

# REGULAR JOINT MEETING OF THE HESPERIA RECREATION AND PARK DISTRICT FOUNDATION COMMITTEE AND HESPERIA AREA RECREATION DISTRICT FOUNDATION BOARD MEMBERS AGENDA

James Blocker Chair
Gary "Griz" Drylie Vice Chair
Carol Hill Board Member
Rebecca Daugherty Board Member
Amanda Gingerich Board Member

Kyle Woolley General Manager

## HESPERIA RECREATION AND PARK DISTRICT

Thursday, June 22, 2023 – 6:00 p.m. Lime Street Park Community Center, 16292 Lime Street, Hesperia, CA 92345

## **CALL TO ORDER**

## **ROLL CALL**

- a. Committee
- b. Foundation

## **FLAG SALUTE**

#### MESSAGE TO THE PUBLIC/PUBLIC COMMENT

Welcome to this Joint Meeting of the Hesperia Recreation and Park District Foundation Committee and the Hesperia Area Recreation District Foundation Board Members. The Committee/Foundation encourages public participation. If you desire to address the Committee/Foundation on any Committee/Foundation 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 presiding officer. When called upon, please come forward, and state your name and address, if you wish, before addressing the Committee/Foundation. Please limit your comments to five minutes per speaker.

Please note that if you address the Committee/Foundation on items NOT on the Agenda, the Brown Act does not allow discussion of such items. Therefore, the Committee/Foundation 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.

#### **COMMUNICATIONS**

## **DISCUSSION/ACTION ITEMS**

- a. Approval of May 25, 2023, Meeting Minutes
- b. Foundation Budget Update
- c. HARD Foundation Mission and Vision Statements

- d. Event Ad Hoc Committee Update
- e. Preservation Committee Update

## DISTRICT FOUNDATION COMMITTEE

- a. District Board Report
- b. Comments

## **STAFF REPORTS**

- a. Programs/Events/Activities Handouts
- b. Comments

# FOUNDATION CHAIR'S COMMENTS

## FOUNDATION BOARD MEMBERS' COMMENTS

# **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 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.

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.

# REGULAR JOINT MEETING OF THE HESPERIA RECREATION AND PARK DISTRICT AND THE

# HESPERIA AREA RECREATION DISTRICT FOUNDATION BOARD MEMBERS

Thursday, May 25, 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 6:00 p.m. by Chair Member Blocker.

## **ROLL CALL**

Committee: Roberts, Aguilar

Foundation: Gingerich, Drylie, Blocker, Hill

District Staff: Woolley, Garcia, Zepeda

Other: None

#### FLAG SALUTE

Member Hill led the flag salute.

# MESSAGE TO THE PUBLIC/PUBLIC COMMENT

None.

## **COMMUNICATIONS**

None.

# **DISCUSSION/ACTION ITEMS**

# a. Approval of April 27, 2023, Meeting Minutes

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

**AYES:** Drylie, Blocker, Hill, Gingerich

NOES: None
ABSENT: Daugherty
ABSTAIN: None

## b. Foundation Budget Update

1. Mr. Woolley presented the new budget format which shows less line items, though they are still tracked and reported in detail to illustrate trends and status throughout the fiscal year.

# c. Events Ad Hoc Committee Update

1. Chair Member Blocker highlighted that Movies in the Park is coming up fast and the beer tent needs to be finalized.

- 2. The Hesperia Days Rodeo planning is coming along. Equipment is secured, just working on lighting. Sponsorships are coming in steadily, and bigger sponsorships need to be finalized by August. The community is excited.
- 3. The May Event Ad Hoc Committee meeting was held at Power Play Center where ideas for renovation and future use of the facility as an event center were discussed.

# d. Preservation Committee Update

- 1. Vice Chair Member Drylie reported on the following: recent fundraiser for the museum; geocache box installation and funding; Jr. Historian program; outdoor display area; and an open house for next year.
- 2. Mr. Woolley added that a POS system will help tremendously across all systems, even showing when to hold events.

## DISTRICT FOUNDATION COMMITTEE

# a. District Board Report

- 1. Vice President Roberts reported on the CSDA Legislative Days and CARPD conferences where he learned valuable information and ideas including awards for staff, increasing morale, and quarterly awards for departments. The District Board approved new logos which will be implemented in the coming weeks.
- 2. Director Aguilar reported that the District Board approved a new salary schedule, set goals for the District including an iconic photo opportunity at each park, and continue grant seeking. He recommended using AI to write grants. The District swore in two new Park Rangers, Ben Caporale and Reginold Cole.
- 3. Mr. Woolley added that he is working on the restructuring of the District with new job descriptions, titles, and organizational chart.

#### b. Comments

- 1. Member Hill commented that the new positions have come from growth over the years and that staff would include one person doing a lot of duties.
- 2. Chair Member Blocker expressed that he likes the new logos.

# STAFF REPORTS

# a. Programs/Events/Activities Handouts

1. Mr. Woolley highlighted the following: upcoming meetings; energy improvements; reworking the budget; improved tracking of programs and activity revenue; and new development including a proposed skate park at Palm Street Park.

#### b. Comments

- 1. Chair Member Blocker inquired about the splash pad.
- 2. Vice Chair Member Drylie inquired about the Master Plan, and the agreement for Hesperia Lake Park.

#### FOUNDATION CHAIR'S COMMENTS

a. Chair Member Blocker thanked Ms. Garcia and Ms. Willis for their work on the rodeo, and Mr. Woolley for his support. He reported that he presented the scholarship at Sultana High School.

