M E M O R A N D U M

TO: Board of Trustees

THROUGH: Steve Pinkerton
General Manager

FROM: Indra Winquest
Parks & Recreation Director
April Parks & Recreation Department Status Report

DATE: **April 15, 2019**

Incline Village Parks & Recreation Status Report	2017	2018	2019
Recreation Center Monthly Touches	17,257	27,713	24,516
Fiscal (YTD) Touches	258,973	278,159	244,062
Parks & Rec Counter Monthly Touches	11182	10451	11356
Fiscal (YTD) Touches	113,162	111,942	96,808
Seniors Monthly Touches	479	736	793
Fiscal (YTD) Touches	9,545	10,044	9,269
Aquatics Monthly Touches	7,665	6,950	6,452
Fiscal (YTD) Touches	55,719	50,826	43,846
Fitness Monthly Touches	2,545	2,770	2,789
Fiscal (YTD) Touches	26,129	26,693	23,971
Youth/Family/Events Monthly Touches	1,693	294	1,321
Fiscal (YTD) Touches	9,626	7,846	7,615
Sports Monthly Touches	240	295	315
Fiscal (YTD) Touches	5,631	5,323	4,628
Facility & Field Rentals Monthly Touches	0	0	0
Fiscal (YTD) Touches	37,000	34,700	34,775
Monthly Beach Touches w/o boat & Jet	0	0	0
Fiscal (YTD) Touches	147,003	155,350	155,350
Monthly Tennis Touches	250	150	0
Fiscal (YTD) Touches	10,257	9,685	9,535
Department Monthly Totals	41,311	49,359	47,542
Department Fiscal YTD Totals	673,045	690,568	629,859

RECREATION CENTER

- Electronic people counter reported through the front door was 20,566 for April (note this count does not indicate revenue increase or decrease, merely the amount of people who walk through the front door of the Recreation Center). The count through the door is up from last year by approximately 2,000 visits.
- CIP Fitness Equipment ordered in April for June Delivery.
- Increased temporary Rec Center membership rates.

A Look Ahead – May

- Ongoing consideration of purchasing or renting another vending machine for snacks to help reduce congestion at the front counter during peak times and possible a vending machine poolside with goggles and swim caps.
- Raffle and incentive program roll out to encourage residents to create a profile for online registration and update their contact information.
- Create list of fund raising events and rental fees to augment revenue in Kid Zone
- Discussion of commission (upselling options) as incentive for increased revenue for the Recreation Center
- Host Fitness Instructor meeting
- Review results of Rec Center Member survey

RECREATION COUNTER

- Started Kayak Renewals
- Worked on RecConenct
- Fitness Challenge started
- Created department specific nametags for employees of the Rec Center, Tennis, Beaches, and Parks

A Look Ahead – May

- Additional Kayak rental rack slot sales.
- Email and data collection promotion, as well as online registration promotion.
- Training other staff members on inputting programs, specifically aquatics swim lessons and swim team.

FITNESS, HEALTH AND WELLNESS

- Online Personal Training rolled out in April with three test clients
- The Fitness Challenge wrapped up on April 21
- Ongoing Kids Dance, Tai Chi, Ballroom Dance and Adult Ballet continue with rave reviews
- Personal Trainers continue to beat revenue projections

A Look Ahead – May

- Look for Golf specific training programs in collaboration with Rec Center TPI Certified Personal Trainers, Denise Jezycki and Trish McKowen, Yoga For Golf instructor, Jillaine Geddes and Mountain Course Head Golf Professional, Ashley Wood
- Preparation for the Wellness Through the Arts programs continues
- Creation of a comprehensive Online Personal Training Program marketing plan
- Awards Party for the Fitness Challenge will be held at the Rec Center on May 15

SENIORS

Senior Transportation

- Tuesdays - Carson City – April 2, 16, & 30/ Reno – April 9 & 23
- Wednesdays - Local (IV/CB/KB) – April 3, 10, 17, & 24

- Conversation Café:
    - April 4: If you were arrested with no explanation, what would your friends and family assume you had done?
    - April 11: Nevada History, Fun Facts, & Trivia!
    - April 18: Current Events
    - April 25: Was there ever an event in your life that defied explanation?
- 55+ Snowshoeing/ first day of hiking hosted 23 participants in April. Hiking Series kicked off on April 30. Join the group every Tuesday through October for beautiful sights, exercise, and a great time with peers!
- 55+ Ski Clinics wrapped up on Wednesdays with the season closure of Diamond Peak.
- Incliner events hosted 189 local seniors for their April events. Incliners Apres Ski lunches is held each Wednesday at noon (following the 55+ clinics through the close of ski season.
- Vets Club hosted 42 people at the board meeting and general membership meeting. A group of 36 was treated to a guided tour of the Tesla Gigafactory 1 facility, located in Sparks, NV.
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A Look Ahead – May

