



**Recreation Committee Meeting
Minutes**

11:30am, Wednesday, February 16, 2022
Via Zoom Meeting ID: 825 4692 3122

Staff: Daniel Barton, JR Hichborn, Darren Woodland, Danny Curtola, Rodney Dahlberg, Nicole Friedrich, and Shayne Hawthorne

Committee Members: Jeff Rothberg

Call to order: 11:32 am

1. Approval of Recreation Committee Minutes from December 10, 2021.

Minutes approved.

2. Review Recreation division budget plan.

Staff goes over preliminary recreation budget and reports that some sections of the budget have exact amounts due to services being purchased from other companies, but there are other sections that will be a general estimate based on planned future events.

The Committee questions why newspapers are no longer a part of the marketing budget. Staff states that the District used to use the newspaper as a major form of marketing, however the prices became too high to pay and staff was able to find other marketing strategies that would save money.

The Committee suggests using automated calls and text messaging to reach out to patrons. Staff notes that the District does already use text messaging for updates. However, after receiving feedback from customers, stating that the number of automated calls/texts that they receive daily from schools is already excessive, the recreation department didn't want to overdo it on communication. Staff and Committee states that they will do research and get back to the Committee, regarding the matter.

The Committee questions what other costs the recreation division has besides marketing. Staff states that other costs would be for supplies and program equipment. Staff states that they are asking for an increase in the budget for supplies due to prices going up. Staff states that they typically have a big year for spending and buy extra supplies that are carried over to following years before more will need to be purchased, and this is one of those years.

3. Discuss possible plan for translation of marketing material.

Staff states that they have found websites that will do text translations and QR codes on District posters that will translate into other languages.

The Committee suggests adding a section for translation into next year's budget would be beneficial due to changing demographics in the parks.

The Committee questions if other organizations the District works with use translation services. Staff states that Mission Oaks would be one of the first to do something like this in the area. Rothberg suggests contacting SJUSD or a local YMCA for possible ideas and resources that they would be willing to provide to the District. Staff states that this is completely new, and it will take some time to find resources to make this happen. Staff states that they are looking into the possibility of adding a Marketing or Communications staff member into next years budget.

4. Discuss budget and marketing plan for upcoming camps and programs.

The Committee asks if schools allow the District to place yard signs as advertisement around the schools? Staff states the District is allowed but there are specifications to what the advertisement can be and when it can be placed.

The Committee questions if the District has thought about adding a digital billboard to one of its parks. Staff states that inserting a digital billboard is on the list for upcoming District projects. Staff notes that they have done a study to identify which of the Districts parks has the most foot and vehicle traffic, so that the billboard would be going in an area where it would be seen. Staff notes that the billboard is scheduled to be added to Eastern Oak Park.

5. Discuss new ideas for 2022-23 activities and programs.

Staff state they have reached out to cricket players in the District parks to get an estimate of the size of the area needed to play cricket. The Committee suggests staff reach out to Lao Family for ideas on creating a space for this demographic. The Committee suggests not creating a cricket league but providing a space for the players to play.

Rodney Dahlberg: New upcoming classes at MOCC will be Tango, Chinese Boxing, Zumba, Adult cheerleading, and a cooking class for teens. Danny Curtola: New upcoming classes at SCC will be El Camino football training program for middle schoolers, STEM classes, added dates to the G.O.A.T program, and the M.O.T.A.B teen board.

Staff states the spring/summer Recreation guide will be mailed out to residences the first week of March.

The Committee suggests working with the United States Sea Cadet Corps when it comes to community service opportunities and volunteers needed for programs and events. Staff states they would be willing to reach out since the District has worked with the Sacramento Sheriffs Explorers in the past for help with the Easter and Spooktacular events.

The Committee questions why there are so many employment positions open and is wondering if the District is competing with other Districts for employment opportunities. Staff states that they have discussed this issue with neighboring Districts and all are experiencing the same issue of the publics low interest in working. Staff notes that they do not need assistance during the regular work schedule, but they do when it comes to getting coaches for sports and helpers for programs.

The Committee questions if staff have tried renting out game equipment for people in the park to use. Staff notes that this idea has been tried before, unsuccessfully, due to customers not returning the equipment and it costing the District money to have to replace those items. The Committee suggests restarting the idea to see if it will be successful this time around.

The Committee suggests waiting until the new Board member is introduced to schedule the next Recreation meeting.

12:29 Meeting Adjourned