# FOUNDATION MEMBERS' COMMENTS

- a. Member Gingerich commented on the process for getting the checks and certificates for the scholarships to the schools, and suggested cornhole or horseshoe tournaments.
- b. Member Hill highlighted meeting dates on the Board calendar.
- c. Vice Chair Member Drylie expressed that he is thrilled with the staff, and that they are enhancing and improving things, making them easier and more effective. It's fabulous to see the new trucks.

ADJOURNMENT - Meeting was adjourned at 7:26 p.m.



| Hesperia Area Recreation District Foundation | Pro                   | posed FY23/24<br>Budget |
|--|-----------------------|-------------------------|
| General Administration                       |                       |                         |
| Revenue                                      | \$                    | 42,500.00               |
| Services & Supplies                          | ψ                     | (163,350.00)            |
| Total  | \$<br><b>\$</b>       | (120,850.00)            |
| Historical Preservation                      |                       |                         |
| Revenue                                      | \$                    | 200.00                  |
|  | Ф<br>\$               | (6,850.00)              |
| Services & Supplies  Total                   | φ<br><b>\$</b>        | (6,650.00)              |
|  | •                     | (0,000.00)              |
| Foundation (Rick Novack Scholarships)        |                       |                         |
| Revenue                                      | \$                    | 900.00                  |
| Services & Supplies                          | \$                    | (4,500.00)              |
| Total  | \$                    | (3,600.00)              |
| Contract Classes                             |                       |                         |
| Revenue                                      | \$                    | 90,000.00               |
| Services & Supplies                          | \$<br>\$<br><b>\$</b> | (61,600.00)             |
| Total  | \$                    | 28,400.00               |
| Facility Rentals                             |                       |                         |
| Revenue                                      | \$                    | 150,000.00              |
| Services & Supplies                          |                       | (25,000.00)             |
| Total  | \$<br><b>\$</b>       | 125,000.00              |
| Special Events Total                         |                       |                         |
| Revenue                                      | \$                    | 45,350.00               |
| Services & Supplies                          | \$                    | (354,550.00)            |
| Total  | \$<br>\$<br><b>\$</b> | (309,200.00)            |
|  | •                     | (000,=0000)             |
| Hesperia Lake                                |                       |                         |
| Revenue                                      | \$                    | 595,000.00              |
| Services & Supplies                          | \$<br><b>\$</b>       | (436,000.00)            |
| Total  | \$                    | 159,000.00              |
| Youth Sports                                 |                       |                         |
| Revenue                                      | \$                    | 91,250.00               |
| Services & Supplies                          | \$                    | (43,300.00)             |
| Total  | \$<br><b>\$</b>       | 47,950.00               |

| Sport User Group                               |                 |  |
|--|-----------------|--|
| Revenue<br>Services & Supplies<br><b>Total</b> | \$<br><b>\$</b> | 31,000.00<br>(12,000.00)<br><b>19,000.00</b> |
| lotai  | Ψ               | 13,000.00                                    |
| Adult Sports                                   |                 |  |
| Revenue  | \$<br>\$        | 35,350.00                                    |
| Services & Supplies                            | \$              | (10,000.00)                                  |
| Total  | \$              | 25,350.00                                    |
| Skating  |                 |  |
| Revenue  | \$              | 48,000.00                                    |
| Services & Supplies                            | \$              | (18,000.00)                                  |
| Total  | \$              | 30,000.00                                    |
| ASAP   |                 |  |
| Revenue  | \$              | 150,000.00                                   |
| Services & Supplies                            | \$              | (10,000.00)                                  |
| Total  | \$              | 140,000.00                                   |
| Kids Kamp                                      |                 |  |
| Revenue  | \$              | 41,000.00                                    |
| Services & Supplies                            | \$<br><b>\$</b> | (32,600.00)                                  |
| Total  | \$              | 8,400.00                                     |
| Aquatics                                       |                 |  |
| Revenue  | \$              | 33,000.00                                    |
| Services & Supplies                            | \$              | (4,000.00)                                   |
| Total  | \$              | 29,000.00                                    |
| Overall Revenue                                | \$              | 1,353,550.00                                 |
| Overall Services & Supplies                    | \$              | (1,181,750.00)                               |
| Grand Total                                    | \$              | 171,800.00                                   |

# <u>Hesperia Area Recreation District Foundation Board</u> <u>Mission Statement</u>

To act in an advisory capacity to the Hesperia Recreation and Park District Board of Directors and to help foster communication and cooperation between citizens, institutions, special interest groups, and District personnel in order to help the District provide maximum recreation opportunities, services, and park facilities for the residents of the Hesperia Recreation and Park District.

# June 2023

| Sun  | Mon   | Tue | Wed                                  | Thu  | Fri   | Sat   |
|--|---|-----|--------------------------------------|--|---|---|
| HESPERIA Recreation & Park District Serving the Community Since 1957 |   |     |                                      | 1  | 2   | 3   |
| 4  | 5   | 6   | 3:30 pm Tri-Agency Committee Meeting | 5:30 pm<br>Event Ad Hoc                                  | 9   | 10  |
| 11   | 12  | 13  | 6:00 pm District Board Meeting       | 3:30 pm<br>Safety, Security,<br>& Maintenance<br>Meeting | 3:30 pm Historical Preservation Committee Meeting | 17  |
| Father's Day   | 6:00 pm ASBCSD The Roost Sports Café Yucca Valley | 20  | 21                                   | 6:00 pm<br>Foundation<br>Meeting                         | 23  | 24  |
| 25   | 26  | 27  | 28                                   | 29   | 30  | HESPERIA<br>Area Recreation District Foundation |

