



## **BOARD OF DIRECTORS REGULAR MEETING AGENDA**

**Kelly Gregg** *President*

**James Roberts III** *Vice President*

**Jose Gonzalez** *Director*

**Shawna Irish** *Director*

**Roman Aguilar III** *Director*

**Kyle Woolley** *General Manager*

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### **HESPERIA RECREATION AND PARK DISTRICT**

**Wednesday, February 8, 2023 - 6:00 P.M.**

**Lime Street Park Community Center**

**16292 Lime Street, Hesperia, CA 92345**

### **AGENDA**

#### **CALL TO ORDER**

- a. Roll Call
- b. Approval of Agenda

#### **FLAG SALUTE**

#### **PROCLAMATIONS AND PRESENTATIONS**

#### **MESSAGE TO THE PUBLIC/PUBLIC COMMENT**

Welcome to this Board of Directors Meeting. The Board encourages public participation. If you desire to address the Board on any District related matter or item on the Agenda, you are asked to please fill out one of the speaker forms in the back of the meeting room and turn it in to the General Manager. When called upon, please come forward, and state your name and address (if you wish) before addressing the Board. Please limit your comments to five minutes per speaker.

Please note that if you address the Board on items NOT on the Agenda, the Brown Act does not allow discussion of such items. Therefore, the Board may only do the following: refer the matter to staff, ask for additional information, request a report back, or give a very limited factual response.

#### **CONSENT ITEMS**

The following items are expected to be routine and non-controversial, and will be acted upon by the Board at one time without discussion, unless a Board member requests that an item be removed from the consent agenda and held for discussion.

- A. Approval of Minutes of Regular Meeting, January 11, 2023

#### **PULLED CONSENT ITEMS**

## **DISCUSSION/ACTION ITEMS**

- B. Approval of Signers of Hesperia Recreation and Park District and HARD Foundation Bank Accounts
- C. Hesperia Lake Park Campground Fees
- D. Hesperia Lake Park Arena Rental Fees
- E. Appointment of HARD Foundation Members
- F. Discussion and Action, Marketing Strategies
- G. Approval of Social Media Policy

## **CORRESPONDENCE/WRITTEN COMMUNICATION**

**GENERAL MANAGER/STAFF REPORTS** - The General Manager will report on the following topics, report on committees, or other activities.

- a. Recreation Programs
- b. Lake
- c. Parks Division
- d. Park Ranger
- e. Marketing
- f. General Manager

## **BOARD MEMBER REPORTS**

Standing Committees:
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Recreation Foundation – Gonzalez/Roberts  
Tri-Agency – Aguilar/Irish (no meeting held)  
Safety, Security, and Maintenance – Roberts/Aguilar  
Personnel – Irish/Gregg  
Finance – Gregg/Irish (no meeting held)  
Development – Roberts/Gregg

Ad Hoc Committee:
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Event – Irish/Aguilar

## **BOARD MEMBER COMMENTS**

## **CLOSED SESSION ITEMS**

None

## **REPORT FROM CLOSED SESSION, IF ANY**

## **ANNOUNCEMENTS**

The next Regular Board Meeting is scheduled for March 8, 2023, at 6:00 p.m. and will be held in the Lime Street Community Center at 16292 Lime Street, Hesperia, CA 92345.

## **ADJOURNMENT**

It is the intent of the Hesperia Recreation and Park District to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, the Hesperia Recreation and Park District will attempt to accommodate you in every reasonable manner. Please contact the District Office at (760) 244-5488, at least 48 hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible. Please advise us at that time if you will need accommodations to attend or participate in meetings on a regular basis.

Board Meeting documents can be reviewed by the public at the District Office, 16292 Lime Street, Hesperia, CA - Monday through Friday, 8:30 a.m. to 5:00 p.m.

**HESPERIA RECREATION AND PARK DISTRICT  
INTER-OFFICE MEMO**

**DATE:** *kg* February 2, 2023

**PHONE:** (760) 244-5488

**FROM:** KARABETH GARCIA, EXECUTIVE DISTRICT CLERK  
Hesperia Recreation and Park District

**TO:** BOARD OF DIRECTORS  
Hesperia Recreation and Park District

**SUBJECT:** EXPANDED AGENDA INFORMATION FOR REGULAR BOARD  
MEETING 2/8/2023

**DISCUSSION/ACTION ITEMS**

**B. Approval of Signers of Hesperia Recreation and Park District and HARD Foundation Bank Accounts**

**Background:** Due to recent changes in staffing, the HRPD and HARD Foundation bank account signers need to be revised to remove Amber Darling as signer and include Michael Varner and Karabeth Garcia as signers on the following accounts.

**Current Signers:**

Signers of the Hesperia Recreation and Park District Accounts

Desert Community Bank	Checking Account	xxxxxx6817
Desert Community Bank	Checking Account	xxxxxx6825

Kyle Woolley - General Manager  
Amber Darling - Finance Manager  
Shawna Irish - HRPD Board Member

Signers of the HARD Foundation Accounts

Desert Community Bank	Checking Account	xxxxx6501
Desert Community Bank	Savings Account	xxxxx3311
Desert Community Bank	CD Account	xxxxx6526
Desert Community Bank	CD Account	xxxxx6546

Kyle Woolley - Executive Director/General Manager  
Amber Darling - Finance Manager  
Gary Drylie - HARD Foundation Board Member  
James Roberts - HRPD Board Member

**Reflected Changes-** authorized signers for the following District accounts:

Kyle Woolley – General Manager  
Shawna Irish – HRPD Board Member  
Michael Varner – Administrative Operations Manager – Parks  
Karabeth Garcia – Executive District Clerk

Current Hesperia Recreation and Park District Accounts

Desert Community Bank	Checking Account	xxxxxx6817
Desert Community Bank	Checking Account	xxxxxx6825

**Reflected Changes-** authorized signers for the HARD Foundation accounts:

Kyle Woolley – Executive Director/General Manager  
Gary Drylie – HARD Foundation Board Member  
James Roberts – HRPD Board Member  
Michael Varner – Administrative Operations Manager – Parks  
Karabeth Garcia – Executive District Clerk

Current HARD Foundation accounts:

Desert Community Bank	Checking Account	xxxxx6501
Desert Community Bank	Savings Account	xxxxx3311
Desert Community Bank	CD Account	xxxxx6526
Desert Community Bank	CD Account	xxxxx6546

**Recommendation:** Approve change of signers on HRPD and HARD Foundation bank accounts.

**Reference Materials Included In Tab:**    ☒ **YES**                      ☐ **NO**

1. Signers of the Hesperia Recreation and Park District and HARD Foundation Bank Accounts

## **C.      Hesperia Lake Park Campground Fees**

**Background:** Staff has suggested an increase to the camping prices at Hesperia Lake Park, a raise in fees for the group campsite and an increase of 50% during all major holidays and special events. They’ve also suggested the implementation of an additional dry group campsite.

A staff memo is in your tab illustrating the rate changes.

**Recommendation:** Approve the increase of Hesperia Lake Park Campground fees as presented by staff.

Reference Materials Included In Tab:    ☒ YES                      ☐ NO

1. Staff memo: Price Changes for Camping at Hesperia Lake

#### D.      Hesperia Lake Park Arena Rental Fees

**Background:** HARD Foundation Vice Chair Member Blocker has requested the Board and staff consider the reduction of rental fees for the Val Shearer Arena at Hesperia Lake Park as a means to attract more local schools and clubs to use the facility and build up the name.

The current fees are

Hesperia Lake Equestrian Area (8 hour min.)		Hourly Rate
\$500.00 Deposit Required; Arena Only	Standard Rate	\$365.00
	Discounted Rate	\$210.00
	Business/For Profit	\$500.00

Compared to other local arenas

Town of Apple Valley Horseman's Center:

Arena only - \$109/hour

Exclusive use of whole facility - \$217

**Recommendation:** Consensus of the Board.

Reference Materials Included In Tab:    ☐ YES                      ☒ NO

#### E.      Appointment of HARD Foundation Members

**Background:** At the March 9, 2022, regular meeting, the Board updated District Policy Section 4.11 which contains the process for appointing the HARD Foundation Board.

HRPD Policy states:

##### ***4.11 Hesperia Area Recreation District (HARD) Foundation Board***

###### ***Appointment/Reappointment Process***

- (A) *All five (5) board positions will serve at the discretion of the Hesperia Recreation and Park District (District) Board of Directors.*
- (B) *HARD Board Members will be appointed or reappointed prior to the expiration of a regular term so that they are available to serve at the first meeting after the expiration of the prior term.*
- (C) *Potential HARD Board Member candidates must be prepared to commit to a four (4) year term of office.*

- (D) *The Board Members shall be designated, selected, and removed by the Board of Directors of the Hesperia Recreation and Park District. At the beginning of each term of a Hesperia Recreation and Park District Director, said Director shall select a candidate from an open pool being that of HARD Foundation Members with expressed continued interest, and members of the public at large. If a Board Director does not have a designated candidate, they may choose to open the selection process with a public notice posted on the District and Foundation website at least fifteen (15) calendar days prior to the date on which appointments will appear on the agenda.*
- (E) *Notwithstanding, all Members must be domiciled within the boundaries of the Hesperia Recreation and Park District and/or Hesperia Recreation and Park District Sphere of Influence.*
- (F) *A majority of the total District Board may at any time remove an appointed HARD Foundation Member. The item must be placed on an open session Board Meeting.*

The 2022 election began the four-year terms of Vice President Roberts, Director Irish, and Director Gonzalez.

The current HARD Foundation Members and their tenures are:

Chair Member Gary “Griz” Drylie – appointed 2/23/2006 (by District Board majority)  
 Vice Chair Member James Blocker – appointed 7/21/2021 (by District Board majority)  
 Member Carol Hill – appointed 1/25/1996 (by District Board majority)  
 Member Rebecca Daugherty – appointed 6/8/2022 (by Director Shawna Irish)  
 Member Amanda Gingerich – appointed 9/14/2022 (by Vice President James Roberts)

**Recommendation:** Newly elected/appointed District Board Directors appoint their HARD Foundation Members to follow their four-year term, per HRPD Policy section 4.11 (D).

**Reference Materials Included In Tab:**   ☐ YES                      ☒ NO

## F.      Discussion and Action, Marketing Strategies

**Background:** CV Strategies presented at the January 11, 2023, meeting. This item was brought back by request of the Board to discuss and decide which options to move forward with. Their proposals are in your tab for review.

**Recommendation:** Direct staff on which marketing options to move forward with, and within which fiscal year to do so.

**Reference Materials Included In Tab:**   ☒ YES                      ☐ NO

1. CV Strategies Message, Social Media, and Rebrand Quotes
2. CV Strategies Website Redesign Quote

## **G. Approval of Social Media Policy**

**Background:** The HRPD policy does not currently address our social media. Staff has worked with counsel to formulate the draft in your tab.

