

LIVERMORE AREA RECREATION AND PARK DISTRICT

PROGRAM COMMITTEE

MINUTES

TUESDAY, AUGUST 8, 2023

10:00 A.M.

Committee Members Present: Maryalice Faltings, David Furst

Staff Present: Mat Fuzie, Fred Haldeman, Jill Kirk, David Weisgerber, Pamela Healy

Members of the Public Present: None

1. **Call to Order:** Chair Faltings called the meeting to order at 10:02 a.m.
2. **Public Comment:** There was no public comment. Chair Faltings closed the public comment period.

3. Approval of the Minutes of the Program Committee on June 13, 2023 (Action):

The following corrections to the minutes were requested by Director Faltings:

- Item 5, page 2, first correction:
Original:
" Director Faltings noted she has been strongly advocating for District staff members to be assigned to Ravenswood 2-3 days a week."
Revision:
"Director Faltings noted she has been strongly advocating for District staff members to be assigned **on days that the Ravenswood Progress League volunteers are doing docent tours.**
- Item 5, page 2, second correction:
Original:
All Livermore schools participated in Ravenswood Day. (Nov-Feb)
Revision:
All-Some Livermore **elementary** schools participated in Ravenswood Day. (Nov-Feb)

Action: The Minutes from June 13, 2023, were approved with the above changes.

4. **Future Uses of Camp Shelly (Discussion):** GM Fuzie commented that statistics from this year showed more non-Livermore resident use than resident. Overall group use is declining, most are weekend reservations.
Community Services Manager (CSM) Jill Kirk added, this was discussed at the 8/3 Facilities Committee meeting. Beginning next season, staff propose to keep Camp Shelly open for individual reservations on the weekends, and for programming during the week (M-Th) for middle school, HS camps, etc. There was also discussion of raising the non-resident rate. The next step is to price out options and bring the discussion back to the Committee.

Committee Comments and Questions:

- Has the flooding situation at Camp Shelly been rectified? Yes
- Were the big trees removed? Yes
- Director Furst commented that at the 8/3 Facilities Committee meeting, Director Palajac had mentioned she would like to see low-income kids given the opportunity to go to camp; this could be funded by the LARPD Foundation.
- How will Camp Shelly be staffed? *That is still being worked out. A volunteer Camp Host is a possibility for the weekends.*

Action: Staff will update the committee again at a future meeting.

5. Update on ESS for the 23/24 School Year:

Altamont Creek ESS reopened in January; Rancho ESS reopened last week. Slowly but surely our enrollment numbers are increasing. The biggest challenge right now is staff. Financially we are doing well, we are recovering costs, but we also have fewer staff, and we have waitlists.

Committee Comments and Questions:

- With regards to recruiting eligible staff, teaching standards and certification requirements have historically been high, because we were required to follow Title 5, which is more stringent. We are no longer in these programs, and now follow the less restrictive Title 22.
- During Covid we subsidized ESS, we are no longer positioned to do so.
- How actively are we recruiting staff? *HR is actively recruiting at colleges, job fairs, and is using Cal Opps, etc. Teachers are harder to recruit, as not as many are entering the field. More expansive recruiting will require more recruitment staff.*

Action:

- This was a discussion only; no Committee action was taken.

6. Update on the Community Garden Program: The following updates were discussed:

- The City of Livermore (COL) intends to install a community garden in Springtown. If so, they would install it, we would operate it.
- Parks and Facilities Manager (PFM) Fred Haldeman commented, the City of Livermore has a hearing scheduled for September 11, 2023 re: appeal of the conditional use permit for the proposed wireless tower at Mocho Park. As a result, our planned community garden at that site is on hold.
- Our existing community garden still has 38 individuals on the waitlist.

Action: This was a discussion only; no Committee action was taken.

7. Communications Overview: Community Outreach Supervisor (COS) David Weisgerber reviewed the staff report that was included in the agenda packet, that outlined the District's communications strategy.

Committee Comments and Questions:

- COS Weisgerber encouraged Board Member attendance at events such as the weekly Farmer's Market.

Action: This was a discussion only; no Committee action was taken.

8. Directors' Reports and/or GM Reports and Announcements:

- GM Fuzie shared the following:
 - Last week there was a kickoff meeting with the Livermore Valley Joint Unified School District (LVJUSD) to develop a Master Property Agreement for our use of their facilities (such as middle school gyms, fields etc.).
 - Polling results on the Bond measure will be available Thursday.

9. Adjournment: The meeting was adjourned at 10:50 a.m.

/ph



COMMUNICATIONS OVERVIEW

PROGRAM COMMITTEE
AUGUST 8, 2023





GOALS



**OUR
ROLE**



CHANNELS

GOALS

connect

Livermore community to LARPD's programs, services and opportunities

highlight

LARPD's impact on the community

inform

Pertinent emergency news, project updates, Board meetings, other information that may impact citizens



