

Highlights for the Board Meeting April 2024

Programming

Sports

Soccer

- We have 16 teams in Soccer this Spring Season Ages 4-12
 - A little over 170 kids
- Feeder Baseball and Softball Registrations are still underway
- T-Ball and coach pitch registrations are still underway

Football and Cheer

- Football and Cheer registrations start May 1st.
- Information is already posted on the website but other materials will be sent out at the end of this month.

- Working with the New High School Athletic Director on partnership

Recreation programs

- Tumbling and Dance.
 - Full in both programs
- Aftercare is still full
- Summer Camp Preparation is underway
- Summer Camp Registration started

Special Events

- Easter Egg Hunt
 - Great Event. Positive Feedback.
 - Had to go inside due to weather.
- Daddy Daughter Dance is coming back
 - Saturday April 27, 5-7 pm
 - Theme is Ties and Tiaras
 - Tickets will be \$35
 - Registration deadline will be April 7
 - Advertisements will start tomorrow
 - Already posted on Website

Marketing

- We have two packages with two news stations. We are going to do a 1 year trial run with these advertising packages to see if the value is worth the reward. We will be on broadcast commercials on Channel 9 news and streaming services through NBC, YouTube and channel 41. These advertisements will start running in May-July and then 1 month each quarter there after. Our goal is acquisition and branding.
- Everything else has been longer due to some issues we've been running into with our website developer. They have been working on redoing the homepage to feature our video in the most esthetically appealing way.

Staff

- Looking to still hire a part time custodian.
- In process of hiring summer camp and after care staff.

Projects

- Will be putting out bids for all park signage and Highland Park fencing by the end of the month
- Followed up with state on the grant process and supposed to hear something by end of this week or early next.
 - This means that the building improvement bids will wait until the grant process is completed.
- Will be approving a bid for carpet replacement for the building.
- Wayfinding signs are currently being installed. Everything will be completed including the vinyl walls by the end of April.
- Wall murals have been installed in both the front entrance and in our bears den.
- I will be meeting with Chris Crockett to go over Capital Improvement Projects for upcoming budget year.
- We received an update from the state regarding our grant and they informed me that they are in the ranking process now and we will be notified soon. Our bid process will be started immediately following.