



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

GENERAL MANAGER

Gabe Lanusse

Programs and Publicity Committee Minutes Thursday, June 20, 2024 11:00 A.M. Administrative Office-Board Room 401 Amador Street

In attendance: Director Starnes, Chair Aliga, General Manager Lanusse & Director Ryans.

Meeting began: 11:40 AM

1. Public Comment- No public comment.

2. Community Events:

a. 80th Celebration update. Director Ryans discussed Bands and Brews beginning, Friday, June 28th from 6-8pm at Blue Rock Springs. It was suggested by Director Starnes to add additional language to the promo flyer for clarity, "free event. free parking..." Director Ryans mentioned the Neon Playboys opening the first show. Also, he disclosed the names of the two bands set to perform on the 80th anniversary, The Purple Ones and Foreverland Band are undergoing contract and will be set to perform on Sat, Aug 10th.

4. Marketing Update: Submitted Content Action Plan for July- The marketing plan for the month has been submitted to Verdin for review and finalization. The GM mentioned not having budget for a full-time marketing employee and perhaps hiring someone part-time.

a. July is Parks Make Life Better Month/Parker Rex 80th Park Challenge -Director Ryans mentioned in celebration of Parks Make Life Better Month GVRD will be having a photo contest encouraging patrons to take and send us photos of them recreating in our parks. A winner will be selected and have an opportunity to be featured on the cover of one of our upcoming activity guides. Also, Parker Rec Challenge, taking photos at different parks and if they find GVRD swag can redeem for prize at the 80th party on Sat, Aug 10th.

6. New Programs Update: Director Ryans shared with the committee several sent programs and the program numbers for those programs. Some of the new programs are: Aim High Basketball, Aqua Zumba, High Performance Junior Tennis, Incrediflix, and Chon Renee's Performance Art class. Programs are doing really well for their first month of the summer season and we anticipate numbers to increase as the summer season progresses. Director Starnes



suggested looking at the process for the financial assistance program and consider removing criteria to see if that would help to increase usage of the funds.

7. Discussion on Fall Programs 2024- Director Ryans discussed with the committee a number of programs that may need to be reduced or cut due to the budget constraints. The pool was a topic of discussion and an option for consideration for closure during the winter/early spring months to conserve dollars. The committee recommended bringing more data to support recommendations for cuts. Another option was to collaborate with a neighboring city to offer programming if the pool would be closed for the season.

8. RFQ for North Vallejo Community Center – Director Ryans discussed that GVRD will put out an RFQ to see if there is any interest in using the building to contract services for teens and youth programming in the community.

Meeting Adjourned: 12:11 PM