OUR ROLE

CHANNELS



GOALS

OUR ROLE

CHANNELS



website



social
media



email



partnerships



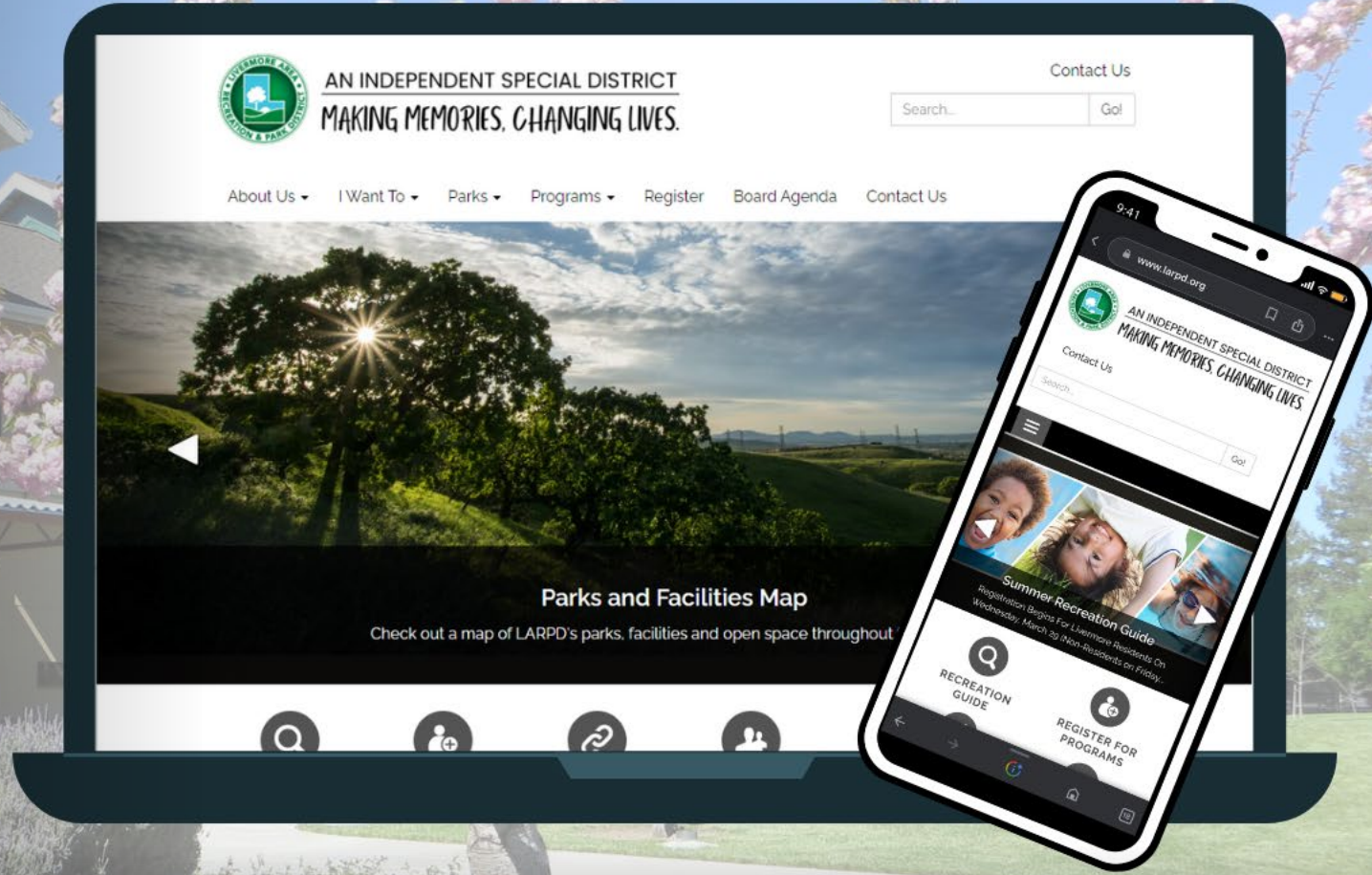
in-person
outreach



website



email



- March 2023 Move to Streamline
- Online Activity Guide – Over 200% Increase First Day Revenue



NEWS LETTER

AUGUST 2023

website



August Events at Ravenswood



Ravenswood Old Fashioned Ice Cream Social

Sunday, August 13, 12-4 pm

Join us for an old-fashioned ice cream social from 12 to 4 pm! Free admission at the Ravenswood Historic Site, 2647 Arroyo Road.

Activities include the Pleasanton Community Band, Docent Tours,



Applefest

Sunday, August 27, 12-4 pm

Applefest offers a delightful day of activities in a beautiful setting.

Activities include heirloom apple tasting, cider making and tasting, apple slinky making, old-fashioned games, docent-led historical tours, and the opportunity for picnicking

email



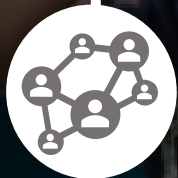
social media



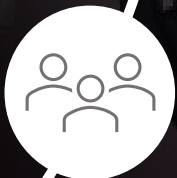
- 61% Open Rate
- 5% Click Rate
- Targeted Audience



email



social media



partnerships

- 1.5K Posts
- 12K Followers
- 1.1M Impressions





social media



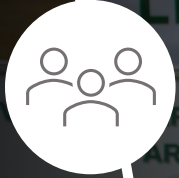
partnerships



in-person outreach

- Emergency Response
- Cross Promotion
- Collaboration





partnerships

- Community Events
- Farmers Markets
- Community Meetings



in-person outreach



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INTERNAL COLLABORATION







QUESTIONS