Senior Transportation
Tuesdays - Carson City – May 7 & 21/ Reno – May 14 & 28

- Wednesdays - Local (IV/CB/KB) – May 1, 8, 15, 22, & 29
- Fridays – Local/Truckee – May 10

- Conversation Café:
    - May 2: People's Choice + Spring potluck
    - May 9: What do you value in conversations, and why?
    - May 16: Current Events
    - May 23: Historical events to reflect on for Memorial Day
    - May 30: TBD
- Hiking on Tuesdays, from 8:30am – 3:00pm. Join the group for a beautiful trails, picnic lunches, and great socializing with peers!
- Incliners Potluck dinner is on May 7, Catered Dinner is on May21, along with book club, & singles.
- Veterans Club General Membership monthly meeting is replaced with a special Memorial Day event, Monday, May 27, at the Chateau, from 1:00-3:00pm

<u>Amador Winery Trip</u>
Bring a friend and ride along to tour & taste the various wines of the region famous for their zinfandel! Meet in the Recreation Center Lobby for a prompt 8:30am departure.
Friday, May 17, Fee: $39, $32 w/IVGID pass

PARKS

- Parks staff participated in the April District Safety Committee meeting. Fire extinguishers and eye wash station signed off.
- Ongoing beaches and parks spring cleanup continues and green waste was recycled.
- The domestic water and irrigation water was activated in April for the beaches and parks.
- Parks Crew Supervisor Jesse Kravchuk passed and received certified playground safety inspector status from the National Parks and Recreation Association.
- Playground swings when up at Burnt Cedar Beach and Preston Park playgrounds since the snow has melted and the surfacing material is no longer frozen.
- Tree management work took place at Burnt Cedar, Incline Beach and Hermit Beach.
- Vermont Main Trac maintenance software continues and is in the testing mode for Parks and IT Department staff.
- Ski Beach access for dogs ended on April 15 and will open again next October 15, 2019.
- Buildings Department staff installed a paddleboard rack at Hermit Beach.
- The Bike Park was partially open in April and the entire Bike Park will be open in May.
- Parks staff prepared site next to the Recreation Center for the egg hunt.

A Look Ahead: May

- Ongoing testing and implementing Vermont Main Trac maintenance management software so we can go live in July.
- Spring cleanup continues at the beaches and park sites. Raking, aerating, slicing, planting seed to take place in May.
- Deferred for April; Parks staff will install National Arbor Day Foundation signs at the beaches that acknowledge IVGID in participating in Tree City USA program for 15 years and obtaining special growth award for the Parks Department efforts in urban forestry.
- Coordinating preventative tree care for Aspen Trees at Aspen Grove by conducting tree injections for leaf fungus and fertilization. This method fits well into our integrated pest management processes.
- Invasive weed training offered in May by the University of Nevada Cooperative Extension will be attend by some Parks staff.
- Wooden stairs from the Burnt Cedar jetty to the beach scheduled upgrade in May with masonry block.

YOUTH, FAMILY & COMMUNITY PROGRAMS

- Spring program marketing
- Update website for department
- Program and event flyers
- Maintain the department Facebook page
- Eflyers
- Teaching CPR and First Aid Classes
- Egg Hunt event
- Underwater Egg Hunt Event
- Organize Specialty Camps
- Summer camp registration

A Look Ahead – May

- Summer planning and marketing
- Marketing
- Social media marketing
- Eflyers
- Teaching CPR and First Aid Classes

SPORTS-April

- Winter Adult Volleyball Ends.
- Youth Softball begins.
- Registration for Summer Sports.

A look ahead – May

- Adult Volleyball League continues
- Adult Pickleball is ongoing indoors
- Youth Softball registration begins.

AQUATICS

- Stroke clinics continuing
- Session V of swim lessons underway with large numbers
- Swim team with increasing numbers
- Swim Around Tahoe with increasing numbers
- In-water slide open on weekends
- Underwater Egg Hunt well-attended
- High School swim meet April 6th

A Look Ahead – May

- Spring swim lesson session V ends May 2
- Spring swim lesson session VI begins May 13
- Burnt Cedar Pool to open May 11
- Will be guarding the beaches on weekends beginning May 25
- ARC Lifeguard and WSI classes to begin May 25

TENNIS

- Pickleball drop-in group play continues at the Recreation Center.
- Tennis Center prepped to open
- Worked with head tennis pro setting up pro shop
- All programs and service items built out into Vermont

A Look Ahead – May

- Tennis center opens May 6
- Continuing to stock pro shop with merchandise
- New tennis employees begin
- Youth tennis programs begin late May/ June