# July 2023

| Sun   | Mon  | Tue   | Wed                            | Thu  | Fri   | Sat   |
|-------|--|---|--------------------------------|--|---|---|
|       | HESPERIA Recreation & Park District Serving the Community Since 1957 | HESPERIA<br>Area Recreation District Foundation |                                |  |   | Dusk Movies in the Park - Top Gun: Maverick Hesperia Civic Plaza Park                 |
| 2     | 5:30 pm<br>Event Ad Hoc  | Independence Day District Offices Closed        | 5                              | 6  | 7   | 8 Dusk Movies in the Park - Minions: Rise of Gru Hesperia Civic Plaza Park            |
| 9     | 10   | 11  | 6:00 pm District Board Meeting | 13   | 14  | Dusk Movies in the Park - Elf Hesperia Civic Plaza Park                               |
| 16    | 6:00 pm ASBCSD Percy Bakker Community Center, Hesperia               | 18  | 19                             | 3:30 pm<br>Safety, Security,<br>& Maintenance<br>Meeting | 3:30 pm<br>Historical<br>Preservation<br>Committee<br>Meeting | 22 Dusk Movies in the Park - Puss in Boots: The Last Wish Hesperia Civic Plaza Park   |
| 23/30 | 24/31  | 25  | 26                             | 6:00 pm Foundation Meeting                               | 28  | 29 Dusk Movies in the Park - Black Panther: Wakanda Forever Hesperia Civic Plaza Park |

# August 2023

| Sun  | Mon                             | Tue                                   | Wed                                  | Thu  | Fri  | Sat   |
|--|---------------------------------|---------------------------------------|--------------------------------------|--|--|---|
| HESPERIA Recreation & Park District Recreation & |                                 | 1                                     | 2                                    | 3  | 4 5:30 pm Bobcat's Summer Concert Series - Skynard & Frynds Hesperia Civic Plaza Park                                      | 5   |
| 6  | 5:30 pm<br>Event Ad Hoc         | 8                                     | 6:00 pm District Board Meeting       | 10   | 11 5:30 pm Bobcat's Summer Concert Series - Blue Henrys Hesperia Civic Plaza Park  | 12  |
| 13   | 14                              | 15                                    | 3:30 pm Tri-Agency Committee Meeting | 3:30 pm<br>Safety, Security,<br>& Maintenance<br>Meeting | 18 3:30 pm Historical Preservation Committee 5:30 pm Bobcat's Summer Concert Series - B. oK Band Hesperia Civic Plaza Park | 19  |
| 20   | 6:00 pm<br>ASBCSD               | 22                                    | 23                                   | 6:00 pm<br>Foundation<br>Meeting                         | 5:30 pm  Bobcat's Summer  Concert Series -  Southern Spirit  Hesperia Civic  | 26  |
| 27   | CSDA Annual Conference Monterey | CSDA Annual<br>Conference<br>Monterey | CSDA Annual Conference Monterey      | CSDA Annual Conference Monterey                          |  | HESPERIA<br>Area Recreation District Foundation |

**DATE:** June 1, 2023 **PHONE:** (760) 244-5488

FROM: JJ JUDY TRENHOLM, STAFF ASSISTANT

Hesperia Recreation and Park District

TO: KYLE WOOLLEY, GENERAL MANAGER

Hesperia Recreation and Park District

**SUBJECT:** RECREATION UPDATE FOR APRIL 2023

## ASAP - AFTER SCHOOL ACTIVITIES PROGRAM

o 274 Registered Participants (-5 from last month, -22 from previous year)

| School Site    | Open<br>2022/2023<br>Number of<br>Sites | Average<br>Weekly Paid<br>per School<br>for April<br>2023 | 2022/2023<br>Interest/Wait<br>List |
|----------------|---|---|------------------------------------|
| Carmel         | 0                                       | -   | 13                                 |
| Cottonwood     | 1                                       | 20  | 26                                 |
| Cypress        | 2                                       | 40  | 21                                 |
| Eucalyptus     | 0                                       | -   | 1                                  |
| Hollyvale      | 1                                       | 20  | 2                                  |
| Joshua Circle  | 0                                       | -   | 9                                  |
| Juniper        | 0                                       | -   | 5                                  |
| Kingston       | 1                                       | 18  | 0                                  |
| Krystal        | 1                                       | 20  | 28                                 |
| Lime Street    | 0                                       | -   | 4                                  |
| Maple          | 0                                       | -   | 3                                  |
| Mesa Grande    | 0                                       | -   | 5                                  |
| Mesquite Tails | 3                                       | 57  | 26                                 |
| Mission Crest  | 3                                       | 58  | 4                                  |
| Topaz          | 2                                       | 41  | 2                                  |
| Total          | 14                                      | 274   | 149                                |

o Total Monthly Participation: 5,480

**DATE:** May 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 APRIL 2023

#### **HESPERIA LAKE**

• Anglers - Total: 2,632 (+440 from previous month, +1,074 from last year)

- o Day: 2,000 (+221 from previous month, +884 from last year)
- o Child: 291 (+110 from previous month, +109 from last year)
- o Senior: 174 (+62 from previous month, +93 from last year)
- Military discount: 156 (+53 from previous month, +27 from last year)
- o Passes redeemed: 11 (-6 from previous month, +1 from last year)
- o Punch cards sold: 1 (-1 from previous month, +1 from last year)
- Fish caught Total: 841 (-349 from previous month, +561 from last year)
  - o Catfish: 436 (+430 from previous month, +269 from last year)
  - o Trout: 334 (-850 from previous month, +271 from last year)
  - Tilapia: 71 (Was not stocked last month, +45 from last year)
     \*First Catfish Stock of the season was April 14th, 2023
    - \* First Tilapia Stock of the season was April 21st, 2023
- Group picnic rentals: 6 (+4 from previous month, -2 from last year)
- Picnic participants: 400 (+300 from previous month, -200 from last year)
- Campsites rented: 211 (-18 from previous month, -21 from last year)
- Campers: 446 (+102 from previous month, +14 from last year)
- Equestrian campsites rented: 0 (same as last month, -7 from last year)
- Equestrian campers: 0 (same as last month, -7 from last year)
- Group campsites: 3 (+1 from last month, -2 from last year)
- Group campers: 60 (+36 from last month, -15 from last year)
- Store transactions: 15,187 (+6,989 from previous month, +3,177 from last year)