The first section gives guidelines in general and is proposed to be added to the HRPD Policy Manual, for the establishment and use of the District social media sites as a means of conveying HRPD information to the citizens of Hesperia.

The next section is to be posted on the District website and linked from the social media pages for reference for our patrons outlining our content and moderation policy.

The last section is proposed to be added to the Employee Handbook and gives guidelines as they pertain to employees authorized to post to District social media sites in an official capacity, as well as differentiating the personal use of social media by District employees and contractors (cosponsored event groups, contract instructors, vendors, bands, etc.).

**Recommendation:** Approve a Social Media Policy to be added to the District Policy Manual.

**Reference Materials Included In Tab:**    ☒ **YES**                      ☐ **NO**

1. Draft Social Media Policy



**HESPERIA RECREATION AND PARK DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING  
January 11, 2023**

**MINUTES**

**CALL TO ORDER**

The Hesperia Recreation and Park District Board of Directors Regular Meeting was called to order by President Gregg at 6:00 p.m., at the Lime Street Park Community Center, located at 16292 Lime Street, Hesperia, CA 92345.

**ROLL CALL  
ATTENDANCE**

<b>BOARD PRESENT:</b>	Irish, Roberts, Gregg, Aguilar
<b>BOARD ABSENT:</b>	Gonzalez
<b>STAFF PRESENT:</b>	Woolley, Garcia, Chavez, Willis
<b>OTHER:</b>	Tara Bravo and Jessica Mediano, CV Strategies; Josh Steeber, Jonathan and Andrew; SitelogIQ; Alex Gibbs, Townsend Public Affairs (via teleconference)

**APPROVAL OF AGENDA**

It was moved by Vice President Roberts and seconded by Director Aguilar to approve the Agenda. The motion passed by the following roll call vote:

<b>AYES:</b>	Roberts, Gregg, Aguilar, Irish
<b>NOES:</b>	None
<b>ABSENT:</b>	Gonzalez
<b>ABSTAIN:</b>	None

**FLAG SALUTE**

The Flag Salute was led by Vice President Roberts.

**PROCLAMATIONS AND PRESENTATIONS**

None.

**MESSAGE TO THE PUBLIC/PUBLIC COMMENT**

None.

**CONSENT ITEMS**

- A. Approval of Minutes of Regular Meeting, December 14, 2022**
- B. Approval of Minutes of Special Meeting, December 27, 2022**

**MOTION:** It was moved by Director Aguilar and seconded by Vice President Roberts to approve Items A and B. The motion passed by the following roll call vote:

**AYES:** Roberts, Gregg, Aguilar, Irish  
**NOES:** None  
**ABSENT:** Gonzalez  
**ABSTAIN:** None

**PULLED CONSENT ITEMS**

None.

**DISCUSSION/ACTION ITEMS**

**C. Presentation From CV Strategies**

**MOTION:** No motion was made.

**D. Presentation From SitelogIQ**

**MOTION:** No Motion was made.

**Item F was addressed at this time.**

**E. Approval to Amend Property Management Contract**

(This item was addressed after Item F.)

**MOTION:** It was moved by Vice President Roberts and seconded by Director Aguilar to approve the Amended Property Management Contract. The motion passed by the following roll call vote:

**AYES:** Roberts, Gregg, Aguilar, Irish  
**NOES:** None  
**ABSENT:** Gonzalez  
**ABSTAIN:** None

**F. Approval of the Rick Novack Community Center Gymnasium Facility Rules and Epicentre Facility Rules**

(This item was addressed after Item D.)

**MOTION:** No Motion was made.

Meeting recessed from Open session at: 8:01 p.m.

Meeting reconvened into Open session at: 8:10 p.m.

**G. Update on Grants with Townsend Public Affairs**

**MOTION:** No Motion was made.

**H. Approval of Resolution No. 23-01-01, a Resolution of the Board of Directors of the Hesperia Recreation and Park District Amending a Position and Its Salaries and Benefits**

**MOTION:** It was moved by Director Aguilar and seconded by Director Irish to approve Resolution No. 23-01-01, a Resolution of the Board of Directors of the Hesperia Recreation and Park District Amending a Position and Its Salaries and Benefits. The motion passed by the following roll call vote:

**AYES:** Aguilar, Irish, Roberts, Gregg  
**NOES:** None  
**ABSENT:** Gonzalez  
**ABSTAIN:** None

**I. Discussion and Action, Event Coordinator Position**

**MOTION:** It was moved by President Gregg and seconded by Vice President Roberts to approve the hiring of a part-time event coordinator position at the discretion of the General Manager. The motion passed by the following roll call vote:

**AYES:** Irish, Roberts, Gregg, Aguilar  
**NOES:** None  
**ABSENT:** Gonzalez  
**ABSTAIN:** None

**J. Discussion and Action, Tri- Agency Committee**

**MOTION:** No Motion was made.

**CORRESPONDENCE/WRITTEN COMMUNICATION**  
None.

**GENERAL MANAGER/STAFF REPORTS**

- a. Recreation Programs
- b. Lake
- c. Parks Division
- d. Park Ranger
- e. Marketing
- f. Development
- g. General Manager
- h. Monthly Budget

- Mr. Woolley highlighted the following: Maple Park and Power Play Center land acquisition; Payroll; Malibu Park splashpad; Palm Street Park skatepark plans; Hercules

roof; Maintenance repairs; ASAP; BMX operations; and upcoming conferences.

## **BOARD MEMBER REPORTS**

### **Standing Committees:**

#### **Recreation Foundation – Gonzalez/Roberts**

No meeting held.

#### **Tri-Agency – Aguilar/Irish**

No meeting held.

#### **Safety, Security, and Maintenance – Roberts/Aguilar**

Director Aguilar reported on the December 15 meeting.

#### **Personnel Committee – Irish/Gregg**

No meeting held.

#### **Finance Committee – Gregg/Irish**

President Gregg and Director Irish reported on the January 9 meeting.

#### **Development – Roberts/Gregg**

No meeting held.

#### **Event Ad Hoc- Irish/Aguilar**

Director Irish and Director Aguilar reported on the January 5 meeting.

## **BOARD MEMBER COMMENTS**

- Director Aguilar welcomed everyone back for the new year. He thanked the staff, and looks forward to this year and all the events.
- Director Irish thanked everyone and wished everyone a happy new year.
- Vice President Roberts thanked the staff and commended the writer of the maintenance report.
- President Gregg stated there's a lot going on but staff is pulling through it, 2023 is HRPD's year to shine.

Meeting recessed from Open session at: 9:45 p.m.

Meeting reconvened into Closed session at: 9:48 p.m.

## **CLOSED SESSION ITEMS**

### **K. Conference with Legal Counsel Pursuant to Govt. Code 54956.9(d)(1)- Existing Litigation – Woods v. HRPD**

Meeting recessed from Closed session at: 10:17 p.m.

Meeting reconvened into Open session at: 10:18 p.m.

## **REPORT FROM CLOSED SESSION, IF ANY**

Nothing to report.

## **ANNOUNCEMENTS**

The next Regular Board Meeting is scheduled for Wednesday, February 8, 2023, at 6:00 p.m. and will be held in the Lime Street Community Center at 16292 Lime Street, Hesperia, CA 92345.

## ADJOURNMENT

The meeting was adjourned by declaration by President Gregg at 10:18 p.m.

Respectfully submitted,

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Kyle Woolley  
General Manager

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Karabeth Garcia  
Board Secretary/Clerk of the Board

DRAFT

**Current Signers:**Signers of the Hesperia Recreation and Park District Accounts

Desert Community Bank	Checking Account	xxxxxx6817
Desert Community Bank	Checking Account	xxxxxx6825

Kyle Woolley - General Manager  
Amber Darling - Finance Manager  
Shawna Irish - HRPD Board Member

Signers of the HARD Foundation Accounts

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Kyle Woolley - Executive Director/General Manager  
Amber Darling - Finance Manager  
Gary Drylie - HARD Foundation Board Member  
James Roberts - HRPD Board Member

**Reflected Changes-** authorized signers for the following District accounts:

Kyle Woolley - General Manager  
Shawna Irish - HRPD Board Member  
Michael Varner - Administrative Operations Manager - Parks  
Karabeth Garcia - Executive District Clerk

Current Hesperia Recreation and Park District Accounts

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Desert Community Bank	Checking Account	xxxxx6501
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Desert Community Bank	CD Account	xxxxx6546

**HESPERIA RECREATION AND PARK DISTRICT  
INTER-OFFICE MEMO**

**DATE:** January 6, 2023

**PHONE:** (760) 244-5488

**FROM:** *SA* SARAH HAUSER, RECREATION MANAGER  
Hesperia Recreation and Park District

**TO:** KYLE WOOLLEY, GENERAL MANAGER  
Hesperia Recreation and Park District

**SUBJECT:** PRICE CHANGES FOR CAMPING AT HESPERIA LAKE

I am recommending the following price changes for the Hesperia Lake Campground:

Implement a new campsite that would be a “dry” group camp site. It will accommodate 10 people, 4 tents, 4 cars, and 4 pets. The fee would be \$55.00 standard rate and \$50.00 discounted rate.

Raise the fees for the group campsite from the standard rate of \$55.00 to \$85.00. The discounted rate would remain at \$5.00 off. This price increase will bring us more in line with other campgrounds.

Raise our camping fees for all sites 50% during all major holidays and special events. This price increase will help offset the additional cost incurred due to the high volume of sites rented (we typically sell out).

Thank you for your consideration.

/sh

**Date:**

December 9, 2022

**Client:**

Kyle Woolley, General Manager  
 Hesperia Recreation & Park District  
 16292 Lime Street, Hesperia, CA 92345

**Professional Services**

PROJECT GOALS	DESCRIPTION	NOT TO EXCEED COST
<b>Position agency as local resource and secure recognition for District wins</b>	Manage partner efforts and provide strategic communications counsel, as needed Effectively execute earned media strategy « Develop topics for press release series (1 press release per month, releases roll over to the next month) « Distribute to key outlets, matching message and audience « Follow up with media, as needed to ensure placement	\$1,500/month  <b>\$9000            six-month            total</b>
<b>Establish a robust social media presence</b>	« Create monthly topics calendar, including hashtags and engagement strategies « Craft posts and design dynamic graphics « Leverage video and photography, as available « Schedule posts and monitor responses « Provide monthly analytics report « Attend major events for photography/videos, as needed up to 2 per month	\$3,000/month  <b>\$18,000            six-month            total</b>
<b>Rebrand the organization, bringing a new modern aesthetic to the organization while still honoring its past</b>	« Develop Hesperia Recreation & Park District logo and tagline « Create brand guidelines to ensure consistency « Craft rollout plan and initial deliverables including Business Cards, Letterhead & PowerPoint Template	\$5,000/total

**..... Rates for Communication Services .....**

- » President – \$240/hour
- » Vice-President – \$200/hour
- » Account Manager/Specialist – \$185/hour
- » Design/Video/Photography – \$165/hour
- » Translator – \$125/hour
- » Support Staff – \$100/hour

**..... Terms & Compensation .....**

Either party may end this agreement by providing written notice to the other party. In the event of termination, CV Strategies shall be paid for all hours and expenses accrued up to the date of termination.

