



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, August 12, 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:

Director Ryans reported:

- Camping Under the Stars (August 2–3).
- 45 families registered; attendance steady despite \$30 fee increase.
- Activities included campsite setup, scout-led fire safety, s'mores, barbecue, outdoor movie, and concessions.
- Feedback was positive; first-time campers expressed interest in returning.
- Suggested future considerations: adjust pricing and explore city scholarship support.
- Chair Judt requested to clarify how many people comprised 45 families. Staff clarified that it was 45 attendees.
- There was also a suggestion from Director Starnes to include star gazing. Staff commented that they have a friend who had worked with a company in Sonoma and would look into that for future events.

Director Ryans Reported on Bands and Brews

- Patron attendance: 397 (1st), 928 (2nd), 1,204 (3rd), 413 (4th).
- Santana Band generated highest beer sales.
- Outside alcohol observed-signage, social media posts, parking pass reminders, and text alerts implemented.
- GVRD received 25% portion of beer sales.



Chair Judt:

- Thanked staff for successful events and emphasized importance of continuing family-friendly programming.
- Asked whether additional volunteers or sponsors could help offset costs for Camping Under the Stars in the future.
- Also commented that the district ran over budget by thousands to put on the event, and stressed that staff need to be aware of this.

3. Upcoming Community Events

Director Ryans reported:

- Announced Teddy Bear Picnic scheduled for September 13th.
- Partners: Solano County Library and Angel with Heart.
- Activities include library readings, puppet/magic show, Teddy Bear Clinic.
- Families can picnic on the lawn; food trucks and GVRD swag provided.
- No stuffed animal giveaways; focus on after-school program participants.
- Chair Judt sked how outreach was being conducted to ensure participation from underserved neighborhoods. Staff does not target specific areas currently for City wide events. Will consider in the future.

4. Programs:

Director Ryans reported:

Before and After School Programs:

- Staff in training for new school year.
- Before-school care at 3 of 13+ sites; expansion being considered due to demand.
- Current staffing: ~60; target is 75.
- Challenges include classroom availability and short notice for expansions.

City of Vallejo Program Funding:

- \$20,000 grant previously received for Rock the Mic; pre-approval obtained for another year.
- Teen Summit confirmed for 2026.
- Exploring outreach to increase teen participation.
- Considering multiple school sites due to potential conflicts between Jesse Bethel and Vallejo High School students.
- Event budget: \$18,000–\$20,000; discussion on requesting additional funds for dual events.



- Chair Judt queried about coordination challenges with the school district and how early communication might improve logistics for events like the Teen Summit or the possibility of offering two separate events, on two different dates.

5. Marketing Update:

Director Ryans:

- *Marketing CAP – September:*
- Fall and winter activity guide launches Friday.
- Printed copies reduced; QR code postcards introduced to cut costs.
- Discussion regarding CC Sabathia and the event in September was discussed. Staff only had limited knowledge as the City and School District were putting on the event. Staff did say they would assist, especially if the venue moved to Setterquist Park.
- Chair Judt also suggested that staff look into refrigerator magnets with a QR code linked to the activity guide, so families would have that reminder.

6. Discussion Items:

Director Ryans & General Manager Lanusse Reported:

- *Measure P Programs:*
- City Council allocated \$300,000 for crime/violence and at risk youth.
- GVRD's youth scholarship program currently covers ages 2–17/18, with \$75,000 funded by Measure P and GVRD.
- Council desires that GVRD to partner with community organizations; noted GVRD is not specialized in at-risk youth but can serve as a funding conduit. Council wanted to divide up the monies and provide to non-profits who specifically work with at-risk youth. Immediacy was a factor, and for this round felt that GVRD would be the best current solution, otherwise it may take a year or more to move on this.
- Council may look for alternative providers in future.
- Chair Judt raised questions for GVRD to find partners with the funding. Staff and City staff planned on reaching out to specific partners to assist at risk youth. He would also like to know why we can't offer boxing if we have martial arts. Lanusse will ask our insurance carrier. He also wanted to know about the status of putting in a basketball court at South Vallejo Community Centers, and focus on developing a teen center. Lanusse replied that the land at South Vallejo is constrained by the School District, and the field actually belongs to the School District.



- Chair Judt criticized staff for not providing a plan that the council wants. He stated that he knew what council members wanted, and it was not this. Staff responded that they have been working with City Staff the whole time, and in the City's rush to do something, this is what was approved by Council, and the Measure P oversight committee. He reiterated that he sent staff documents regarding at risk youth a few days ago, and this plan won't go ahead with council.
- Director Starnes thanked staff for attending late night meetings, and working with City staff, such as Victoria Grace-Barksdale, in providing services to the community.
- Chair Judt also thanked staff for their efforts.

Staff discussed Pool Closure:

- Closure was delayed to late November due to scheduled events.
- Estimated savings: \$150,000–\$250,000 over three months.
- Heating savings: \$60,000–\$70,000 per month.
- Repairs to valves/pipes will occur during closure, reducing net savings.
- Noted pool is subsidized at 70% and has not closed over winter, as compared to other outdoor pools which close for the winter as costs go up in the winter, and attendance goes down. American Canyon and Benicia pools were also brought up.

Recreation Metrics Program:

- Current tracking includes event counts, attendance, and scholarships.
- Board requested additional metrics: age, zip code, neighborhood, economic status, and program impact.
- Need for a public-facing dashboard identified.
- Resource constraints noted; staff time and automation will be assessed.
- Chair Judt expressed great concern about if GVRD was providing opportunities to all of the communities in Vallejo.
- Staff were leery of the amount and depth of data to be collected with current staff and resources.

Youth Roundtable Meetings:

- Goal: connect organizations with similar missions.
- Monthly meetings to include Angels with Heart, Watch Me Grow Inc., Solano County Library, The Sarna League, etc.
- Youth representatives (grades 9–11) will provide input.
- First meeting scheduled for September, led by Recreation Supervisor.
- Will use the youth summit model.



- Chair Judt supported the idea of a public dashboard to show program impact and reach and requested that youth roundtable updates be shared regularly with the committee.

General Manager Lanusse discussed:

- *Placer AI Software:*
- Reported working with staff to gather dates/times to send to Jacque for community partner pricing and scheduling.
- Director Starnes: Commented on Placer AI Software and noted similar technology was released later. He also shared he used different tracking technology for parks and expressed concerns about accuracy and reliance on the data.

General Manager Lanusse discussed:

- Cunningham Pool Evaluation:
- Reported no major development.
- Will reach out again to Jim Wheeler; if unavailable, will seek another vendor.

Meeting Adjourned: 3:53 PM