make recreation programs more accessible by providing financial assistance to eligible youth and families. Scholarship funds can be used toward qualifying GVRD programs, classes, and activities. Don't miss out—Apply Today!

Apply Here: [Scholarship Application](#)

Program Spotlight – Try Something Greater!

Teens: Get Involved. Make an Impact!

Join GVRD's Teen Leadership Council or Youth Round Table to build leadership skills, meet other teens, earn volunteer hours, and help shape programs and events for Vallejo youth.

Registration is FREE—and yes, there's FREE pizza!

Learn more and register using the links below.

Teen Leadership Council: [Register Here](#)

Youth Round Table: [Register Here](#)



Field Trips to the Pumpkin Patch!



Parks
Make
Life
Better!



GRANDES COSAS POR VENIR

Boletín Mensual



Próximos Eventos:

(Haga clic en los enlaces a continuación para ver los detalles del evento)

[Viernes, 2 de Octubre – Splash & Scream](#)

[Viernes, 16 de Octubre – Floating Pumpkin Patch](#)

[Viernes, 30 de Octubre – Nightmare on Glenn Street, Children's Wonderland Park](#)
¡GRATIS! | 5:00–8:00 p. m.



¡Guía de Actividades de Otoño/Invierno!



Disponible

¡Conozca a GVRD!

El Greater Vallejo Recreation District (GVRD) ofrece programas recreativos, clases, campamentos, deportes, eventos especiales y espacios comunitarios para jóvenes y familias en todo Vallejo. ¡Estamos aquí para ayudar a su familia a jugar, aprender, conectarse y descubrir algo nuevo durante todo el año!



¡Becas Juveniles Disponibles!

Las Becas Juveniles de GVRD ayudan a que los programas recreativos sean más accesibles al brindar asistencia financiera a jóvenes y familias que califican. Los fondos de las becas pueden utilizarse para programas, clases y actividades elegibles de GVRD. ¡No se lo pierda—solicite hoy! Solicite aquí: [Solicitud de Beca](#)



Programa Destacado – ¡Prueba Algo Más Grande!

Adolescentes: ¡Participen y hagan la diferencia! Únanse al Consejo de Liderazgo Juvenil o a la Mesa Redonda Juvenil de GVRD para desarrollar habilidades de liderazgo, conocer a otros adolescentes, obtener horas de voluntariado y ayudar a crear programas y eventos para los jóvenes de Vallejo. ¡La inscripción es GRATIS y sí, habrá pizza GRATIS! 🍕 Obtengan más información e inscribanse utilizando los enlaces a continuación.

Consejo de Liderazgo Juvenil: [Regístrese aquí](#)

Mesa Redonda Juvenil: [Regístrese aquí](#)

**Parks
Make
Life
Better!**



ABOUT MOBILE RECESS

Mobile Recess brings free, fun, and active recreation to neighborhood parks throughout Vallejo. The program provides structured games and activities led by trained staff, creating safe and inclusive spaces for youth and families to play, connect, and be active.



12 Mobile Recess events

held during Spring and Summer 2026



2 Part-Time Staff

assigned to the program (3.5 hours each per event)

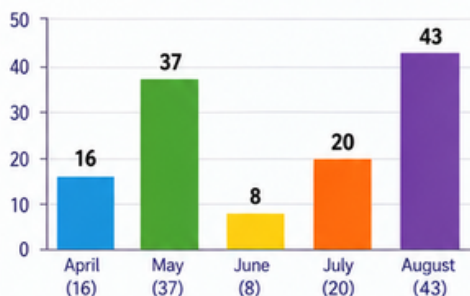


6 Neighborhood Parks

throughout Vallejo

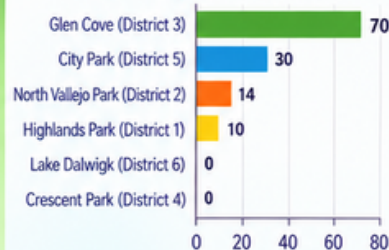
MOBILE RECESS ATTENDANCE

Spring and Summer 2026



Total Attendance: 124

ATTENDANCE BY PARK (with City Council District)