Hard costs incurred by CV Strategies will be billed to the client with a nominal service charge of 10% (not to exceed \$250 per item). This includes all anticipated hard costs such as printing, mailing, photography, video, advertising, etc. Required travel mileage will be billed at the published IRS rate.

All services and hard costs will be billed monthly. Invoices should be paid in full upon receipt.



..... *Agreed & Approved – Media Outreach* .....

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Name Signature

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Title Date

..... *Agreed & Approved – Social Media* .....

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Name Signature

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Title Date

..... *Agreed & Approved – Rebranding* .....

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Name Signature

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Title Date

**Date:**

December 9, 2022

**Client:**

Kyle Woolley, General Manager  
 Hesperia Recreation & Park District  
 16292 Lime Street, Hesperia, CA 92345

**Project Goal: Develop a mobile friendly and ADA compliant website for Hesperia Recreation & Park District that serves as a visually compelling communications tool and information repository.**

**Professional Services Proposal**

OUTREACH STRATEGY	DESCRIPTION	Cost
Website Redesign	<ul style="list-style-type: none"> <li>« Collaborate with staff to identify critical components and determine site map</li> <li>« Update content as needed to engage audiences and streamline the user experience</li> <li>« Design custom layout and graphics</li> <li>« Incorporate photography into the overall design</li> <li>« Integrate social media accounts to display a feed on the website</li> <li>« Ensure seamless integration with third-party platforms such as calendars and bill pay</li> <li>« Utilize WordPress CMS to ensure staff ability to update as needed</li> <li>« Include Google Analytics to increase organizational understanding of customer behavior</li> <li>« Populate with required documents and review with staff</li> <li>« Create information update forms for customers to complete and submit online</li> <li>« Host with a third-party vendor for no more than \$22/month</li> </ul>	\$15,000
<b>Subtotal</b>		<b>\$15,000</b>
<b>Total Cost (Not to exceed)</b>		<b>\$15,000</b>

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- » Account Manager/Specialist – \$185/hour
- » Web/Graphics/Video/Photo – \$165/hour
- » Translator – \$125/hour
- » Support Staff – \$100/hour

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Either party may end this agreement by providing written notice to the other party. In the event of termination, CV Strategies shall be paid for all hours and expenses accrued up to the date of termination.

Hard costs incurred by CV Strategies will be billed to the client with a nominal service charge of 10% (not to exceed \$250). This includes all anticipated hard costs such as printing, mailing, photography, video, advertising, etc. Required travel mileage will be billed at the published IRS rate.

All services and hard costs will be billed monthly. Invoices should be paid in full upon receipt.

# COST ESTIMATE

CV STRATEGIES

PRECISION IN PERCEPTION<sup>SM</sup>

LOS ANGELES | PALM DESERT | SACRAMENTO

..... *Agreed & Approved* .....

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Name

Signature

---

Title

Date

# **Hesperia Recreation and Park District Social Media Policy - Draft**

## **To Be Added to the District Policy Manual:**

### **Purpose**

This Social Media Policy establishes guidelines for the establishment and use by the Hesperia Recreation and Park District of social media sites (including but not limited to Facebook and Instagram) as a means of conveying Hesperia Recreation and Park District information to the citizens of Hesperia.

- A. This Social Media Policy establishes protocols, and procedures for the use by both District staff and the public for use of such social media sites, channels, and technology. The District regards social media and any official online and Internet presence as a means of augmenting and enhancing traditional communication methods and to engage, convey information to, and communicate with members of the public in order to meet its missions and goals. This policy applies to all District employees, officers, volunteers, and, as applicable, any consultants, providers, and contractors acting in an official capacity when communicating with the public on behalf of the District through the use of social media.
- B. The purpose of the District's use of social media is to provide information regarding District events and programs. While District-approved social media sites are to be used for the purposes stated, they are not intended to replace nor serve as the primary means of this District's communication with anyone. The District's official website is and shall remain the primary means of online communication with the public.
- C. To the extent possible, District social media sites may contain visual elements/graphics clearly identifying such sites as official District sites and distinguishing them from other non-professional or personal sites. Such identification of official District social media sites may include the use of the District logo(s), as well as contact information including an official District email address, link to the official District website, and links to other District social media sites, as applicable.
- D. The District intends for its use of any social media sites to relate solely to matters of District business and does not, in any way, intend to nor actually create general or dedicated public forums. The purpose of this policy is to establish and confirm the use of the District's social media platforms as limited public forums.

- E. The District presently utilizes the following social media platforms: Facebook and Instagram. The foregoing are examples only, and the references are not to be considered a requirement that the District use any of these third-party tools, services, or technologies.
- F. The District has an overriding interest in protecting the integrity of the information posted on its social media sites and the content that is attributed to the District or its officials while, at the same time, mitigating and/or eliminating associated risks from the use of such technology. As the District changes its direction on social media use with the evolution of such use, this policy will be revised and social media activity shall be adjusted accordingly. Any questions relating to this policy should be directed to the General Manager's office.
- G. While this policy acknowledges that social media is a way to engage with others, this policy is not intended to require the District, nor any District employee or contractor acting in an official District capacity, to use social media unless otherwise directed to do so. The District periodically will conduct a risk assessment of the use of social media technology and sites and determine whether the use of social media sites is appropriate and whether appropriate risk mitigation controls can be implemented.
- H. Notwithstanding, as a means of communication with residents and other users of the sites, the District may post emergency information on its social media sites. The District is not required in any way to post such information nor is it responsible for the posting or failure to post emergency information.

## **Management of Social Media Sites**

Hesperia Recreation and Park District social media sites are to be established and maintained by the Hesperia Recreation and Park District account administrator and his/her duly authorized designee(s). The District General Manager is responsible for the overall administration of the District's social media sites, enforcement of this policy, and for securing protection of District information and technology assets against potential destructive technical incidents in the context of social media use. Approval of District social media sites shall be made by the General Manager.

- A. The account administrator shall maintain a current list of all of the District's social media sites that are approved and operating. Social media sites may be established only with a District email address.

- B. The account administrator shall regularly monitor all its sites, including timely review and approval of all content, and removal of content after the records retention period, or otherwise according to this Policy.
- C. As described in the Content and Comment Moderation Policy, the District reserves the right to refrain from posting or to remove any content that is not consistent with this and other District policies or that is in violation of applicable law(s).
- D. Technology, social media capabilities and scope, and online behaviors are changing constantly. Because of this constant adjustment and adaptation, the District reserves the right to change, modify, or otherwise amend all or part of this Policy at any time.
- E. District social media sites shall be managed consistent with federal and state law and regulations, including but not limited to the Brown Act, the Political Reform Act, and the California Elections Code, as those may be amended from time to time, as well as the requirements of this Policy. As required by the Brown Act, elected and appointed members of the District shall not respond to any published postings, nor use any social media site or any form of electronic communication to respond to, blog or engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the body, or for any political purpose.
- F. District social media sites are subject to the California Public Records Act. Any content maintained on an official District social media format that is related to District business, including posted communications, and communications submitted for posting, may be considered a public record and subject to public disclosure. California Public Records Act requests for the production of social media site content shall be referred to the District Clerk for review and further handling. The originals of such public records shall be retained for two years or as otherwise provided by the applicable District records retention policies.

**The following, attached policies or language will be posted on the District's public website and linked to each social media page:**

## **Content and Comment Moderation Policy**

As a public agency, the District abides by certain standards to serve all constituents in a civil and unbiased manner. As such, the District has implemented these Social Media Comment and Content Moderation policies.

Please note that Comments posted on these pages do not represent the opinions of the Hesperia Recreation and Park District. Hesperia Recreation and Park District does not have control over advertisements or hyperlinks by the social media site's owners, vendors, or partners.

The District will review all posted comments and/or remove inappropriate or offensive comments or commenters, as provided below. The District has activated all available filters for its social media platforms.

The District reserves the right to moderate, monitor, remove, prohibit, restrict, block, suspend, terminate, delete, discontinue, or reject comments and access to such comments if they are:

- i. *Images, text, video, audio files, and other content are subject to the Copyright Law of the United States of America and related codes, policies, and directives. For questions regarding copyright issues, see the Copyright and DMCA policy below or contact District's legal counsel.*
- ii. *District social media accounts are not to be used for promoting or opposing any person campaigning for public office and such comments will be removed.*
- iii. *Posts shall not violate copyrights and trademarks.*
- iv. *To the extent not removed by the platform's filters, the District will remove comments and/or commenters who use vulgar, profane, or inappropriate language; and*
- v. *The District will remove spam accounts from social media pages.*
- vi. *Profane, obscene, pornographic, abusive, threatening, racist, defamatory, or contain violent language.*
- vii. *Trolling (posts that are deliberately offensive, provocative, or disruptive and intended to hijack content, deflect information off-track).*
- viii. *Messages that are a violation of existing law or regulation.*
- ix. *Violations of the intellectual property rights of others.*
- x. *Spam (unsolicited messages that are usually intended as advertising or messages that are repeatedly posted on the same site).*
- xi. *Attacks or calls-to-action for attacks on specific protected groups under local, state, or federal law.*

- xii. *Intended to harass, threaten, or abuse an individual or are defamatory, derogatory, or are personal attacks on any District official, employee, resident, or businessperson.*
- xiii. *Hateful or discriminatory comments regarding or comments that promote, foster, or perpetuate discrimination or harassment on the basis of race, ethnicity, religion, gender, disability, sexual orientation, political beliefs, or a protected class under local, state, or federal law.*
- xiv. *Links or comments containing sexually explicit content material.*
- xv. *Links to malicious software or sites.*
- xvi. *Cyber-stalking or threats to an individual or organization, or intended to collect or post private information and data without disclosure (e.g., doxxing).*
- xvii. *Messages that relate to confidential, private, or proprietary information.*
- xviii. *Messages that are inappropriate, in poor taste, or otherwise contrary to the purposes of our site or the business of the District.*
- xix. *Self-promotion.*
- xx. *Solicitation of funds.*
- xxi. *Unsolicited business proposals and inquiries.*
- xxii. *Reports of criminal or suspicious activity (contact the police department directly with this type of information).*
- xxiii. *Encouragement of illegal or unlawful activity.*
- xxiv. *Any form of legal and/or administrative notices or processes.*
- xxv. *Posts not in compliance with the District's own terms and conditions of use of social media.*
- xxvi. *Posts that attempt to or do take over a thread in ways that are contrary to these terms and conditions (including random or unintelligible posts).*

### **Limitations on Use**

The public is warned that there is no reasonable expectation that the District **nor any emergency services of the District** will respond to any social media posting. The public is warned that medical or legal information on the site is intended as information only. District's uses of social media are not intended to, do not create, nor may they be relied upon to create, any rights enforceable by law by any party in a civil or criminal action, and do not create any obligation **or duty of care**.

