



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, July 27, 2026

Administrative Office-Board Room, 401 Amador Street, Vallejo, CA 94590

10:00 a.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 Bite Night Thursdays Food Truck (Season Finale 7/30).

3. Programs

3.1 Parks N' Rex Day! (7/18)

4. Marketing Update

4.1 Marketing RFP Update

5. Discussion Items

5.1 Strategic Plan for Aquatics Complex

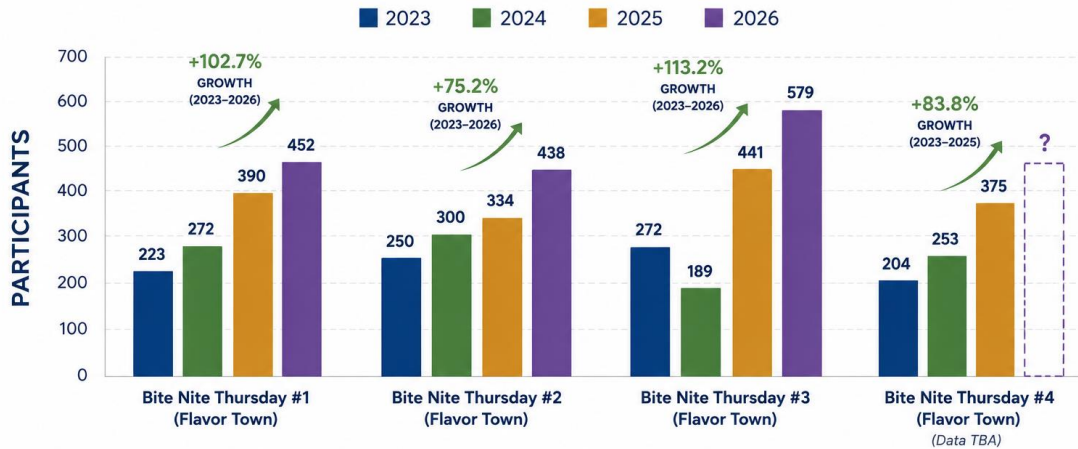
5.2 Measure P Funding

6. Meeting Adjourn

BITE NIGHT THURSDAY

GROWTH OVER 4 YEARS

Bite Night Thursday continues to attract more families and community members each year, showing consistent growth across every event.



TOTAL AVERAGE GROWTH FROM 2023 TO 2026* **+97.0%**

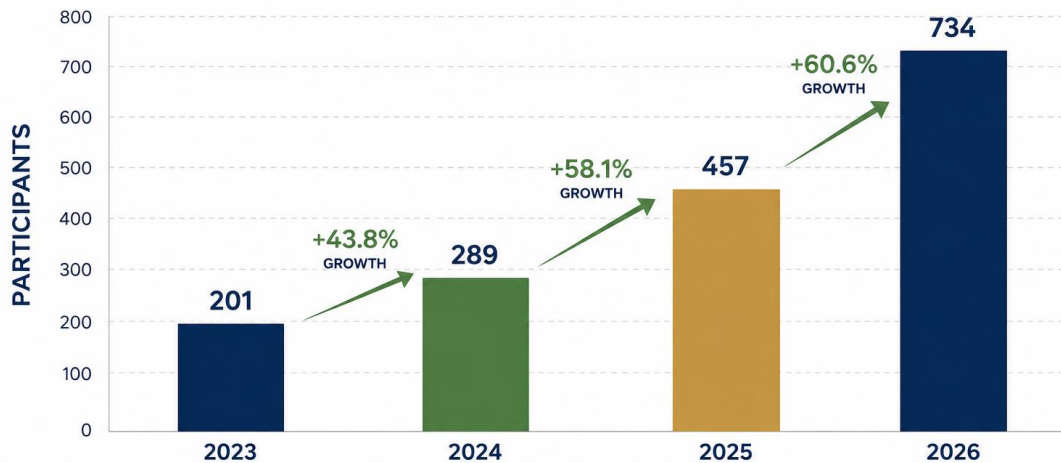
*Based on average growth of the first three events (2026 data pending for Event #4).

On average, participation has increased by **97.0%** from 2023 to 2026*, highlighting the growing popularity and community support for Bite Night Thursday.

PARKS N' REX DAY

GROWTH OVER 4 YEARS

Parks N' Rex Day continues to see strong year-over-year growth, with a significant increase in community participation.



TOTAL GROWTH FROM 2023 TO 2026 **+265%**

Participation increased from 201 in 2023 to 734 in 2026, reflecting a **265% increase** over the past four years.