124

Total Youth & Community Members Reached



Active Kids, Stronger Communities



More Play Today



Fun in Every Neighborhood



BENEFITS OF MOBILE RECESS

- Providing free recreation services
- Providing recreation that is accessible in neighborhood parks
- Having trained staff available to supervise and lead activities
- Promotes physical activity and healthy lifestyles
- Builds community connections and a sense of belonging
- Creates safe, positive spaces for youth and families
- Helps reduce screen time and encourages outdoor play
- Supports social skills, teamwork, and confidence



CHALLENGES

- Weather was one of them for sure
- Not planning recess days on holiday weekends (like Easter weekend)
- Ensuring families know in advance where we'd be set up
- Inconsistent attendance at some sites
- Competition with other community events
- Last-minute park closures or field conditions
- Need for increased marketing and outreach



SAFETY FIRST

- Trained staff supervise all activities
- Activities are age-appropriate and inclusive
- Parks are assessed for safety prior to each event
- Staff carry first aid supplies and follow emergency protocols
- Emphasis on respect, teamwork, and positive behavior



LOOKING AHEAD

We want to expand our reach by promoting the program at community events, outreach opportunities and would like to bring the program to apartment complex communities to provide free recreation. We're already in communication with Harbor Park in South Vallejo and Eden Housing in the Sereno Village area. We plan to offer the program again starting in spring of 2027.

Parks Bring People Together!

PARKS • PEOPLE • POSSIBILITIES
GREATER VALLEJO RECREATION DISTRICT



GVRD CONTRACT CLASSES

SUMMER PROGRAM SNAPSHOT • JUNE-AUGUST • 2024-2026

Affordable recreation • Inclusive access • Community-based programming

2,025

2024 Summer
Participation

2,438

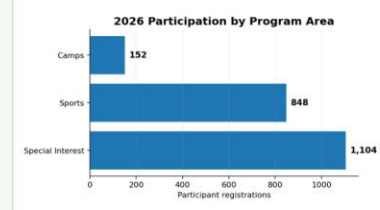
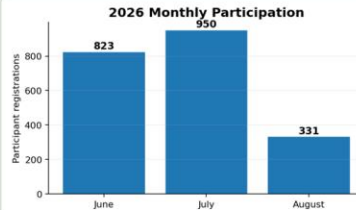
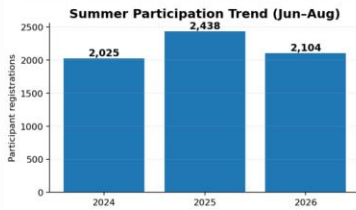
2025 Summer
Participation

2,104

2026 Summer
Participation

450

Junior Giants
Season Capacity



CAPACITY & DEMAND SNAPSHOT

Selected 2026 programs • registrations compared with reported average/session capacity

Junior Giants (season)		340 / 450	76%
Zumba Fitness		51 / 40	127%
Judo Beginner		26 / 25	104%
Aim High Basketball		21 / 20	105%
Ballroom / Latin / Salsa		22 / 20	110%
ABCs Pickleball Plus		6 / 10	60%
Early Rise Exercise		42 / 80	52%
Claudio's Martial Arts		14 / 30	47%

Capacities vary by program and session. Some registration totals combine multiple offerings; comparisons above use reported average/session capacities where available.

PROGRAMS IN ACTION



ACCESS FOR ALL

- Free programs, scholarship-supported opportunities, and affordable fee-based classes.
- Programs serve youth, teens, adults, older adults, and participants of varying abilities.
- Offerings take place at community centers, parks, the sports gym, and other recreation spaces throughout Vallejo.

PROGRAM BENEFITS

- Supports physical activity, confidence, creativity, and lifelong learning.
- Creates social connection and positive community experiences.
- Provides specialized instruction through recreation partners and contract instructors.
- Expands the variety of programs GVRD can offer through community-based instruction.