#### **HESPERIA WRANGLERS**

• 04/08/2023 - Gymkhana: 47 participants and 125 spectators

SH/ar

**DATE:** May 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 APRIL 2023

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

#### YOUTH SPORTS

Girls Youth Volleyball - Spring Season

 Cancelled due to damage to the Rick Novack Gym floor caused by the winter storm.

## **ADULT SPORTS**

**Pickleball** 

• Tuesday & Thursday evenings, 6:00 - 9:00 p.m.: 233 participants (-47 from previous month)

# Men's and Coed Spring Adult Softball

- Men's: 9 teams (-1 from Fall Season), 385 participants
- Coed: 5 teams (-1 from Fall Season), 96 participants

#### **PROGRAMS**

**Epicentre** 

• Teen Center participants: 292 (+23 from previous month)

## Power Play Center

- Open Skate participants: 507 (-420 from previous month)
- Power Play skate parties: 14 (-3 from previous month)
- Party Rental participants: 605 (+38 from previous month)

# Rick Novack Community Center

- Open gym adult & youth volleyball participants: Closed
- Open gym youth basketball participants: Closed
- Open gym adult basketball participants: Closed

• These activities were closed due to damage to the Rick Novack Gym floor caused by the winter storm.

# Hesperia Community Park

- HD Drillers AG rented one field four times for baseball practice: 36 participants
- HD Drillers AY rented one field three times for baseball practice: 45 participants
- Pony League rented one field six times for baseball practice: 60 participants
- E1 Prospects rented two fields one time for softball scrimmage: 26 participants Live Oak Park
- Rancho Challenge FC rented one field eight times for soccer practice: 400 participants

Hesperia Lake Park Soccer Field

• Elite Soccer rented one field four times for adult soccer games: 480 participants

#### HARRISON EXHIBIT CENTER

- Visitors: 6 (-5 from previous month)
- Facebook
  - o Members: 189 (+17 from previous month)
  - o Posts/Comments: 71 (-11 from previous month)
- Geocache visits: 41 (+26 from previous month)

## **ROCK'N OUR DISABILITIES**

- Food Pantry/Distribution handed out to the community: 1,106 participants (+30 from the previous month)
- Karate: 122 participants (+72 from previous month)
- Dance Class: 55 participants (-14 from previous month)
- Soccer: 253 participants (runs April and May)
- Motion & Fitness: 51 participants (+31 from previous month)
- Yoga/Tai Energy & Motion: 26 participants (-1 from previous month)
- Saturday Camp: 31 participants (-21 from previous month)
- Soaring Eagles Club: 82 participants (-6 from previous month)
- Parent Support Group: 3 participants (-1 from previous month)

# Special Events

- Eggxtra Special Egg Hunt & Trunk Event, 4/01/2023 at Epicentre: 2,000 participants/spectators (+602 from previous year)
- Dash for Disabilities, 4/29/2023 at Hesperia Civic Plaza Park: 409 participants/spectators (-46 from previous year)

#### **VOLUNTEER HOURS**

- April: 54 hours
- Year to date: 1,000 hours

#### **HD BMX**

# February

• Rider Count: 126 (new this month)

#### March

• Rider Count: 68 (-58 from previous month)

# April

• Rider Count: 171 (+ 103 from previous month)

# **USER GROUPS**

# **Youth Sports Partners**

- AYSO Soccer, Spring Season: 868 participants (+251 from spring 2022 season)
- National Little League, Spring Season: 388 participants (-9 from spring 2022 season)
- American Little League, Spring Season: 420 participants (+30 participants from spring 2022 season)
- HYFL/Hesperia Trojans: Out of Season

# **Percy Bakker Center**

- Barstow Nutrition: 753 participants (-197 from previous month)
- Pinochle: 13 participants (+2 from previous month)
- Pool: 219 participants (-43 from previous month)
- Desert Winds Quilters: 50 participants (-13 from previous month)
- Garden: 45 participants (same as previous month)
- Quilters Piece Corp: 87 participants (-23 from previous month)
- Seniors with Inquiring Minds: 157 participants (-67 from previous month)
- Greater High Desert Chamber of Commerce: 172 participants (+-69 from previous month)

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

None

#### CONTRACT CLASSES

- 27 active monthly contract classes serving 404 participants (-6 from previous month)
  - Volleyball lessons cancelled due to damage to the Rick Novack Gym floor caused by the winter storm

#### SPECIAL EVENTS

- Easter Egg Hunt held at Hesperia Community Park
  - o 04/08/2023: 2,500 participants (+500 from last year's event)

#### SPECIAL NOTES

• 04/11/2023: HRPD had a booth at Mojave High School's College and Career Fair. Staff engaged with approximately 150 youth.