VALLEJO

IT'S A 'DINO-MITE' DAY OF PLAY



Calian Chapman, 3, runs from the dinosaurs as he exits the bounce house during Parks N' Rex Day at Children's Wonderland Park in Vallejo on Saturday. CHRIS RILEY — TIMES-HERALD

Children's Wonderland hosted its fourth "Parks N' Rex" day on Saturday

By Sarah Rodriguez
SRODRIGUEZ
@TIMESHERALDONLINE.COM

On Saturday, the unmistakable theme from "Jurassic Park" set the stage for the Greater Vallejo Recreation District's annual Parks N' Rex Day.

Every year in July, during National Parks and Recreation Month, the organization highlights the occasion with a whimsical twist — a dino-themed extravaganza.

"We pretty much took the actual national holiday, and we turned it into a community event that was centered around parks and recreation," said GVRD

Recreation Services Director Antony Ryans.

Saturday's event featured face painting, foam parties, and even reptile meet-and-greets.

"Each year we also try to up the game with our decorations," added Ryans. "This year, we have a beautiful centerpiece with our 9-foot T-Rex."

Vendors included Tacos Jalisco, Solano County Library, and Angels with Heart, providing attendees with free slushies.

"My biggest thing is getting out and recreating," said Ryans. "That's what it's about — active lifestyle, healthy living. So we



Kids play at the popular Foam Party during Parks N' Rex Day at Children's Wonderland Park in Vallejo on Saturday.

DINOS

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just want to provide a safe community event for families to come out, participate, and recreate."

For lifelong resident and mother Elizabeth Gull, the park's events have managed to remain a family staple.

"I was born and raised in Vallejo, and Children's Wonderland has always been a part of raising my children," she said.

From her now-17-year-old, who spent years attending and hosting birthday parties at the park, to her younger sons, ages 6 and 4, who now enjoy the site's recent improvements, Gull said the park has been a constant throughout her family's life.

Four-year-old Teddy proudly showed off a bright green lizard painted on his arm while his older brother, Brady, 6, climbed aboard the park's iconic spinning teacups.

"It's a great playground

cause there's so many different areas for the kids to explore while being safely enclosed, which is absolutely wonderful having rambunctious children," she laughed.

"And the events that they've hosted lately have been fantastic," she added, citing GVRD's most recent summer series, Bite Night Thursdays, as one.

"We've been here for the past three, and each time it's like a new park for the kids."

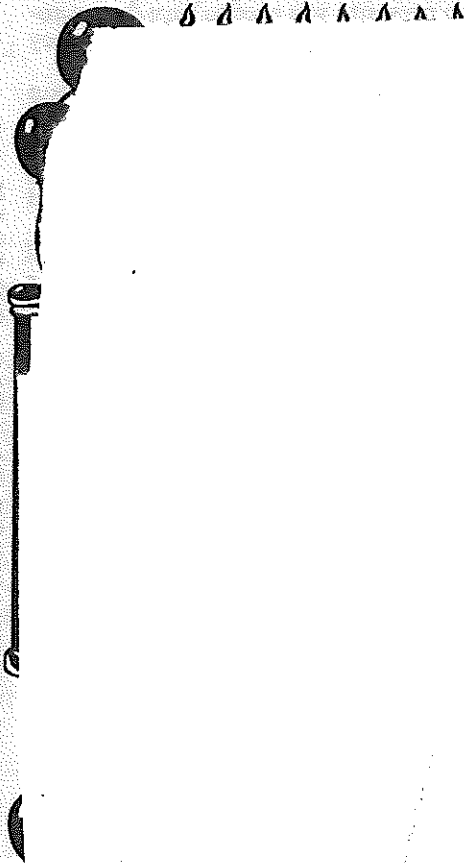
Promptly at 1 p.m., the space launched the sought-after foam party, sending a flurry of soapy clouds into the air. For the little ones especially, it was a hit.

The Solano County Library's "Reading Machine" also made quite the appearance with its Mystery Machine-style wrap.

The collective encouraged children to participate in a fun dinosaur hunt for prizes, including books, trinkets, and bubbles.

Toward the end of the event, participants were able to witness a few scaly

creatures themselves with a Vacaville-based group, CMC Reptiles.



GVRD- Cunningham Aquatics Complex
Operational Improvement Strategic Action Plan (Draft)
July 27, 2026

Prepared by:

Antony Ryans
Recreation Services Director

Purpose

Following the Operational Review completed by Total Aquatic Management, GVRD will proactively implement operational improvements that strengthen financial sustainability while maintaining high-quality aquatics programming and public access. This plan serves as an implementation roadmap over the next 12 months.

- **Strategic Goal 1**
 - **Improve Financial Sustainability**

Objective:

Reduce annual operating subsidy while maintaining community access.

