



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, June 10, 2025

2:00 P.M.

Administrative Office-Board Room
401 Amador Street

In Attendance: Chair Judt, Director Starnes, Director Ryans & General Manager Lanusse.

Meeting began at: 2:01 PM

1. Public Comment: No public comment.

2. Community Events Review:

- **Mother of All Sales**

- Mother of All Sales community garage sale held May 17th at Children's Wonderland Park Parking Lot.
- 10 vendors participated and paid for the event.
- Event coincided with Hidden Brook garage sale, affecting vendor participation.
- Feedback suggested moving event to Sunday and increasing frequency in summer.
- Scheduling must consider conflicts with church and NFL games to maximize attendance.

3. Upcoming Community Events:

- **Bite Night Thursday:**

- First Bite Night Thursday food truck event held on Thursday, October 5th.
- 408 attendees participated in the event.
- Event moved from Tuesday to Thursday, renamed from Flavortown to Bite Night Thursday, and time changed from 4–7pm to 5–8pm based on survey feedback.
- QR code flyers and registration table used for instant attendee feedback and surveys.
- Next Bite Night Thursday scheduled for June 19th.
- Promotions launched today; food truck list releases Monday.
- Events occur every other week; reduced from 6 to 4 events in 2024 to maintain momentum.



- Each event features: 7 food trucks; effort made to rotate vendors except for key partners like Crumbl.
- Event time shifted later to increase attendance after work/school.
- Events are family-friendly, include live music, and offer beer/wine; Thursday identified as third busiest night for outings.
- CW considered for more community events and safe family activities.
- **Bands and Brews:**
 - Scheduled for June 27th at Blue Rock Springs; a free event featuring food trucks and distributed postcards with a QR code linking to the activity guide.
 - Vendor fee per event set at \$150; all vendors required to pay.
 - New revenue split with Mare Island Brewing: 75% GVRD, 25% vendor for all four events.
 - Beer vendor handles all licensing, cash, and sales; GVRD manages food trucks and receives split at event end
 - Bands and Brews event split across two fiscal years; first event faced 98°F heat and low attendance due to Warriors finals.

4. Programs:

- **Summer Camps**
 - Junior Giants program started with 384 youth, highest ever, ages 5–13.
 - Program uses Callen Field and Brandon Crawford Field.
 - Parent volunteer support met needs; Vallejo Seaweed expressed interest in volunteering and offering free game tickets.
 - GVRD offers 10+ summer camps; 110 kids registered to date.
 - New camps include Filipino American heritage (full), digital creation (Incrediflix, 4 weeks), intro to coding/robotics, and sports camps.
 - Swim camps: Davey Jones (17/30), Guards (16/30), Junior Guards (11/17) registered for first two weeks; camps start week of June 16.
 - Marketing used email, text blasts, banners, postcards, and social media; not coordinated with schools.

5. Marketing Update:

- **Marketing CAP- July**
 - Marketing budget reduced, mainly affecting third-party vendors, not in-house staff.
 - Fall/Winter activity guide in progress; print run reduced from 4,000 to 3,000 copies to save costs.
 - Increased use of postcards and QR codes to promote electronic guides and reduce expenses.
- **Fall/Winter Activity Guide:**
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6. Discussion Items:

- **After School Programs/Teens**

- After school program rate increased from \$50 to \$53 (5%) for fall; school district approved.
- Current contract covers staffing only, not programming; school district dictates programming.
- Multiple vendors provide specialty services (e.g., STEM); GVRD competes as one of several vendors.
- Past undercharging led to subsidizing programs; now aiming to break even or generate excess revenue.
- Efforts ongoing to expand GVRD presence on high school campuses and explore new funding opportunities.

- **Late-Night Basketball:**

- Late Night Basketball event scheduled for Juny 20th, 5pm–12am; Jonathan Burton coordinates programming and recruitment.
- Pecos League expanded from 9 games to full season; attendance reached 175 first game; invoicing revised accordingly.
- Positive feedback from Pecos League general manager Mark; improved communication and collaboration noted.

Meeting Adjourned: 2:52 PM