/sh

DATE: June 1, 2023 **PHONE:** (760) 244-5488

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

TO: KYLE WOOLLEY, GENERAL MANAGER

Hesperia Recreation and Park District

**SUBJECT:** FACILITY RENTAL UPDATE FOR APRIL 2023

Percy Bakker Community Center: 8 rentals (+5 from previous month, -2 from last year)

Total Participation: 940

Lime Street Community Center: 4 rental (-3 from previous month, -2 from last year)

Total Participation: 450

Rick Novack Community Center: 1 rentals (-2 from previous month, -3 from last year)

Total Participation: 80

John Swisher Community Center: 6 rentals (+3 from previous month, +3 from last year)

Total Participation: 440

|                                    |              | Active I       | Particip  | ant Nu      | mbers -     | FY 202      | 2-2023      |             |             |             |                |               |
|------------------------------------|--------------|----------------|-----------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------|---------------|
|                                    | July<br>2022 | August<br>2022 | Sept 2022 | Oct<br>2022 | Nov<br>2022 | Dec<br>2022 | Jan<br>2023 | Feb<br>2023 | Mar<br>2023 | Apr<br>2023 | YTD<br>Average | YTD<br>Totals |
| Aquatics                           |              |                |           |             |             |             |             |             |             |             |                |               |
| Open Swim, Patrons                 | 2,174        | 671            | -         | -           | -           | -           | -           | -           | -           | -           | 1,423          | 2,845         |
| Swimming Lessons                   | 308          | 33             | -         | -           | -           | -           | -           | -           | -           | -           | 171            | 341           |
| Pool Party Rental Participants     | 210          | 205            | -         | -           | 1           | -           | -           | -           | -           | -           | 208            | 415           |
| Desert Aquatics                    | 70           | 70             | -         | -           | -           | -           | -           | -           | -           | -           | 70             | 140           |
| Programs                           |              |                |           |             |             |             |             |             |             |             |                |               |
| ASAP                               | -            | 232            | 240       | 238         | 240         | 236         | 278         | 279         | 279         | 274         | 255            | 2,296         |
| Kids Kamp                          | 197          | 197            | -         | 60          | -           | 122         | -           | -           | 126         | -           | 140            | 702           |
| HD BMX                             |              |                |           |             |             |             |             |             |             |             |                |               |
| Number of Participants             | T -          | 264            | 215       | 172         | -           | -           | _           | 126         | 68          | 171         | 169            | 1,016         |
| Full Memberships Purchased         | -            | 13             | 23        | 12          | -           | -           | -           | -           | -           | -           | 16             | 48            |
| One Day Free-Trial Membership      | -            | 23             | 4         | 9           | -           | -           | -           | -           | -           | -           | 12             | 36            |
| Hesperia Civic Plaza Park          |              |                |           |             |             |             |             |             |             |             |                |               |
| QR Fit Trail                       | 6            | -              | -         | -           | -           | -           | -           | -           | -           | -           | 6              | 6             |
| Epicentre                          |              |                |           |             |             |             |             |             |             |             |                |               |
| A2R Basketball Performance (5-6)   | 8            | 8              | 8         | 16          | 9           | 9           | 16          | 32          | 28          | 30          | 16             | 164           |
| A2R Basketball Performance (7-9)   | 36           | 32             | 32        | 24          | 24          | 30          | 40          | 44          | 64          | 70          | 40             | 396           |
| A2R Basketball Performance (10-12) | 68           | 36             | 44        | 48          | 56          | 45          | 72          | 60          | 72          | 95          | 60             | 596           |
| A2R Basketball Performance (13-17) | 24           | 8              | 24        | 28          | 12          | 21          | 24          | 16          | 44          | 25          | 23             | 226           |
| Open Center                        | 305          | 323            | 262       | 202         | 256         | 379         | 476         | 238         | 269         | 292         | 300            | 3,002         |
| Нір-Нор                            | 68           | 64             | 104       | 72          | 85          | 76          | 60          | 76          | 64          | 76          | 75             | 745           |
| Parent & Me Ballet                 | 84           | 76             | 80        | 80          | 100         | 80          | 60          | 68          | 60          | 120         | 81             | 808           |
| Hesperia Art Center                | -            | 80             | -         | -           | -           | -           | -           | -           | -           | -           | 80             | 80            |
| Harrison Exhibit Hall              |              |                |           |             |             |             |             |             |             |             |                |               |
| Visitors                           | 7            | 6              | 8         | 8           | 1           | 4           | 4           | 24          | 11          | 6           | 8              | 79            |
| Geocache Visitors                  | _            | _              | -         |             | -           | -           | 6           | 17          | 41          | 41          | 26             | 105           |

