



**Recreation Committee Meeting
Minutes**

2pm, Thursday, May 26, 2022
Via Zoom Meeting ID: 884 8519 2701

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

Committee Members: Jeff Rothberg and Brian Bannister.

Call to order: 2pm

1. Approval of Recreation Committee Minutes from February 16, 2022.

Director Rothberg questions what correspondence the District is currently sending out and wants to know when the last time a mass text was sent out to families as a reminder or update for a program or event.

Staff states that most of the District's correspondence is sent through the activity guide and they typically only use mass text for emergency's or rain out days for programs. Staff notes that they do not want to send out too many notifications to parents because it can become annoying.

Director Rothberg notes that he believes text messages could be effective as a reminder to parents that are busy.

Director Bannister notes that he understands that the text messages could be helpful but is not sure if they are necessary.

Minutes approved.

2. Discuss indoor/outdoor senior fitness programs and park equipment.

Staff reviews the list of programs that are currently being offered for seniors at the community centers and the new equipment that will be going in at SCC.

Director Rothberg questions how staff decided on what exercise equipment is going in around the DG trail at SCC.

Staff notes that they met with Dave Bang and Associates to inquire what might be the most needed pieces of equipment as well as walked around Gibbons park and found the exercise equipment that is most used and decided to choose those pieces for the DG at SCC.

The Committee questions if any new classes will be starting.

Staff states that there will be a new cancer recovery exercise class for cancer survivors through the Cancer Society, a new evening yoga class, the Tai chi/chair yoga instructor will be starting a new class aimed for teens, a new yoga class for teens and kids, and the new pickleball courts at Gibbons Park are open.

3. Discuss possible plan for translation of marketing material.

Staff states that they had researched and had spoken with several different companies throughout California to get options on the best ideas for translating marketing material. Staff reviews the options included in the staff report. Staff requests an exact frame of work from the Committee to help identify what materials the Committee wants translated and how many languages of translation is wanted, so to not waste District resources by investing time in the wrong things.

Director Rothberg questions staff if this is going to be worth the use of resources and wants to know what staff believe is the starting point of this process. Director Rothberg suggest staff reach out to other staff who could potentially help with translation instead of spending extra money for translation.

Staff notes that they have reached out to individuals in the community to help bring in people from ESL minority groups to the Districts programs. Staff states that they want to create a list of items that need translation the most so that there is a starting point.

4. Discuss the possibility of conducting a Community Survey.

Staff states that they want to create a community survey, created by all management level staff, as an opportunity for the community to tell the District what classes they want and as a test pilot for the translation of District materials.

The Committee questions what the objective of the survey would be and how would it be distributed to District patrons.

Staff states that they are trying to give the community a platform in which to voice their opinions and suggestions when it comes to the programs that the District offers. Staff notes that they are undecided on whether an electronic version, a paper version or both will be the best option for people in the District to vote through.

5. Discuss the proposition to convert the Fall Recreation Guide into a virtual option.

Staff suggests the idea of keeping the Districts spring/summer guide in print form but converting the fall/winter guide, the less popular of the two, into a virtual option which would in turn save the District almost \$10,000 that can be put toward marketing options.

The Committee agrees to the idea of allocating money to use towards translation of District materials and requests that if this is done, staff spend even more time promoting the fall/winter guide, since it will be virtual. The Committee states that they believe the translation of materials will be beneficial to the District in future years while the demographic of residents in the area continues to change to include more diverse cultures. The Committee requests that staff begin the process of translating materials relatively soon.

Staff recommends that the translation idea be brought to the Personnel Policy Committee and turned into policy so that it can be made sustainable over the years. Staff states that they will meet to discuss exactly what they will include in the policy and after bringing it to the Personnel Policy Committee.

The Committee agrees to staff's recommendation.

2:59 Meeting Adjourned.