The District reserves the right to terminate its official District social media sites at any time without notice. The use of social media by the District is not intended to create any contract with anyone at any time or in any way nor is any use of social media by the District intended to create any expectation of action to be taken by the District.

### **Privacy**

The District cannot guarantee nor enforce privacy policies on third-party sites.



The District will periodically review the privacy policies of third party social media sites to make a risk assessment as to the continued use of such third-party offerings.

The District cannot control and is not responsible for unofficial and other content on social media sites.

#### **Disclaimer**

- A. Any unofficial or non-authorized content and all content posted by a member of the public on the District's social media site are the opinions of the person making the post. Appearance of content on the District's social media sites does not necessarily imply endorsement of, nor agreement by, the District, nor does such content necessarily reflect the opinions or policies of the District.
- B. The District reserves the right to deny access to District social media sites for any individual who violates this Policy, at any time and without prior notice.
- C. For any social media site approved by District, District may develop additional usage or other standards to optimize District's use of such third-party site.
- D. Any content posted on a social media site may also be subject to third-party, site-specific rules or policies. The District reserves the right to report any such violations of a third-party site's rules or policies. The District also reserves the right to report any post to law enforcement.
- E. Notwithstanding, any deleted posts shall be retained pursuant to the District's records retention policy.
- F. The deletion of any post must be approved by the General Manager.

#### **ADA Policy**

HRPD has attempted to design its online public activities accessible to and by everyone. We have made every effort to ensure our website's compatibility with commonly used assistive technologies. We will continue to maintain our website in compliance with the Americans with Disabilities Act to every extent reasonably possible.

HRPD does not operate or control its social media sites and is not able to control the terms and conditions of the social media site provider.

If you have questions about ADA on our website or social media, please contact District management at: [admin@hesperiaparks.com](mailto:admin@hesperiaparks.com).

## [OPTIONAL]

Although not an endorsement of any of the following services, we are aware of several tools that might be of aid to those with disabilities or alternative public access needs in an internet setting:

**Facebook** - <http://m.facebook.com> (the mobile site version of Facebook) Facebook also has a list of keyboard commands available.

**YouTube** – YouTube provides captioning.

**Google** – Google offers a range of accessibility features depending on the product you are using. There is also the ability to request a sign language interpreter through Google Hangouts.

The foregoing list is informational only and is not intended to be an endorsement by the Hesperia Recreation and Park District of any particular provider or product.

## Language Translation Policy

Translation of HRPD websites and pages may occur through a variety of third-party services that we do not control. These translation services should be considered only as a convenience to our website/social media visitors and not as any warranty, assurance, guarantee, or promise by HRPD as to the accuracy of any translations provided. The translations provided by these third-party sites may not produce an accurate or precise translation any nor all of the time and are likely just an approximation of our original content. Any translations you receive should only used as a rough guide. The official text is the English version of our website/social media. If you rely on information from one of these third-party translation providers, you are doing so at your own risk.

HRPD shall not and will not be liable for damages or losses of any kind arising out of, or in connection with, the use or performance of such translation activities and services, including but not limited to, damages or losses caused by reliance upon the accuracy, reliability, or timeliness of any such information, or damages incurred from the viewing, distributing, or copying of such information.

Please be aware that when you request a translation from a third-party service, you are leaving the HRPD website.

If you have any questions about information on our website, please contact District staff at [info@hesperiaparks.com](mailto:info@hesperiaparks.com).

## Copyright Policy

Images, photographs, written works, and graphics used by us on our website and social media sites, unless otherwise noted, are the property of HRPD and are protected under

both United States and International Copyright Laws. Our images, photographs, written works, and graphics may not be reproduced, copied, transmitted, or manipulated without the written permission of HRPD. Use of any image or content from our social media sites as the basis for any other, literary writing, photograph, or illustration (in any format) is a violation of the United States and International Copyright laws.

For questions pertaining to our intellectual property rights or for permission to reproduce our social media please contact District management at [admin@hesperiaparks.com](mailto:admin@hesperiaparks.com).

## **Privacy Policy**

This is used if you do not collect personal or financial information from people on your website.?? (Comment from Betsy)

This Privacy Policy explains the online information practices of HRPD only. It does not apply to non-HRPD websites that you are able to reach from this website nor to any social media sites. We encourage you to read the privacy policies of those other sites in order to learn how they collect and use your information.

HRPD takes your privacy seriously. We do not collect personally identifiable information about you when you visit our web site or use our services unless you choose to provide that information to us.

### **What This Privacy Policy Covers**

This Privacy Policy covers our website and social media's treatment of personally identifiable information that we obtain when you are on this website/social media and when you use our website's services. This policy does not describe information collection policies on other sites, including social media sites or those linked to or from this website.

### **What Type of Information We Collect**

Hesperia Recreation and Park District may automatically collect aggregate information about the use of its site/social media, including which pages are most frequently visited, how many visitors we receive daily, how long visitors stay on each page, and social media insights.

### **How We Use the Information We Collect**

The personally identifiable information we collect from and about you may be used to provide e-mail-based newsletters and other information to you as you request and to notify you from time to time about services offered by us or other entities associated with us.

In the event of a known security or virus threat, we may collect information on the internet content you view.

### **With Whom We Share Information**

We may disclose information about you if we have a good-faith belief that we are required to do so by law or legal process, to respond to claims, or to protect the rights, property, or safety of the HRPD or others.

We may disclose personally identifiable online information that you have provided to us with representatives within the Hesperia Recreation and Park District and related entities, other government agencies, or other named entities. In order to address, meet, and combat security and virus threats, we may also share some information we collect automatically, such as IP addresses, with other government agencies.

The law may require us to share collected information with authorized law enforcement.

### **Children and the Collection of Information**

We do not intentionally collect information from children under the age of 13. We will comply with the Children's Online Privacy Protection Act (COPPA) at all applicable times.

### **Changes to This Privacy Policy**

Hesperia Recreation and Park District may revise and update this Privacy Policy at any time. Your continued usage of this site means you accept those changes.

### **Contact Information**

Questions or comments regarding this Privacy Policy should be sent by email to: [admin@hesperiaparks.com](mailto:admin@hesperiaparks.com).

### **Digital Millennium Copyright Act (DMCA) Policy**

HRPD has a designated agent authorized to receive notification of alleged copyright and trademark infringement claims in accordance with the Digital Millennium Copyright Act (DMCA). We will promptly respond to notices of alleged infringement that comply with the DMCA, 17 U.S.C. § 512 (c). There are many ways to respond to such claims. We may, for example, temporarily remove or disable access to the material that is the subject of inquiry until a resolution or determination is reached. We will make a good faith effort to contact the owner or creator of any questioned content so that they may make a counter notification pursuant to sections 17 U.S.C. § 512(g)(2) and (3) of the DMCA.

Some content on our website or in a social media context may be posted according to the "fair use" doctrine of copyright law for non-commercial news reporting, education,

and discussion purposes. If you have a concern regarding the use of protected intellectual property on our website or social media page, please contact our District management at [admin@hesperiaparks.com](mailto:admin@hesperiaparks.com).

### **DMCA Agent Designation Form**

A notice of claimed infringement delivered to our Designated Agent must include the following (pursuant to 17 USC §512 (c)(3)(A)):

- A physical or electronic signature of a person authorized to act on behalf of the owner of an exclusive right that is allegedly infringed;
- Identification of the copyrighted work claimed to have been infringed, or, if multiple copyrighted works at a single online site are covered by a single notification, a representative list of such works at that site;
- Identification of the material that is claimed to be infringing or to be the subject of the infringing activity and that is to be removed or access to which is to be disabled, and information reasonably sufficient to help us locate the material;
- Information reasonably sufficient to permit us to contact the complaining party, such as an address, telephone number, and, if available, an electronic mail address at which the complaining party may be contacted;
- A statement that the complaining party has a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law;
- A statement that the information in the notification is accurate, and under penalty of perjury, that the complaining party is authorized to act on behalf of the owner of an exclusive right that is allegedly infringed.

HRPD will comply with the appropriate provisions of the DMCA in the event that a counter notification is received by our Designated Agent.

## To Be Added to the Employee Handbook:

### **Authorized Posting on District Social Media Sites**

- A. Only employees who are authorized in advance by the General Manager may post and/or delete posts on official District social media sites on behalf of the District. Any postings that are intended to be deleted or removed from a District social media site must be kept as a record in compliance with the retention periods used by the District and other provisions of applicable law. A request for public information from District social media sites shall be processed as a Public Records Act request.

Employees authorized to post on the District's behalf are not authorized to hide social media posts. Employees authorized to post on the District's behalf may not move posts to an archived status unless such activity is authorized by the General Manager consistent with records retention, this policy, and other applicable District policies.

Employees authorized to act on the District's behalf in a social media setting may not engage in viewpoint discrimination (for example, a post may not be deleted simply because that post is not agreed with or is critical of an elected official).

No employee may ban anyone from posting on a District social media site or restrict access in other ways unless authorized to do so by the General Manager and this policy.

- B. An employee representing the District on social media sites shall conduct themselves at all times as a professional representative of the District and shall comply with all District policies and codes of conduct, including but not limited to the provisions of the Employee Handbook.
- C. Those authorized to speak on behalf of the District in a social media setting shall address issues only within the scope of their specific authorization. The employee shall not share materials on the District's social media accounts in violation of District policy or rules (as they may be amended from time to time).

Official postings on District social media sites should reflect District information consistent with the provisions for a Limited Public Forum.

- D. Any District employee posting on the District's behalf who violates this Policy is subject to discipline under this Policy, other applicable District policies, and the

Employee Handbook. Official posting access will be restricted pending a determination of such violation.

- E. District social media passwords shall not be shared with unauthorized personnel.
- F. All graphic content posted by District employees on District social media sites must be watermarked or otherwise identified as District content to prevent unauthorized reuse.
- G. All District social media sites shall be identified as official District sites.
- H. Announcements and other District-generated content must be objective and descriptive; use a polite and professional tone; and contain only information that is freely available to the public. Content shall not be posted that is not considered public information and that is not made confidential by any policy of the District, or by local, state, or federal law; and such content should comply with all local, state, and federal rules, regulations, and policies.
- I. When an employee posts to social media in an official District capacity, the District is responsible for that content. Employees authorized to post on the District's behalf and in an official capacity must remember that standards of ethical behavior and other District policies apply to online postings. Employees and contractors posting on the District's behalf when authorized to do so must assume there is no expectation of privacy when using social media tools on the District's behalf.