|   |                                   | Active I       | Particip  | ant Nu      | mbers -     | FY 202      | 2-2023      |             |             |             |                |               |
|---|-----------------------------------|----------------|-----------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------|---------------|
|   | July<br>2022                      | August<br>2022 | Sept 2022 | Oct<br>2022 | Nov<br>2022 | Dec<br>2022 | Jan<br>2023 | Feb<br>2023 | Mar<br>2023 | Apr<br>2023 | YTD<br>Average | YTD<br>Totals |
| Hesperia Lake Park                      |                                   |                |           |             |             |             |             |             |             |             |                |               |
| Fishing                                 | 2,406                             | 1,532          | 1,759     | 1,242       | 2,081       | 2,362       | 1,637       | 1,590       | 2,192       | 2,632       | 1,943          | 19,433        |
| Picnic Participants                     | 1,325                             | 900            | 900       | 600         | 100         | 100         | 0           | 50          | 100         | 400         | 448            | 4,475         |
| Number of Campers                       | 610                               | 263            | 534       | 256         | 243         | 102         | 103         | 129         | 344         | 446         | 303            | 3,030         |
| Group Campers                           | 66                                | 23             | 41        | 16          | 44          | 48          | 0           | 0           | 24          | 60          | 32             | 322           |
| EQ Campers                              | 7                                 | 8              | 0         | 2           | 0           | 0           | 0           | 0           | 0           | 0           | 2              | 17            |
| Percy Bakker Community Center           |                                   |                |           |             |             |             |             |             |             |             |                |               |
| Senior Nutrition                        | 607                               | 791            | 808       | 846         | 754         | 754         | 754         | 793         | 950         | 753         | 781            | 7,810         |
| Pinochle                                | 15                                | 15             | 16        | 17          | 20          | 20          | 17          | 16          | 11          | 13          | 16             | 160           |
| Fitness and Fun Monthly                 | 64                                | 90             | 99        | 72          | 80          | 72          | 108         | 80          | 126         | 96          | 89             | 887           |
| Fitness and Fun (Walk-in)               | 72                                | 53             | 57        | 75          | 68          | 58          | 116         | 82          | 94          | 58          | 73             | 733           |
| Pool                                    | 226                               | 270            | 259       | 259         | 223         | 223         | 240         | 231         | 262         | 219         | 241            | 2,412         |
| Greater High Desert Chamber of Commerce | -                                 | -              | -         | -           | -           | -           | -           | -           | 241         | 172         | 207            | 413           |
| Garden Club                             | 33                                | 26             | 41        | 30          | 29          | 29          | 20          | 68          | 45          | 45          | 37             | 366           |
| Quilters                                | 126                               | 160            | 138       | 141         | 259         | 323         | 140         | 164         | 173         | 137         | 176            | 1,761         |
| Line Dancing                            | 3                                 | 65             | 28        | 40          | 24          | 24          | 45          | 32          | 24          | 24          | 31             | 309           |
| S.W.I.M./Senior With Inquiring Minds    | 160                               | 166            | 201       | 146         | 116         | 116         | 148         | 168         | 224         | 157         | 160            | 1,602         |
| Power Play Center                       |                                   |                |           |             |             |             |             |             |             |             |                |               |
| Pickleball                              | 90                                | 155            | 196       | 122         | 118         | 192         | 231         | 180         | 280         | 233         | 180            | 1,797         |
| Admission                               | 698                               | 413            | 568       | 288         | 471         | 570         | 927         | 593         | 927         | 507         | 596            | 5,962         |
| Power Play Rental Attendance            | 155                               | 51             | 367       | 164         | 489         | 545         | 712         | 659         | 567         | 605         | 431            | 4,314         |
| Ukulele Lessons                         | 16                                | 12             | 16        | 8           | 0           | -           | 7           | 4           | 0           | 0           | 7              | 63            |
| Roller Skating Lessons, Beginning       | 60                                | 28             | 40        | 8           | 24          | 16          | 36          | 56          | 28          | 12          | 31             | 308           |
| Roller Skating Lessons, Intermediate    | 4                                 | 8              | 8         | 8           | 8           | 12          | 20          | -           | 12          | 16          | 11             | 96            |
| Lime Street Park Community Center       | Lime Street Park Community Center |                |           |             |             |             |             |             |             |             |                |               |
| Basic Dog Obedience                     | 12                                | - ]            |           | -           | -           | -           | _           | _           | _           | _           | 12             | 12            |
| Child Self-Defense                      | 84                                | 144            | 105       | 21          | 64          | -           | 32          | 64          | 120         | 96          | 81             | 730           |
| Self-Defense                            | 21                                | 8              | 8         | 16          | 7           | -           | 8           | -           | 16          | 16          | 13             | 100           |