BOARD TAKEAWAYS

- 2025 recorded the highest summer participation of the three-year period.
- 2026 remained above 2024 overall, with 2,104 summer participant registrations.
- Several classes met or exceeded reported average/session capacity, signaling opportunities to review additional sessions, space, and instructor availability.
- Standardized capacity tracking will strengthen future registration-to-capacity reporting.



AQUATICS + YOUTH SUMMER CAMPS

BOARD PROGRAM SNAPSHOT • JUNE-AUGUST • 2024-2026

Water safety • Youth development • Access • Recreation for all

5,975

2024 Combined
Participation

3,912

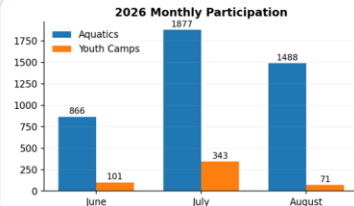
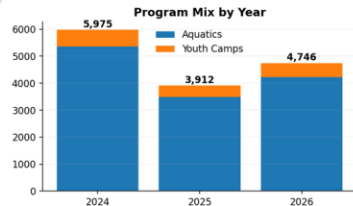
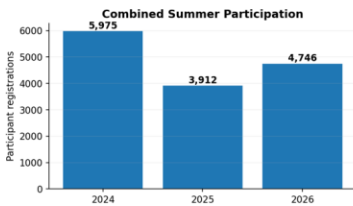
2025 Combined
Participation

4,746

2026 Combined
Participation

4,231

2026 Aquatics
Participation



2026 PROGRAM & CAPACITY SNAPSHOT

Registration totals are aggregate summer counts; capacities below are per class/camp offering unless otherwise noted.

Program / Offering	2026 Summer Registrations	Capacity	Board Context
Group Swim Lessons	1,094	8 per class	Multiple class sections
Private Swim Lessons	118*	1 per lesson	1:1 instruction
Aquatic Camps - upper grades	469†	30 per camp	Davey Jones, Guard Start, Jr. Lifeguards + Work Experience
Youth Camps - upper grades	—	30 per camp	FRESH, FRESH Teens, Fun-Gineering, Eco Adventure + Counselors in Training
Creative Minds Camp	150	15 per camp	TK-1st grade

*Private lesson registrations shown where separately reported (June 8 + July 110); August private lessons were not separately listed.

†Aquatic upper-grade total includes Davey Jones, Guard Start, Jr. Lifeguards, and Junior Lifeguard Work Experience. Capacity is 30 per camp.

SUMMER PROGRAMS IN ACTION



ACCESS & BENEFITS

- Free, scholarship-supported, and affordable recreation helps reduce financial barriers.
- Programs serve children, teens, adults, older adults, and participants with varying abilities.
- Swim lessons build water confidence and foundational water-safety skills.
- Aquatic fitness supports wellness, movement, and social connection.
- Summer camps support creativity, friendships, teamwork, independence, and positive youth development.
- Programs activate GVRD community centers, parks, the gym, aquatic facilities, and other recreation spaces throughout Vallejo.

PROGRAM CHALLENGES

- Demand can exceed available class or camp capacity during popular sessions.
- Recruiting and retaining qualified instructors, lifeguards, and seasonal staff can affect program availability.
- Pool schedules must balance lessons, recreation swim, lap swim, camps, fitness, and training.
- Weather, facility maintenance, and unexpected closures can affect outdoor and aquatic operations.
- Some programs have multiple sections, making consistent registration-to-capacity reporting more complex.
- Affordability must be balanced with staffing, supplies, utilities, and program delivery costs.

LOOKING AHEAD

- Standardize capacity tracking by individual class and camp section to provide clearer utilization percentages.
- Use waitlists and registration trends to identify where added sessions may be warranted.
- Continue strengthening swim lesson, lifeguard-development, and youth leadership pathways.
- Expand outreach for scholarships and affordable recreation opportunities.
- Evaluate schedules, staffing, and space to maximize access during high-demand summer periods.
- Continue offering a diverse mix of recreation opportunities for residents of all ages and abilities.

PARKS • PEOPLE • POSSIBILITIES

Greater Vallejo Recreation District • Aquatics & Youth Services • Summer 2024-2026

Board Snapshot