### **Personal Use of Social Media by District Employees and Contractors**

- A. The District recognizes that employees have the right to express their personal views through social media activity. However, District principles, guidelines, and standards of conduct that apply to employees acting in their official capacities and carrying out their official duties for the District also apply to an employee's participation in social media. For example, employees are bound by the District's Employee Handbook and other policies. Contractors may be bound by those as provided by contract. Employees must understand that non-public information (e.g., personal privacy information, proprietary information, confidential information, information pertaining to pending or threatened litigation, personnel matters, attorney-client and attorney work product information, or information subject to government privileges, among others) may not be conveyed through social media unless and until the release of such information becomes lawful and has been authorized by District management in accordance with the law.

- B. Employees do not need to obtain permission from the District to participate in social media sites in their *personal* capacity. Employees are cautioned, however, that there are restrictions on the receipt of compensation, disclosure of nonpublic information, and improper use of a District title, or official authority that may apply to social media activity even when an employee thinks they are acting in a personal capacity. Employees shall consult the General Manager or designee if there are any questions.
- C. When an employee uses social media in a personal capacity, they are doing so for themselves and they are not speaking nor communicating on behalf of the District. Employees should make certain that it does not appear they are speaking for the District unless authorized to do so.
- D. Employees may not use official District emails when establishing, setting up, or using social media sites for personal or non-District/non-official activities.
- E. An employee should not include their job title or position with the District in the area of social media designation for biographical information and shall use a disclaimer to address this situation. For example, the following disclaimer could be displayed in a profile or other prominent place on a social media site: *"The views and information presented here are mine."* Employees shall consult the General Manager if there are any questions.
- F. Employees and contractors shall not use their District position, title, or authority to endorse any product, service, company, non-profit organization, or any other enterprise, except as part of their official job duties. Any official reference to a product, service, or entity must be in furtherance of the District's legal authority in carrying out official functions.



**HESPERIA RECREATION AND PARK DISTRICT  
INTER-OFFICE MEMO**

**DATE:** January 18, 2023

**PHONE:** (760) 244-5488

**FROM:** *JT* JUDY TRENHOLM, STAFF ASSISTANT  
Hesperia Recreation and Park District

**TO:** KYLE WOOLLEY, GENERAL MANAGER  
Hesperia Recreation and Park District

**SUBJECT:** RECREATION UPDATE FOR DECEMBER 2022

**ASAP - AFTER SCHOOL ACTIVITIES PROGRAM**

- 236 Registered Participants (-4 from last month, -55 from previous year)

School Site	Open 2022/2023 Number of sites	Average Weekly Paid per School for December 2022	2022/2023 Interest/Wait List
Carmel	0	-	9
Cottonwood	1	20	24
Cypress	2	40	20
Eucalyptus	0	-	1
Hollyvale	1	20	14
Joshua Circle	0	-	9
Juniper	0	-	5
Kingston	1	17	5
Krystal	1	20	27
Lime Street	0	-	4
Maple	0	-	3
Mesa Grande	0	-	5
Mesquite Tails	2	40	32
Mission Crest	2	39	13
Topaz	2	40	16
<b>Total</b>	<b>12</b>	<b>236</b>	<b>187</b>

- Total Monthly Participation: 3,776


**KIDS KAMP**

- 37 Registered participants (+7 from previous year)
- 122 Total monthly participation (+32 from previous year)

**HESPERIA RECREATION AND PARK DISTRICT  
INTER-OFFICE MEMO**

**DATE:** January 15, 2023

**PHONE:** (760) 244-5488

**FROM:**  SARAH HAUSER, RECREATION MANAGER  
Hesperia Recreation and Park District

**TO:** KYLE WOOLLEY, GENERAL MANAGER  
Hesperia Recreation and Park District

**SUBJECT:** HESPERIA LAKE REPORT FOR DECEMBER 2022

**HESPERIA LAKE**

- Anglers - Total: 2,362 (+281 from previous month, +1,095 from last year)
  - Day: 1883 (+231 from previous month, +976 from last year)
  - Child: 206 (-34 from previous month, +113 from last year)
  - Senior: 119 (+61 from previous month, +19 from last year)
  - Military discount: 154 (+23 from previous month, +69 from last year)
  - Passes redeemed: 60 (-6 from previous month, +55 from last year)
  - Punch cards sold: 1 (-1 from previous month, +1 from last year)
- Fish caught - Total: 608 (-84 from previous month, +422 from last year)
  - Catfish: 80 (-445 from previous month, +60 from last year)
  - Trout: 519 (+519 from previous month, +353 from last year)
  - Tilapia: 9 (-148 from previous month, Tilapia was not stocked last year)
    - \*First Trout Stock of the season was November 10, 2022
- Group picnic rentals: 2 (-6 from previous month, same as previous year)
- Picnic participants: 100 (-500 from previous month, +50 from last year)
- Campsites rented: 68 (-63 from previous month, -13 from last year)
- Campers: 102 (-141 from previous month, -31 from last year)
- Equestrian campsites rented: 0 (-3 from previous month, same as last year)
- Equestrian campers: 0 (-2 from previous month, same as last year)
- Group campsites: 4 (+1 from previous month, +3 from last year)
- Group campers: 48 (+4 from previous month, +44 from last year)
- Store transactions: 7434 (-699 from previous month, +282 from last year)

**HESPERIA WRANGLERS**

- 12/17/2023 – Gymkhana: 75 participants and spectators

**HESPERIA RECREATION AND PARK DISTRICT  
INTER-OFFICE MEMO**

**DATE:** January 15, 2023

**PHONE:** (760) 244-5488

**FROM:**  SARAH HAUSER, RECREATION MANAGER  
Hesperia Recreation and Park District

**TO:** KYLE WOOLLEY, GENERAL MANAGER  
Hesperia Recreation and Park District

**SUBJECT:** RECREATION UPDATE FOR DECEMBER 2022

Listed below is a brief overview of recreation-related items.

**YOUTH SPORTS**

Youth Basketball

- For ages 5-17
- Registered Participants: 452 (+57 from 2022 season)
- Teams participate in one practice and one game per week
- Practices and games are held at Hesperia Community Park
- Season runs January through March

**ADULT SPORTS**

Pickleball

- Tuesday & Thursday evenings, 6:00 - 9:00 p.m.: 192 participants (+74 from previous month)

Fall Adult Softball – Season runs September 27<sup>th</sup> through the end of December (pending inclement weather)

- Men's League: 10 teams (same as 2021 Fall Season), 288 participants
- Coed League: 6 teams (-2 from 2021 Fall Season), 192 participants

**PROGRAMS**

Epicentre

- Teen Center participants: 379 (+123 from previous month)

Power Play Center

- Open Skate participants: 570 (+99 from previous month)
- Power Play skate parties: 18 (+2 from previous month)
- Party Rental participants: 545 (+56 from previous month)

Rick Novack Community Center

- Open gym adult & youth volleyball participants: 76 (-33 from previous month)
- Open gym youth basketball participants: 27 (-7 from previous month)
- Open gym adult basketball participants: 9 (-11 from previous month)

## **FIELD RENTALS**

### Hesperia Community Park

- E1 Prospects JF rented one field two times for softball practice: 30 participants
- HD Drillers AG rented one field two times for baseball practice: 18 participants
- HD Drillers AY rented one field two times for baseball practice: 30 participants

### Live Oak Park

- Rancho Challenge FC rented one field four times for soccer practice: 150 participants

### Hesperia Lake Park Soccer Field

- Elite Soccer rented one field three times for adult soccer games: 120 participants

## **HARRISON EXHIBIT CENTER**

- Visitors: 4 (+3 from previous month)

## **ROCK'N OUR DISABILITIES**

- Food Pantry/Distribution handed out to the community: 707 participants (-207 from the previous month)
- Karate: 22 participants (-4 from previous month)
- Dance Class: 39 participants (+5 from previous month)
- Basketball: classes not held this month (-125 from previous month)
- Saturday Camp: 87 participants (+12 from previous month)
- Soaring Eagles Club: 53 participants (+19 from previous month)
- Parent Support Group: 4 participants (+1 from previous month)

### Special Events

- A Very Merry Christmas: 805 participants
- Paint Party: 29 participants
- Field Trip – Ring of Lights: 40 participants

## **VOLUNTEER HOURS**

- November: 32 hours
- Year to date: 2,497 hours

## **HESPERIA BMX**

- No numbers to report

## **USER GROUPS**

### Youth Sports Partners

- AYSO Soccer, Fall Season: Out of Season

- National Little League, Fall Season: Out of Season
- American Little League, Fall Season: Out of Season
- HYFL/Hesperia Trojans: Out of Season

#### **Percy Bakker Center**

- Barstow Nutrition: 754 participants (same as previous month)
- Pinochle: 20 participants (same as previous month)
- Pool: 223 participants (same as previous month)
- Desert Winds Quilters: 51 participants (same as previous month)
- Garden: 29 participants (same as previous month)
- Quilters Piece Corp: 207 participants (-1 from previous month)
- Seniors with Inquiring Minds: 116 participants (same as previous month)

Meetings with User Groups, Co-sponsorship Groups, or Exclusive Groups

- No meetings were held.

#### **CONTRACT CLASSES**

- 20 active monthly contract classes serving 364 participants (-34 from previous month)

#### **SPECIAL EVENTS**

Christmas Tree Lighting Ceremony

- 12/01/2023 - 4,000 participants (+800 from previous year)

/sh

**HESPERIA RECREATION AND PARK DISTRICT  
INTER-OFFICE MEMO**

**DATE:** January 18, 2023

**PHONE:** (760) 244-5488

**FROM:**  JUDY TRENHOLM, STAFF ASSISTANT  
Hesperia Recreation and Park District

**TO:** KYLE WOOLLEY, GENERAL MANAGER  
Hesperia Recreation and Park District

**SUBJECT:** FACILITY RENTAL UPDATE FOR DECEMBER 2022

Percy Bakker Community Center: 10 rentals (+4 from previous month, +5 from last year)

Total Participation: 1,510

Lime Street Community Center: 5 rentals (same as previous month, +1 from last year)

Total Participation: 470

Rick Novack Community Center: 2 rentals (-2 from previous month, -2 from last year)

Total Participation: 170

John Swisher Community Center: 1 rental (-2 from previous month, -2 from last year)

Total Participation: 120

Active Participant Numbers - FY 2022-2023								
	July 2022	August 2022	Sept 2022	Oct 2022	Nov 2022	Dec 2022	YTD Average	YTD Totals
<b>Aquatics</b>								
Open Swim, Patrons	2,174	671	-	-	-	-	1,423	2,845
Swimming Lessons	308	33	-	-	-	-	171	341
Pool Party Rental Participants	210	205	-	-	-	-	208	415
Desert Aquatics	70	70	-	-	-	-	70	140
<b>Programs</b>								
ASAP	-	232	240	238	240	236	237	1,186
Kids Kamp	197	197	-	60	-	122	144	576
<b>Hesperia BMX</b>								
Number of Participants	-	264	215	172	-	-	217	651
Full Memberships Purchased	-	13	23	12	-	-	16	48
One Day Free-Trial Membership	-	23	4	9	-	-	12	36
<b>Hesperia Civic Plaza Park</b>								
QR Fit Trail	6	-	-	-	-	-	6	6
<b>Epicentre</b>								
A2R Basketball Performance (5-6)	8	8	8	16	9	9	10	58
A2R Basketball Performance (7-9)	36	32	32	24	24	30	30	178
A2R Basketball Performance (10-12)	68	36	44	48	56	45	50	297
A2R Basketball Performance (13-17)	24	8	24	28	12	21	20	117
Open Center	305	323	262	202	256	379	288	1,727
Hip-Hop	68	64	104	72	85	76	78	469
Parent & Me Ballet	84	76	80	80	100	80	83	500
Hesperia Art Center	-	80	-	-	-	-	80	80
<b>Harrison Exhibit Hall</b>								
Visitors	7	6	8	8	1	4	6	34

Not in session/season indicated by -

Does not include "Passive" participants such as spectators, patrons enjoying the parks, etc.