|                                    |                              | Active I       | Particip | ant Nu      | mbers -     | FY 202      | 2-2023      |             |             |             |                |               |
|------------------------------------|------------------------------|----------------|----------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------|---------------|
|                                    | July<br>2022                 | August<br>2022 | _        | Oct<br>2022 | Nov<br>2022 | Dec<br>2022 | Jan<br>2023 | Feb<br>2023 | Mar<br>2023 | Apr<br>2023 | YTD<br>Average | YTD<br>Totals |
| Rick Novack Community Center       | Rick Novack Community Center |                |          |             |             |             |             |             |             |             |                |               |
| Teen/Adult Hip-Hop                 | 15                           | 25             | 12       | -           | 20          | 12          | 0           | 0           | -           | -           | 12             | 84            |
| A/Y Open Gym (VB)                  | 132                          | 114            | 128      | 107         | 109         | 76          | 119         | 76          | -           | -           | 108            | 861           |
| Adult Open Gym (B)                 | 15                           | 26             | 18       | 9           | 20          | 9           | 120         | 14          | -           | -           | 29             | 231           |
| Tap/Ballet                         | 21                           | 28             | 36       | 52          | 64          | 64          | 65          | 68          | 64          | 84          | 55             | 546           |
| Belly Dance, Beginning             | 12                           | 16             | 16       | 16          | 4           | -           | 8           | 32          | 16          | 12          | 15             | 132           |
| Belly Dance, Intermediate          | -                            | 8              | 20       | 12          | 4           | -           | 8           | 12          | -           | 8           | 10             | 72            |
| Emerge Elite Basketball            | 17                           | -              | -        | -           | 1           | -           | -           | -           | -           | -           | 17             | 17            |
| Girls Volleyball                   | -                            | -              | -        | -           | 140         | -           | -           | -           | -           | -           | 140            | 140           |
| Jazz/Ballet                        | 33                           | 60             | 42       | 68          | 72          | 80          | 60          | 88          | 36          | 76          | 62             | 615           |
| Karate, Beginning/Intermediate     | 153                          | 176            | 176      | 160         | 191         | 196         | 192         | 204         | 180         | 152         | 178            | 1,780         |
| Karate, Mini Tigers                | 116                          | 158            | 84       | 80          | 144         | 128         | 96          | 112         | 128         | 100         | 115            | 1,146         |
| Let's Dance!                       | 32                           | 44             | 48       | 40          | -           | -           | 36          | 28          | 16          | 20          | 33             | 264           |
| Let's Dance! Private Lesson        | 0                            | 0              | 1        | -           | -           | -           | 0           | 0           | 0           | 0           | 0              | 1             |
| Private Dance Lessons              | -                            | -              | -        | -           | 1           | -           | 0           | 8           | 8           | 8           | 6              | 24            |
| Volleyball Training (1 day)        | 160                          | 111            | 136      | 72          | 140         | -           | 136         | 160         | -           | 0           | 114            | 915           |
| Volleyball Training (2 days)       | 152                          | 171            | 160      | 160         | 180         | -           | 160         | 160         | -           | 0           | 143            | 1,143         |
| Youth Open Gym (B)                 | 20                           | 9              | 23       | 11          | 34          | 27          | 16          | 27          | -           | -           | 21             | 167           |
| Therapeutic Programs (ROD)         |                              |                |          |             |             |             |             |             |             |             |                |               |
| Community Relief Supplies          | 1,305                        | 1,207          | 1,095    | 1,183       | 914         | 707         | 803         | 727         | 1,076       | 1,106       | 1,012          | 10,123        |
| Fun in the Sun at Lime Street Pool | 292                          | -              | -        | -           | -           | -           | -           | -           | -           | -           | 292            | 292           |
| Saturday Camp                      | 80                           | 100            | 112      | 88          | 75          | 87          | 124         | 43          | 54          | 31          | 79             | 794           |
| Special Events                     | 188                          | 308            | -        | 1,602       | 228         | 874         | -           | 115         | -           | 2,409       | 818            | 5,724         |
| Sports                             | 215                          | 60             | 351      | 531         | 185         | 61          | 191         | 256         | 455         | 538         | 284            | 2,843         |
| Hesperia Community Park            |                              |                |          |             |             |             |             |             |             |             |                |               |
| Adult Softball Teams (Coed)        | -                            | -              | 72       | 144         | 192         | 192         | -           | -           | -           | 96          | 139            | 696           |
| Adult Softball Teams (Mens)        | -                            | -              | 96       | 240         | 288         | 288         | -           | -           | -           | 385         | 259            | 1,297         |

|                                   |              | Active l       | Particip | ant Nu      | mbers -     | FY 202      | 2-2023      |             |             |             |                |               |
|-----------------------------------|--------------|----------------|----------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------|---------------|
|                                   | July<br>2022 | August<br>2022 |          | Oct<br>2022 | Nov<br>2022 | Dec<br>2022 | Jan<br>2023 | Feb<br>2023 | Mar<br>2023 | Apr<br>2023 | YTD<br>Average | YTD<br>Totals |
| Timberlane Park                   |              |                |          |             |             |             |             |             |             |             |                |               |
| Best Friends                      | -            | 140            | 152      | 136         | 180         | 144         | 140         | 160         | 126         | 152         | 148            | 1,330         |
| Itty Bits                         | -            | 91             | 136      | 136         | 90          | 99          | 126         | 128         | 112         | 160         | 120            | 1,078         |
| Kinder Kids M/W                   | -            | 84             | 105      | 176         | 180         | 160         | 147         | 192         | 154         | 200         | 155            | 1,398         |
| Tiny Tots M/W                     | -            | 104            | 126      | 128         | 128         | 96          | 126         | 136         | 91          | 144         | 120            | 1,079         |
| Tiny Tots T/Th                    | -            | 77             | 80       | 96          | 99          | 64          | 77          | 64          | 77          | 96          | 81             | 730           |
| Facility Rental Guests            |              |                |          |             |             |             |             |             |             |             |                |               |
| Percy Bakker Community Center     | 1,510        | 1,230          | 550      | 1,010       | 850         | 1,510       | 1,170       | 580         | 430         | 940         | 978            | 9,780         |
| Lime Street Park Community Center | 445          | 4              | 270      | 730         | 600         | 470         | 420         | 530         | 740         | 450         | 466            | 4,659         |
| Rick Novack Community Center      | 90           | 0              | 90       | 190         | 325         | 170         | 260         | 250         | 160         | 80          | 162            | 1,615         |
| John Swisher Community Center     | 440          | 420            | 120      | 600         | 260         | 120         | 310         | 220         | 130         | 440         | 306            | 3,060         |
| Field Rentals                     | 258          | 582            | 618      | 662         | 362         | 348         | 634         | 648         | 699         | 1,047       | 586            | 5,858         |
| Field/Facility User Participants  |              |                |          |             |             |             |             |             |             |             |                |               |
| HYFL/Hesperia Trojans             | <u> </u>     | _              | 550      | 149         | 149         | _           | -           | _           | _           | _           | 283            | 848           |
| National Little League            | 397          | 397            | 255      | 255         | 255         | -           | -           | -           | 388         | 388         | 334            | 2,335         |
| American Little League            | 390          | 390            | 321      | 321         | 321         | -           | -           | -           | 420         | 420         | 369            | 2,583         |
| AYSO Soccer                       | 617          | 617            | 759      | 759         | 759         | -           | -           | -           | 868         | 868         | 750            | 5,247         |
| Hesperia Wranglers                | 75           | 75             | 75       | 75          | 75          | 75          | 75          | 75          | -           |             | 75             | 600           |
| Special Events                    |              |                |          |             |             |             |             |             |             |             |                |               |
| HD Pirate Faire                   | -            | -              | -        | -           | -           | -           | -           | -           | 1,000       | -           | 1,000          | 1,000         |
| Easter Egg Hunt                   | -            | -              | -        | -           | -           | -           | -           | -           | -           | 2,500       | 2,500          | 2,500         |
| 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         |
| TOTAL ACTIVE PARTICIPANTS         | 19,305       | 14,354         | 37,866   | 15,344      | 13,642      | 12,625      | 11,956      | 11,052      | 15,314      | 20,807      | 14,355         | 184,365       |

