

## **Director's Report**

- We will be hosting a Job Fair on February 28 from 4-7pm. This is a free event open to businesses to advertise their open positions. Each business will get an 8ft table and have access to rooms for open interviews, if needed. Here is the Vendor Registration Link:  
<https://forms.gle/qSzbjvppcgx8ZHRj8>
- I met with Derrick Gill, the internship coordinator from UCM. We discussed internship opportunities available in our department and summer jobs. It was a great meeting and I am excited to see how this moves forward.
- We will be bidding out some of the mowing this year. As you know, we have not been able to find park maintenance help. By contracting out the mowing, this free up the crew to continue to improve the parks, work on new projects, and maintain baseball, softball, and soccer fields during the season.
- I am working on a bid document to replace the safety surfacing at Hawthorne Park.
- Our new Park Operations Superintendent, Christian Schoolcraft, will start work on 2/28.
- We met with Midwest Pool Management (MPM), to meet new management staff. Now that they are fully staffed again, we will resume regular meetings. We are meeting again in two weeks to discuss maintenance list items and summer operations.
- The Explorer that was purchased at the end of last year finally came in this month. We are still waiting on the last F-25-, but happy to have two of the three vehicles.
- The Maintenance Team has worked hard this month on snow removal. They have done a great job making sure the parking lot and sidewalk at the Community Center is safe for use!
- Alex and I met last week about the Bright Sox adaptive baseball league. We are excited to be part of the team this year and plan to add more adaptive sports to our programming.
- As you may remember, there is money budgeted this year for chip and seal asphalt repairs. Public Works is going to include the Community Center on the bid document, this will help us (and the City) leverage better pricing for the asphalt. I'm grateful that they are willing to help us with this process and look forward to fixing the parking lot.

## **Business & Information Report**

**Jeff Imboden, Business & Information Specialist**

### **Operations**

- Maintenance Crew did a great job of snow removal and cleanup
- I sat in on interviews for Parks Operations Superintendent
- I attended a webinar on "Google My Business" on February 8
- We continue to have weekly meetings with Shift Leaders
- Carrie continues to process bill payments for Maintenance and Community Center
- I meet weekly with Rec Staff about Marketing needs
- Room rentals are going very well, party package sales are increasing
- Carrie and her Front Desk staff's customer service has been exemplary, supported by the fact we receive very few complaints anymore from the public and our members
- I have received estimates for a new digital outdoor sign from 3 different companies and am proceeding with the bidding process

## **Marketing**

- I'm working on the Summer Activity Guide; we plan on distribution in April
- Social Media - We continue to follow a regular schedule for Facebook Posts, Twitter Tweets, Instagram posts, Texts and Email Newsletters. Statistics are as follows:
  - 2-3 Facebook Posts daily; Statistics for the last 28 days include:
    - Currently 7,400 Followers; Demographics: 82% Female, 18% Male, largest age group 35-44, 2<sup>nd</sup> largest 25-34; those 2 age groups make up 55% of our Followers
    - Most of our followers are from Warrensburg, followed by Sedalia, Knob Noster, Holden, WAFB, Centerview and Kansas City
    - We have reached 11,897 people in the last 28 days
  - 2-3 Twitter Tweets daily, with 2,345 Profile Visits in the last 28 days; # of Followers is 288
  - We have increased to 895 Followers on Instagram
  - We have 219 Followers on Textcaster
- We continue with our Friday FUNMail Email Newsletter. We have 4,503 Contacts on our current email list, with an Opening Rate consistently higher than the industry standard
- We continue advertising on KOKO 1450AM/107.9FM & 98.5 The Bar-FM which includes ads, daily on-air mentions and a monthly live interview on the Johnson County Today morning show on KOKO, 1st Tuesday of every month at 8:30am. Teresa still does the weekly Fit Tip on KOKO every Monday in the 6am and 5pm hours
- We continue to receive the most hits on the city website

## **Recreation Report**

### **Alex Threlkeld - Recreation Superintendent**

- Budgeting for FY 2023 with recreation supervisors
- Creating summer pool schedules for Nassif and WCC
- Creating a part-time employee discount policy
- Updated 2022 facility rentals and updating in ActiveNet to go live March 1<sup>st</sup>
- Currently reviewing Outside Team Policy
- Beginning application process for Summer Food Service Program
- Met with JCBS and RISE about taking on adaptive sports starting this summer with adaptable slow-pitch for individuals of all abilities
- Took and passed Certified Park and Recreation Professional exam
- Looking into a "thank you" for volunteer coaches (pool party, discounted sports registration, etc.)
- Met with HR about summer hiring needs, we will soon be hiring for:
  - *Swim Instructors, Summer Day Camp Counselors, Camp Coordinator, Baseball/Softball Sports Officials, Site Supervisors, Scorekeepers, Group Fitness Instructors, Personal Trainers, Front Desk Attendants-WCC and Nassif, Concession Attendants, Park Maintenance 1 Part-Time, and Indoor Soccer Officials.*

## **Programs & Events**

- February Group swim session has begun – 42 kids enrolled
- March swim session begins March 7<sup>th</sup> – Mondays & Wednesdays for 4 weeks
- Making changes to Summer Day Camp
- Held Kids Night in, February 11<sup>th</sup> – 14 kids enrolled
- Planning Things that Go -March 12<sup>th</sup>
- Kids Night in -March 4<sup>th</sup>

## **Sports**

- Winter sports are about to begin playoffs
- Men's basketball league is in midseason. Playoffs begin March 14<sup>th</sup>
- Little Hoopsters 8-week session ends the week after Spring Break
- Currently hiring for basketball officials, scorekeepers, site supervisors
- Baseball, Softball, and Indoor Soccer registrations are now open
- Held mid-season coach meeting to discuss rules and updates

## **Fitness**

- Small Group Personal Training Beginner and Advanced Class Feb. 2<sup>nd</sup>-23<sup>rd</sup>.
- Updating personal training packet information, waiver and liability release forms, and cancellation policy.
- Hired Jessica Grant as an Aerobics Instructor and planning for summer staffing needs.
- KOKO Radio Show on Tuesday, February 1, 2022, with Recreation Staff.
- Adult Pickle Ball League open for March 9<sup>th</sup> – March 30<sup>th</sup>, tournament April 2<sup>nd</sup>.
- Home School PE starts in February on Tuesday and Thursday mornings for an hour for 4 weeks with 25 kids enrolled.

**Fitness Floor Attendance**

<b>Month</b>	<b>Group Exercise</b>	<b>Fitness Floor</b>	<b>Basketball Gym</b>	<b>Total</b>
February 2021	736	2,249	4,979	7,964
March 2021	946	2,401	3,761	7,107
April 2021	895	2,016	2,626	5,537
May 2021	895	1,842	1,695	4,432
June 2021	1,014	1,891	2,284	5,189
July 2021	622	1,010	1,286	2,914
August 2021	798	1,631	1,800	4,229
September 2021	960	1,308	883	3,151
October 2021	997	1,902	1,544	4,443
November 2021	1,130	1,613	1,655	4,398
December 2021	667	1,412	1,063	3,142
January 2022	837	2,457	1,917	5,211
<b>February 2022</b>	<b>434</b>	<b>1,684</b>	<b>995</b>	<b>3,113</b>