Active Participant Numbers - FY 2022-2023								
	July 2022	August 2022	Sept 2022	Oct 2022	Nov 2022	Dec 2022	YTD Average	YTD Totals
<b>Hesperia Lake Park</b>								
Fishing	2,406	1,532	1,759	1,242	2,081	2,362	1,897	11,382
Picnic Participants	1,325	900	900	600	100	100	654	3,925
Number of Campers	610	263	534	256	243	102	335	2,008
Group Campers	66	23	41	16	44	48	40	238
EQ Campers	7	8	0	2	0	0	3	17
<b>Percy Bakker Community Center</b>								
Senior Nutrition	607	791	808	846	754	754	760	4,560
Pinochle	15	15	16	17	20	20	17	103
Fitness and Fun Monthly	64	90	99	72	80	72	80	477
Fitness and Fun (Walk-in)	72	53	57	75	68	58	64	64
Pool	226	270	259	259	223	223	243	243
Garden Club	33	26	41	30	29	29	31	188
Quilters	126	160	138	141	259	323	191	1,147
Line Dancing	3	65	28	40	24	24	31	184
S.W.I.M./Senior With Inquiring Minds	160	166	201	146	116	116	151	905
<b>Power Play Center</b>								
Pickleball	90	155	196	122	118	192	146	873
Admission	698	413	568	288	471	570	501	3,008
Power Play Rental Attendance	155	51	367	164	489	545	295	1,771
Ukulele Lessons	16	12	16	8	0	-	10	52
Roller Skating Lessons, Beginning	60	28	40	8	24	16	29	176
Roller Skating Lessons, Intermediate	4	8	8	8	8	12	8	48
<b>Lime Street Park Community Center</b>								
Basic Dog Obedience	12	-	-	-	-	-	12	12
Child Self-Defense	84	144	105	21	64	-	84	418
Self-Defense	21	8	8	16	7	-	12	60

Not in session/season indicated by -

Does not include "Passive" participants such as spectators, patrons enjoying the parks, etc.



### Active Participant Numbers - FY 2022-2023

	July 2022	August 2022	Sept 2022	Oct 2022	Nov 2022	Dec 2022	YTD Average	YTD Totals
<b>Rick Novack Community Center</b>								
Teen/ Adult Hip-Hop	15	25	12	-	20	12	17	84
A/Y Open Gym (VB)	132	114	128	107	109	76	111	666
Adult Open Gym (B)	15	26	18	9	20	9	16	97
Tap/Ballet	21	28	36	52	64	64	44	265
Belly Dance, Beginning	12	16	16	16	4	-	13	64
Belly Dance, Intermediate	-	8	20	12	-	-	13	40
Emerge Elite Basketball	17	-	-	-	-	-	17	17
Girls Volleyball	-	-	-	-	140	-	140	140
Jazz/Ballet	33	60	42	68	72	80	59	355
Karate, Beginning/Intermediate	153	176	176	160	191	196	175	1,052
Karate, Mini Tigers	116	158	84	80	144	128	118	710
Let's Dance!	32	44	48	40	-	-	41	164
Let's Dance! Private Lesson	0	0	1	-	-	-	0	1
Volleyball Training (1 day)	160	111	136	72	140	-	124	619
Volleyball Training (2 days)	152	171	160	160	180	-	165	823
Youth Open Gym (B)	20	9	23	11	34	27	21	124
<b>Therapeutic Programs (ROD)</b>								
Community Relief Supplies	1,305	1,207	1,095	1,183	914	707	1,069	6,411
Fun in the Sun at Lime Street Pool	292	-	-	-	-	-	292	292
Saturday Camp	80	100	112	88	75	87	90	542
Special Events	188	308	-	1,602	228	874	640	3,200
Sports	215	60	351	531	185	61	234	1,403
<b>Hesperia Community Park</b>								
Adult Softball Teams (Coed)	-	-	72	144	192	192	150	600
Adult Softball Teams (Mens)	-	-	96	240	288	288	228	912

Not in session/season indicated by -

Does not include "Passive" participants such as spectators, patrons enjoying the parks, etc.

Active Participant Numbers - FY 2022-2023								
	July 2022	August 2022	Sept 2022	Oct 2022	Nov 2022	Dec 2022	YTD Average	YTD Totals
<b>Timberlane Park</b>								
Best Friends	-	140	152	136	180	144	150	752
Itty Bits	-	91	136	136	90	99	110	552
Kinder Kids M/W	-	84	105	176	180	160	141	705
Tiny Tots M/W	-	104	126	128	128	96	116	582
Tiny Tots T/Th	-	77	80	96	99	64	83	416
<b>Facility Rental Guests</b>								
Percy Bakker Community Center	1,510	1,230	550	1,010	850	1,510	1,110	6,660
Lime Street Park Community Center	445	4	270	730	600	470	420	2,519
Rick Novack Community Center	90	0	90	190	325	170	144	865
John Swisher Community Center	440	420	120	600	260	120	327	1,960
Field Rentals	258	582	618	662	362	348	472	2,830
<b>Field/Facility User Participants</b>								
HYFL/Hesperia Trojans	-	-	550	149	149	-	283	848
National Little League	397	397	255	255	255	-	312	1,559
American Little League	390	390	321	321	321	-	349	1,743
AYSO Soccer	617	617	759	759	759	-	702	3,511
Hesperia Wranglers	75	75	75	75	75	75	75	450
<b>Special Events</b>								
Movies in the Park	1,700	-	-	-	-	-	1,700	1,700
Bobcat's Summer Concert Series	-	1,800	-	-	-	-	1,800	1,800
Hesperia Days	-	-	20,000	-	-	-	20,000	20,000
Hesperia Days 5k	-	-	800	-	-	-	800	800
Hesperia Days Rodeo	-	-	3,000	-	-	-	3,000	3,000
Hot Rod Halloween	-	-	-	6,000	-	-	6,000	6,000
Veterans Day Ceremony	-	-	-	-	300	-	300	300
Christmas Tree Lighting Ceremony	-	-	-	-	-	4,000	4,000	4,000
<b>TOTAL ACTIVE PARTICIPANTS</b>	<b>19,305</b>	<b>14,354</b>	<b>37,866</b>	<b>15,344</b>	<b>13,638</b>	<b>12,625</b>	<b>18,855</b>	<b>123,696</b>

Not in session/season indicated by -

Does not include "Passive" participants such as spectators, patrons enjoying the parks, etc.

**HESPERIA RECREATION AND PARK DISTRICT  
INTER-OFFICE MEMO**

**DATE:** JANUARY 4, 2023 **PHONE:** (760) 604-2234

**FROM:** MICHAEL VARNER, ADMIN OPERATIONS MANAGER  
Hesperia Recreation and Park District

**TO:** KYLE WOOLLEY, GENERAL MANAGER  
Hesperia Recreation and Park District

**SUBJECT:** MAINTENANCE REPORT FOR DECEMBER 2022

Listed below is a brief overview of maintenance completed in the month of DECEMBER 2022.

**Hesperia Civic Plaza Park**

- Finished set up for Christmas Tree Lighting Ceremony
- Christmas Tree Lighting Ceremony
- Clean up around area for Christmas Tree Lighting Ceremony

**Corona Center (Power Play Center)**

- Finish installing 6" black rubber base molding along the outside of gym floor
- Repaired gym floor of holes and broken tiles
- New vending machine delivered and functioning
- Repaired leaking toilet

**Hesperia Community Park**

- Removed and stump grinded fallen trees
- Replaced two 12" sprinkler heads
- Baseball field prep.

**Hesperia Lake Park**

- Re- installed knocked over pillar logs
- Cleaned out outlet stream
- Painting of pillar logs around park
- Cleaned out fire and BBQ pits
- Raked and picked up leaves
- Cleaned up around maintenance yard area
- Repaired 2" irrigation main line

**Lime Street Park and Community Center**

- Set up for events
- Removed and stump grinded fallen trees
- Batteries changed out for alarm system (windows and doors)

**Live Oak Park**

- Routine maintenance
- Clean out of storage room area located in restroom

**Maple Park**

- Replaced one 2" valve
- Replaced three 6" sprinkler heads

**Malibu Park**

- Routine maintenance

**Percy Bakker Community Center**

- Set ups for events
- Clean up around outside for Christmas parties

**Palm Street Park/Rick Novack Community Center**

- Reorganized janitorial/storage closet
- Repair of irrigation main water line
- Repair of three valves
- Replaced three sprinklers

**Timberlane Park**

- Irrigation checks
- Re-painted red curb
- Cleaned up caretaker area
- Trimmed branches away from caretaker house roof
- Re-set foul poles to proper position

**Contracted Maintenance**

- Focus more on LMD clean up
- Focus more on trimming bushes and trees
- Focus more on trimming of trees, per contracted height

**HESPERIA RECREATION AND PARK DISTRICT  
INTER-OFFICE MEMO**

**DATE:** JANUARY 18, 2023 **PHONE:** (760)244-5488

**FROM:** SZ SERGIO ZEPEDA, PARK RANGER  
Hesperia Recreation and Park District

**TO:** KYLE WOOLLEY, GENERAL MANAGER  
Hesperia Recreation and Park District

**SUBJECT:** MONTHLY RANGER REPORT, DECEMBER 2022

Activity	Reporting Month Quantity	Previous Month Quantity
<b>Calls for Service</b>	2	3
<b>Community Contacts</b>	88	250 (approx.)
<i>After Hours Contacts</i>	48	54
<i>Juvenile Contacts</i>	300+	8
<b>Assist Local Agency</b>	0	0
<b>Administrative Citation</b>	3	6
<b>Special Event(s)</b>	5	1

Monthly Ranger Hours	119
Park Ranger Training Officer Hours	0
<i>Total Program Hours</i>	119

**Additional Information:**

12/1/2022, Hesperia Civic Plaza Park – Attended Christmas Tree Lighting Ceremony

12/3/2022, Lime Street Park, 13:47 - Park Ranger observed three vehicles parked in the fire lane. Citation was issued.