Actions:

Conduct a complete review of all aquatics fees

- Public Swim
- Lap Swim
- Lessons
- Rentals
- User Groups
- Swim Teams

Compare fees against neighboring agencies.

Develop cost recovery targets by program category.

Example:

Program	Target Cost Recovery
Recreation Swim	25-40%
Learn to Swim	60-80%
Private Lessons	100%
Pool Rentals	100%

Program	Target Cost Recovery
Swim Teams	Full Direct Cost

Deliverable:

Updated Aquatics Fee Schedule for FY 2027.

- **Strategic Goal 2**
 - **Optimize Staffing**

Objective:

Ensure staffing levels match operational demand.

Actions:

Implement:

- Weekly staffing forecasts
- Staffing based upon enrollment
- Seasonal staffing plans
- Eliminate unnecessary overlap
- Review upper-level supervisory coverage
- Develop staffing ratios by activity

Example:

Public Swim

Attendance → Staffing Matrix

Lessons

Instructor-to-student staffing model

Lap Swim

Attendance-based staffing

Target

Reduce labor costs without reducing safety.

The consultant notes staffing levels should be aligned to actual program demand, with particular attention to supervisory staffing and seasonal scheduling.

- **Strategic Goal 3**
 - **Increase Pool Utilization**

Objective:

Increase earned revenue through expanded programming.

Actions:

Develop new programs including

- Adult Learn-to-Swim
- Masters Swimming
- Triathlon Training
- SCUBA Partnerships
- Recreational Swim Team
- Expanded Water Fitness
- Birthday Parties
- Corporate Rentals
- School Partnerships

The assessment specifically identifies opportunities such as SCUBA courses, Masters swimming, adult learn-to-swim, triathlon clubs, and recreational swim teams to increase participation.

- **Strategic Goal 4**
 - **Program Evaluation**

Objective:

Only operate programs that meet minimum enrollment.

Actions:

Implement:

- Minimum enrollment standards
- Two-week enrollment review
- Cancel underperforming classes
- Consolidate duplicate programs
- Reduce low-attendance lap swim hours
- Review shoulder-season schedule
- Monthly program scorecard

Consultant recommendations emphasize consolidating programs, reviewing low-attendance swim hours, and cancelling classes that do not meet minimum enrollment before they begin.

- **Strategic Goal 5**
 - **Data-Driven Operations**

Objective:

Improve management reporting.

Actions:

- Monthly Dashboard

Include:

- Revenue
- Expenses
- Attendance
- Enrollment
- Cost Recovery
- Labor Hours
- Labor %
- Revenue per Program
- Subsidy %
- Executive Summary each month

This aligns with the consultant's recommendation to continually review staffing, programming, and timesheet data against established operational guidelines.

- **Strategic Goal 6**
 - **User Group Partnerships**

Objective:

Ensure agreements support operational sustainability.

Actions:

Review:

- Swim Team Agreements
- School Contracts
- Rental Rates
- Lane Rental Rates
- Annual CPI increases
- Long-term agreements
- Facility scheduling priorities

The report recommends evaluating user group fees and considering gradual annual increases while improving scheduling efficiency.

- **Strategic Goal 7**
 - **Marketing & Community Growth**

Objective:

Increase participation.

Actions:

- Launch marketing campaign for:
- Learn to Swim
- Masters
- Adult Fitness
- Water Exercise
- Birthday Parties
- Regional Rentals
- School Programs
- Community Challenges
- Referral Incentives

Success Measures

Within 90 Days

- Complete fee analysis
- Staffing review completed
- Enrollment standards implemented
- Monthly dashboard begins
- User group review initiated

Within 6 Months

- Increase program enrollment
- Improve cost recovery
- Reduce staffing inefficiencies
- Launch new aquatic programs
- Updated user agreements

Within 12 Months

Goals

- Increase annual attendance
- Increase earned revenue

- Reduce operating subsidy
- Improve labor efficiency
- Increase pool utilization
- Improve customer satisfaction

Immediate Next Steps (July–September 2026)

Timeline	Action	Lead
July	Review consultant recommendations with Executive Team	Recreation Director
July	Analyze current staffing and programming schedules	Aquatics Coordinator
August	Complete aquatics fee comparison and cost recovery analysis	Recreation Director/Finance
August	Implement minimum enrollment standards and staffing matrix	Aquatics Coordinator
September	Present implementation update and KPI dashboard to GM	Recreation Director

Additional Support Requiring Board Direction:

For example:

- Fee increases or revised cost recovery policy.
- Changes to long-term user group agreements.
- Additional marketing investment or new program funding.
- Any staffing reorganization affecting budgeted positions.