



# 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 Tuesday, January 7, 2025 2:00 P.M. Administrative Office-Board Room 401 Amador Street

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

Meeting began: 2:05 PM

**1. Public Comment:** No public comment.

**2. Community Event Review- What works, What doesn't, What was canceled:**

**a. Tree Lighting):** This event will be held on Friday, December 6<sup>th</sup> from 5-7pm at Children's Wonderland. Director Ryans stated that there will be no band this year and both Directors asked why. Ryans stated staff are making a financial effort to reduce expenditures this fiscal year and would like to have a band next season. The park tends to see great numbers regarding attendance (1,237 guests counted) at the event and don't anticipate that to change. Santa and the Grinch arrived on a firetruck and Director Aliga graciously volunteered to speak to commence the holiday season! Some of the feedback from the general public is that the event was too short, and they'd like to stay longer to see the lights, enjoy hot cocoa, and chat with friends. The Department did a huge marketing boost for this event on social media platforms by running the tree lighting ad all month of November.

**b. Breakfast with Santa:** This is a very popular event around the holiday season and tends to sell out at each session, with 100 families, per session. This year McDonald's hosted the breakfast for participants by cooking pancakes, eggs, and sausage for the event. This is followed by the arrival of Santa, cookie decorating, and photos with Santa. Director Ryans mentioned that there were no toys given out at this event this year due to budgetary constraints. In addition, GVRD didn't advertise this element as done years previously. Staff attempted to stick to the core of the event. A debrief meeting was held to discuss the successes and challenges of the event. There is always room for improvement and feedback from the public is always encouraged.

**c. Breakfast with the Grinch:** This event sold out for both sessions shared by Director Ryans. The event was comprised of a light breakfast



donated by McDonald's, photos with the Grinch, story reading and crafts. One piece of feedback was that there were too many staff on schedule, and this could be reduced significantly for the next session this coming winter. Also, the Grinch costume will need to be replaced and there was a rip in the costume. Parents provided great feedback and really enjoyed the event and would like it to be longer in the coming year. All feedback is encouraged and will be assessed when planning for winter 2025.

**d. Adaptive Rec Brunch with Santa:**

**e. Toy Giveaway:** GVRD partnered with Costco Vallejo again this holiday season for GVRD's annual toy giveaway. In addition to Costco, The Vallejo Fire Department, Toys for Tots, and Benicia Pilates Club donated gifts to the event. Last year Recreation gave out 300 toys and we anticipate giving out 400 toys this year. Recreation staff will also work in partnership with the Florence Douglas Senior Center to wrap gifts with the Seniors. The event was held on Friday, December 20<sup>th</sup> at Children's Wonderland from 4-7pm. Santa will make one final appearance for the season!

**3. Upcoming Community Event(s):**

**a. Roc the Mic-March 2025:** Director Ryans introed by stating the event will take place in March. The event will be in partnership with the Vallejo School District and the City of Vallejo. GVRD received a \$20,000 grant last year to put on a teen summit and the District will fulfill this commitment this year. The event will be geared towards 10<sup>th</sup> and 11<sup>th</sup> grade students and will give an opportunity to youth attend college preparedness classes and perform during the open mic session during the lunch break.

**4. Program Discussion:**

**a. Cunningham Pool:** As mentioned in a prior discussion, the pool will be closed for maintenance and improvements. Director Ryans will work with the Aquatic staff to produce a comprehensive schedule for the operation of events. In addition, Director Ryans will work with the GM to provide data to the Board to address hours of operation. Director Starnes suggested that we come to the Board with the numbers/data to support our decision-making.

**b. Children's Wonderland:** Staff will work with the Director to collect more data from the park regarding attendance and concession sells. The Director will meet with the staff to determine staffing needs and fees associated with operating the park.

**c. Franklin Gym:** The General Manager has been having several meeting with the School District's Superintendent regarding the parking at the Complex and will schedule a few meetings to discuss how to address the concerns of the public in the next several weeks.

**5. Marketing Update:** Submitted Content Action Plan for January- The marketing plan for the month has been submitted to Verdin for review and finalization. The team is scheduled to meet with the marketing team the week of the 15<sup>th</sup>. The Directors would like more insight on how the content action plan is



created and more information on metrics provided by Verdin. In addition, Director Aliga wants staff to update the Board of Directors on the projects accomplished by the marketing team for the year as well as if they would recommend consulting with Verdin to provide marketing support to GVRD in the next year. Director Ryans will work with Verdin along with the GM to gather metrics from the marketing team at the next marketing meeting in mid-January. In addition, the GM will work with staff to develop a marketing position classification, given elements suggested by the Board. No official timeline has been given to recruit for this position. However, the contract with Verdin will be coming to term with the next 6 months.

Meeting Adjourned: 3:22 PM