12/3/2022, Live Oak Park, 10:28 - Park Ranger observed two individuals trespassing after hours. Both were issued a citation.

12/8/2022, Rancho Simi Valley - Chief Ranger and General Manager met with Ranger Program regarding day to day activities.

12/13/2022, Hesperia Community Park - 19:45 - Audible alarm at the north side snack bar. Unfounded.

12/16/2022, Hesperia Unified School District Elementary Schools - Participated in the Jolly Parade.

12/17/2022, Hesperia Lake Park, 12:00 - 20:00 - OHV enforcement with San Bernardino County Sheriffs.

12/19/2022. Hesperia Community Park, 21:00 - Audible alarm at the north side snack bar. Unfounded.

12/22/2022, Various Locations in Hesperia - 16:00 to 18:00 - Santa helper event.

12/31/2022, Hesperia Lake Park, 12:00-20:00 - OHV enforcement with San Bernardino County Sheriffs.

**HESPERIA RECREATION AND PARK DISTRICT  
INTER-OFFICE MEMO**

**DATE:** January 4, 2023

**PHONE:** (760) 244-5488

**FROM:** ~~KN~~ AUDREY WILLIS, ADMINISTRATIVE ASSISTANT  
Hesperia Recreation and Park District

**TO:** KYLE WOOLLEY, GENERAL MANAGER  
Hesperia Recreation and Park District

**SUBJECT:** DISTRICT MARKETING UPDATE FOR DECEMBER 2022

**Listed below is a brief overview of marketing-related items.**

**Website** – The District’s website was visited 17,475 times (-885 from previous month, +4,103 from last year) during the month with a total of 11,379 unique people (+235 from previous month). A total of 14,630 website visits were conducted on mobile devices or tablets (-510 from previous month), which equates to 84% (+2% from last month) of our website traffic.

We can also track which city our website visitors are coming from:

1. Los Angeles	3,577 visits	6. Apple Valley	334 visits
2. Hesperia	1,613 visits	7. San Juan	145 visits
3. Victorville	993 visits	8. Phelan	114 visits
4. San Diego	699 visits	9. San Jose	108 visits
5. Location Unknown*	691 visits	10. San Bernardino	102 visits

\*Location data was not captured due to visitors using a browser that doesn’t allow for analytics to determine its IP address.

The top five (5) webpages visited on the website were:

1. HUSD Student Calendar	6,377 pageviews (22%)
2. Homepage	4,432 pageviews (15%)
3. Hesperia Lake Park	3,908 pageviews (13%)
4. Youth & Adult Sports	1,687 pageviews (6%)
5. Power Play Center	1,454 pageviews (5%)

**RecMail/Constant Contact** – Staff continues to send out flyers/announcements via RecMail. Our number of RecMail registrants consists of 4,673 people (+12 from previous month).

**News Releases** – Staff continues to send out news releases to promote District programs and events. News Releases are available to view online at any time at <https://www.hesperiaparks.com/press-releases>.

**Facebook** – Staff continues to monitor the District’s Facebook account, posting flyers and information.

- @HesperiaParks, the District’s page, had 10,901 “followers” (+23 from previous month) from the top cities of Hesperia, Victorville, Apple Valley, Adelanto, and Oak Hills. 77% of our Facebook fans are female and 46% are in the 25-44 age range.
- @HesperiaLakePark, Hesperia Lake Park’s page, had 13,512 “followers” (+95 from previous month) from the top cities of Hesperia, Victorville, Apple Valley, Los Angeles, and San Bernardino. 54% are female and 30% are in the 25-44 age range.

**Instagram** – The following numbers were captured at the end of the month:

- @HesperiaParks Instagram page had a total of 2,398 followers (+56 from previous month) from the top cities of Hesperia, Victorville, Apple Valley, Oak Hills, and Adelanto. 68.5% of the followers were female and 74% were in the 25-44 age range.
- @TheRealHesperiaLakePark Instagram page had a total of 3,948 followers (+231 from previous month) from the top cities of Hesperia, Victorville, Apple Valley, Los Angeles, and San Bernardino. 71.5% of the followers were male and 70.3% were in the 25-44 age range.

**Harrison Exhibit Center** – The following numbers were captured at the end of the month:

- The Harrison Exhibit Center geocache had 3 visitors.
- The Hesperia Historical Preservation Group Facebook page had 228 likes.



**HESPERIAPARKS.com**



**REGULAR JOINT MEETING OF THE  
HESPERIA RECREATION AND PARK DISTRICT  
AND THE  
HESPERIA AREA RECREATION DISTRICT FOUNDATION BOARD MEMBERS**

**Thursday, January 26, 2023 - 6:00 p.m.  
Lime Street Park Community Center  
16292 Lime Street, Hesperia, CA 92345**

**MINUTES**

**CALL TO ORDER**

Meeting was called to order at 6:01 p.m. by Chair Member Drylie.

**ROLL CALL**

Committee: Roberts, Gonzalez  
Foundation: Drylie Blocker, Hill, Gingerich  
Daugherty (arrived at 6:10 p.m.)  
District Staff: Woolley, Garcia  
Other: None

**FLAG SALUTE**

Member Gingerich led the flag salute.

**MESSAGE TO THE PUBLIC/PUBLIC COMMENT**

None.

**COMMUNICATIONS**

None.

**DISCUSSION/ACTION ITEMS**

**a. Approval of November 17, 2022, Meeting Minutes**

1. Motion made by Vice Chair Member Blocker to approve the minutes, seconded by Member Hill. The motion passed by the following vote:

**AYES:** Drylie, Blocker, Hill, Gingerich  
**NOES:** None  
**ABSENT:** Daugherty  
**ABSTAIN:** None

**b. Approve Change to Bank Account Signers**

HARD Foundation Accounts

Desert Community Bank	Checking Account	xxxxx6501
Desert Community Bank	Savings Account	xxxxx3311
Desert Community Bank	CD Account	xxxxx6526

**Current Signers:**

Kyle Woolley – Executive Director/General Manager  
Amber Darling – Finance Manager  
Gary Drylie – HARD Foundation Board Member  
James Roberts – HRPD Board Member

**Reflected Changes** - authorized signers for the HARD Foundation accounts:

Kyle Woolley – Executive Director/General Manager  
Gary Drylie – HARD Foundation Board Member  
James Roberts – HRPD Board Member  
Michael Varner – Administrative Operations Manager – Parks  
Karabeth Garcia – Executive District Clerk

1. Motion made by Member Hill to approve the bank account signers as presented, seconded by Member Gingerich. The motion passed by the following vote:

**AYES:** Blocker, Hill, Gingerich, Drylie  
**NOES:** None  
**ABSENT:** Daugherty  
**ABSTAIN:** None

Member Daugherty arrived at 6:10 p.m.

**c. Rick Novack High School Scholarship**

1. The Board discussed options for the future of the scholarship.
2. Motion made by Vice Chair Member Blocker to ask the District Board of Directors to increase the scholarship fund to \$4,800, keep the schools at two per category, and incorporate charter and homeschools into the small school category, seconded by Member Gingerich. The motion passed by the following vote:

**AYES:** Hill, Gingerich, Daugherty, Drylie, Blocker  
**NOES:** None  
**ABSENT:** None  
**ABSTAIN:** None

**d. Event Ad Hoc Committee**

1. The Board discussed upcoming special events and the fundraising opportunities.
2. Vice Chair Member Blocker updated the Board on the progress of the Hesperia Days Rodeo planning, including sponsorships and vendors.
3. Motion made by Chair Member Drylie to appoint Vice Chair Member James Blocker to the Event Ad Hoc Committee, seconded by Member Daugherty. The motion passed by the following vote:

**AYES:** Gingerich, Daugherty, Drylie, Blocker, Hill  
**NOES:** None  
**ABSENT:** None  
**ABSTAIN:** None

4. Motion made by Member Daugherty to volunteer as a second representative on the Event Ad Hoc Committee, seconded by Vice Chair Member Blocker. The motion passed by the following vote:

**AYES:** Daugherty, Drylie, Blocker, Hill, Gingerich  
**NOES:** None  
**ABSENT:** None  
**ABSTAIN:** None

**e. Preservation Committee Update**

1. Chair Member Drylie highlighted: Victor Valley Museum event; Facebook activity; Trivia game; Geochaching; Museum Donations; Online donations; Grant funding from Lowe's; Fenced area at the Harrison Exhibit Center; and Storage at Hesperia Lake Park.
2. Vice Chair Member Blocker invited the Board to the California Department of Fish and Wildlife's festival at Prado Park on June 10<sup>th</sup>.
3. Member Hill commented that the Citizen Patrol may have valuable historical information and suggested getting in contact.

**DISTRICT FOUNDATION COMMITTEE**

**a. District Board Report**

1. Vice President Roberts reported the District Board recently adopted new Mission and Vision statements, along with Core Values. The District is working with a marketing firm on strategies regarding rebranding and the website.
2. The Board and Committee discussed highlighting the distinction of the District as its own agency, and the HARD Foundation in general.

**b. Comments**

1. Mr. Woolley informed the Board that the District Board will be making their HARD Foundation Board appointments at their next regular meeting.

**STAFF REPORTS**

**a. Programs/Events/Activities Handouts**

1. Mr. Woolley highlighted the Easter Egg Hunt and event budgets.

**b. Comments**

1. Chair Member Drylie expressed he has been doing research on the History of Hesperia Lake.

2. The Board discussed more photo opportunities at the lake.

#### **FOUNDATION CHAIR'S COMMENTS**

- a. Chair Member Drylie expressed he is pleased with the progress of the museum and the online response.

#### **FOUNDATION MEMBERS' COMMENTS**

- a. Member Daugherty attended the Victor Valley Museum's event. It was a great event but wished there was a larger turnout. She invited the Board to California Days at Calico where she will be performing.
- b. Vice Chair Member Blocker - none.
- c. Member Gingerich - none.
- d. Director Gonzalez requested the final numbers for the Hesperia Days Rodeo 2022, and is pleased with the event. Everyone is benefitting from it. He thanked Vice Chair Member Blocker for his work on the event, and Chair Member Drylie for all the work he does.
- e. Vice Chair Member Blocker suggested reducing the fees at the Val Shearer Arena to allow for more schools and groups to use it, which in turn builds the name.
- f. Director Roberts commented the Board is doing a good job. He suggested giving the museum a facelift to bring attention to it from Main Street.

**ADJOURNMENT** - Meeting was adjourned at 7:57 p.m.

**HESPERIA RECREATION AND PARK DISTRICT  
BOARD OF DIRECTORS  
SAFETY, SECURITY, AND MAINTENANCE COMMITTEE MEETING  
Thursday, January 19, 2023 - 3:30 p.m.  
Live Oak Park  
17427 Live Oak Street, Hesperia, CA 92345**

**MINUTES**

**Call to Order**

Meeting was called to order at 3:35 p.m. by Vice President Roberts.

**A. Attendance**

Board Committee Members: Roberts, Aguilar  
District Staff: Varner, Garcia, Chavez  
Guests: None

**Message to the Public/Public Comment**

None.

**Flag Salute**

The Flag Salute was led by Chief Ranger Chavez.

**Discussion/Action Items**

**B. Park Ranger Report**

- Chief Ranger Chavez reported on the following: Christmas Tree Lighting Ceremony; and Contacts and citations have been lower due to the colder weather.

**C. Maintenance Report**

- Mr. Varner reported on the following: Installed and moved fan at Power Play Center party room; Changed lights at Epicentre; Weed abatement at Hesperia Community Park; Repaired roof at Percy Bakker Center; Painted restrooms and trim and replaced trash cans at Live Oak Park; Placed new trash cans at the John Swisher Community Center; and the Custodial Coordinator is organizing and cleaning up at all facilities.

**D. Traffic Enforcement and Safety Awareness Implements**

- Chief Ranger Chavez updated the Committee on the development of more traffic control measures.

**E. Live Oak Park Walk-Through**

- The Committee discussed the following topics: Concrete replacement; Roots in the chip area; BMX operations; Snack bar operations; Bathrooms and trim painted; Cameras; Storage area; New lighting; Grass looks good; Fence is repaired; Playground chips; Upcoming painting at Timberlane Park and Lime Street Park Kids Kamp house; and field rentals.

**Adjournment** - Meeting was adjourned at 3:58 p.m.

**HESPERIA RECREATION AND PARK DISTRICT  
BOARD OF DIRECTORS  
PERSONNEL COMMITTEE MEETING  
Wednesday, January 18, 2023 – 5:15 p.m.  
Lime Street Park Community Center, 16292 Lime Street, Hesperia, CA 92345**

**MINUTES**

**CALL TO ORDER**

Meeting was called to order at 5:16 p.m. by Director Irish.

**A. Attendance**

Board Committee Members: Irish, Gregg  
District Staff: Woolley, Willis  
Guests: None

**MESSAGE TO THE PUBLIC/PUBLIC COMMENT**

- No public comment made.

**DISCUSSION/ACTION ITEMS**

**B. Discuss Organizational Chart**

- A draft of a new organizational chart was reviewed and included positions such as Assistant General Manager, Administrative Assistant, and Recreation Program Assistant. Mr. Woolley explained what the potentially added positions' roles would be.

**C. Discuss Exit Interviews**

- Committee discussed the strategy and reasoning for an exit interview of individuals leaving the District.

**ADJOURNMENT**

Meeting was adjourned by Director Irish at 6:17 p.m.

**HESPERIA RECREATION AND PARK DISTRICT  
BOARD OF DIRECTORS  
FINANCE COMMITTEE MEETING  
Monday, January 9, 2023 – 5:15 p.m.  
Lime Street Community Center, 16292 Lime Street, Hesperia, CA 92345**

**MINUTES**

**CALL TO ORDER**

Meeting was called to order at 5:16 p.m. by President Gregg.

**A. ATTENDANCE**

MEMBERS PRESENT: Gregg, Irish

STAFF PRESENT: Woolley, Garcia, Varner, Darling, Hauser, Willis

GUESTS PRESENT: None

**FLAG SALUTE**

The flag salute was led by President Gregg.

**MESSAGE TO THE PUBLIC/PUBLIC COMMENT**

None.

**DISCUSSION ITEMS**

**B. Current Finance Update**

- Committee viewed and discussed the budget report including District and Foundation revenue.

**C. Discuss the Finding of Need to Carry Forward Unspent 2017 Development Impact Fees**

- Committee reviewed the 2017 Development Fees report from the December 27<sup>th</sup> Special Board Meeting.

**ADJOURNMENT**

Meeting was adjourned by Director Gregg at 5:56 p.m.

**HESPERIA RECREATION AND PARK DISTRICT  
BOARD OF DIRECTORS  
EVENT AD HOC COMMITTEE MEETING  
Thursday, January 5, 2023 - 5:30 p.m.  
Lime Street Park  
16292 Lime Street, Hesperia, CA 92345**

**MINUTES**

**Call to Order**

Meeting was called to order at 5:30 p.m. by Vice President Irish.

**A. Attendance**

Board Committee Members: Irish, Aguilar, Blocker  
District Staff: Woolley, Garcia, Chavez, Hauser  
Guests: None

**Flag Salute**

The Flag Salute was led by President Aguilar.

**Message to the Public/Public Comment**

None.

**Discussion/Action Items**

**B. 2023 Special Event Overview**

- The Committee reviewed the proposed special events, creative ideas for them, and potential fundraising opportunities including: Easter Egg Hunt, Movies in the Park, Bobcat Summer Concert Series, Hesperia Days, Hesperia Days Rodeo, Hot Rod Halloween, Christmas Tree Lighting Ceremony, and other co-sponsored events.

**Adjournment** - Meeting was adjourned at 6:44 p.m.



**ASBCSD**

P.O. Box 400654  
Hesperia, CA 92340  
760-680-9666

[sd.sec@foxbank.org](mailto:sd.sec@foxbank.org)

**President:**

Ron Coats

**Vice President:**

T. Milford Harrison

**Secretary/Treasurer:**

Randall Reed

**Director:**

Bob Stadum

**Director:**

Lonni Granlund

**Director:**

Melody McDonald

**Director:**

Kelly J. Gregg

**Administrative Secretary:**

Natalie Hall

**Member Challenge:**

*Bring someone new!  
Bring a Board Member,  
employee or someone  
from another Special  
District to the meeting!*

**Make checks payable  
to:**

ASBCSD  
**Attention:**  
**Natalie Hall**  
PO Box 400654  
Hesperia, CA 92340-0654

**\*Include names of  
attendees with your  
payment**

**SitelogiQ**

will be hosting the February 27, 2023 Membership Meeting at:

**Conference Center at Bear Springs Hotel**

**27959 Highland Avenue**

**Highland, CA 92346**

**The social hour will begin at 6:00 pm with a call to order at 6:30 pm**

**Menu****Dinner Buffet:**

Lemon Pepper Chicken, Salad, Vegetables, Potatoes, Dinner  
Rolls, and Dessert

Water and Iced Tea service

**\*\*vegetarian option available upon RSVP request**

**Cost: \$ 36.00 per person**

**Topic:****Electrification:**

***Mandates, Challenges, and Cash!***

**Speakers:**

Josh Steeber: SitelogiQ

Jeff Land: Oppenheimer

**RSVP deadline: February 17, 2023**

**To: Kara Garcia at [kgarcia@hesperiaparks.com](mailto:kgarcia@hesperiaparks.com)**

**or (760) 244-5488 ext. 139**

**District/Associate Attendee**

- ✓ *Payment Due – February 27, 2023*
- ✓ *Please make your reservation by the deadline.*
- ✓ *You will be billed for the dinner if your cancellation is not received prior to the deadline.*
- ✓ *A \$2.00 surcharge will be applied if payment is not received after 30 days of the meeting.*



January 28, 2023

Dear Special Districts Members,




We trust that your organizations are doing well and have started the New Year strong. We just had our first meeting of the year last week, hosted by Cucamonga Valley Water District. The meeting was well attended. I wanted to take a moment and remind members about our scholarship. The annual scholarship award allows students to receive a onetime cash award to help with their studies. The prizes range from \$500.00 to \$1000.00. The deadline is March 31, 2023. Please feel free to reach out to our Admin. Assistant, Natalie Hall, if you have any questions or would like an application.

Sincerely,

Randall Reed, ASBCSD Secretary/Treasurer





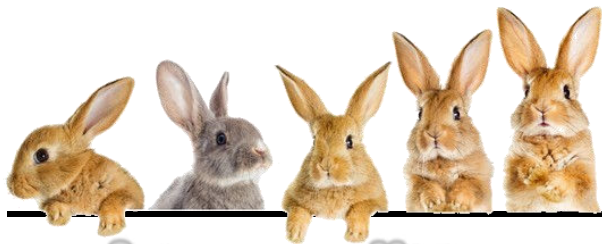
# February 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6 5:30 pm Event Ad Hoc Committee Meeting	7 3:00 pm Development Committee Meeting	8 6:00 pm District Board Meeting	9	10	11
12	13	14 Valentine's Day 	15 3:30 pm Tri-Agency Committee Meeting	16 3:30 pm Safety, Security, & Maintenance Committee Meeting	17 3:30 pm Historical Preservation Committee Meeting	18
19	20 President's Day <i>District Offices Closed</i>	21	22	23 6:00 pm Foundation Meeting	24	25
26	27 6:00 pm ASBCSD Bear Springs Hotel <i>Highland</i>	28				

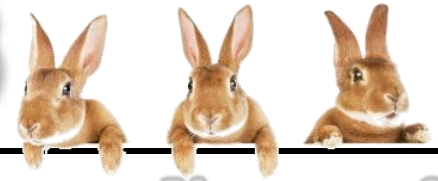


# March 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6 5:30 pm Event Ad Hoc Committee Meeting	7	8 6:00 pm District Board Meeting	9	10	11
12	13	14	15	16 3:30 pm Safety, Security, & Maintenance Committee Meeting	17 St. Patrick's Day 3:30 pm Historical Preservation Committee Meeting	18 10:00 am High Desert Pirate Faire <i>Hesperia Lake Park</i>
19 10:00 am High Desert Pirate Faire <i>Hesperia Lake Park</i>	20 6:00 pm ASBCSD	21	22	23 6:00 pm Foundation Meeting	24	25
26	27	28	29	30	31	



# April 2023



Sun

Mon

Tue

Wed

Thu

Fri

Sat

						1
2	3 5:30 pm Event Ad Hoc Committee Meeting	4	5	6	7	8 10:00 am Easter Egg Hunt <i>Hesperia Community Park</i>
9 Easter 	10	11	12 6:00 pm District Board Meeting	13	14	15
16	17 6:00 pm ASBCSD	18	19	20 3:30 pm Safety, Security, & Maintenance Meeting	21 3:30 pm Historical Preservation Committee Meeting	22
23/30	24	25	26	27 6:00 pm Foundation Meeting	28	29 