Not in session/season indicated by -

DATE:

MAY 3, 2023

PHONE: (760) 604-2234

FROM:

MICHAEL VARNER, ADMIN OPERATIONS MANAGER

Hesperia Recreation and Park District

TO:

KYLE WOOLEY, GENERAL MANAGER

Hesperia Recreation and Park District

SUBJECT:

MAINTENANCE REPORT FOR APRIL 2023

Listed below is a brief overview of maintenance completed in the month of April 2023.

# Hesperia Civic Plaza Park

- Replaced two Falcon sprinklers
- Clean up after events

# **Epicentre**

- Clean up around all buildings
- Sprayed weeds and weed abatement

# Hesperia Community Park

- Graded dirt parking lots and filled in holes
- Replaced ¾" quick coupler valve
- Replaced two Rainbird 5000 sprinklers on northside
- Replaced five broken tree bubblers
- Women's restroom faucet removed for repair
- Replaced two 12" spray spinklers on north fields
- Replaced two 12" 5000 series sprinklers
- Field prep north fields

# Hesperia Lake Park

- Cut and removed broken branch from tree in day use area
- Major graffiti removal in day use area
- Cut down two large pine trees in day use area
- Irrigation repairs and checks
- Repair of main water line and new shut off valve installed for equestrian area

- Main water line repair for John Swisher
- Installed two quick coupler valves in soccer field
- Brush hogged equestrian area
- Put in new plant material around waterfall
- Fire pits and BBQ's cleaned out
- Cleaning of stream
- · Fisherman's restroom faucets repaired

# Lime Street Park and Community Center

- Setup for events
- Toilet in men's restroom repaired
- Replaced latch at dog park
- · Painted graffiti in all restrooms
- Fixed flag pole rope and replaced flag
- Replaced sprinkler on Field 4
- Repaired 1" quick coupler on north field
- Removal of fallen tree branches (chipper machine)
- · Removed graffiti at skate park area

## Live Oak Park

Performed routine maintenance

# Maple Park

- Graded field and south entrance area
- Replaced two Falcon sprinklers
- Repaired 3/4" irrigation lateral line
- Repaired 2" irrigation lateral line
- Repaired 1" lateral line

#### Malibu Park

- Graffiti removal inside restrooms
- Repainted inside of restroom

# Percy Bakker Community Center

Weed abatement

#### **Park Center**

· Weed removal and spraying

# Palm Street Park/Rick Novack Community Center

- Set up for events
- Met with contractor regarding roof and gym floor repairs
- Replaced two sprinklers
- Replaced 6 pop-up sprinklers

# Timberlane Park

- · Irrigation repairs and checks
- Removal of graffiti
- Installed new sod in front grass area
- Restroom faucet repaired

# **Contracted Maintenance**

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

**DATE:** MAY 17, 2023 **PHONE:** (760)244-5488

FROM: S Z SERGIO ZEPEDA, PARK RANGER

Hesperia Recreation and Park District

TO: KYLE WOOLLEY, GENERAL MANAGER

Hesperia Recreation and Park District

**SUBJECT:** MONTHLY RANGER REPORT, APRIL 2023

| Activity                  | <b>Reporting Month</b> Quantity | <b>Previous Month</b> Quantity |
|---------------------------|---------------------------------|--------------------------------|
| Calls for Service         | 7                               | 2                              |
| <b>Community Contacts</b> | 477                             | 76                             |
| After Hours Contacts      | 183                             | 76                             |
| Juvenile Contacts         | 25                              | 25                             |
| Assist Local Agency       | 2                               | 2                              |
| Administrative Citation   | 17                              | 5                              |
| Special Event(s)          | 0                               | 0                              |

| Monthly Ranger Hours               | 293.50 |
|------------------------------------|--------|
| Park Ranger Training Officer Hours | 46     |
| Total Program Hours                | 293.50 |

# Additional Information: -

04/1/2023, Live Oak Park, 14:56 - Park Ranger observed a vehicle without a disabled plate or placard displayed. Citation was issued.

04/1/2023, Live Oak Park, 15:03 - Park Ranger observed a vehicle without a disabled plate or placard displayed. Citation was issued.

04/1/2023, Hesperia Lake Park, 17:25 - Park Ranger observed a vehicle without a disabled plate or placard displayed. Citation was issued.

04/1/2023, Live Oak Liquor/Parking Lot, 20:42 - Park Ranger observed a vehicle without a disabled plate or placard displayed. Citation was issued.

04/5/2023, Hesperia Lake Park, 18:07 - Park Ranger issued a citation for an individual disturbing the peace.

04/7/2023, Hesperia Lake Park, 17:39 - Park Ranger issued a citation for an individual disturbing the peace.

04/8/2023, Lime Street Park, 15:08 - Park Ranger observed a vehicle without a disabled plate or placard displayed. Citation was issued.

04/8/2023, Hesperia Lake Park, 18:28 - Park Ranger observed an off-highway vehicle at Hesperia Lake Park. Citation was issued.

04/8/2023, Hesperia Lake Park, 18:30 - Park Ranger observed an off-highway vehicle at Hesperia Lake Park. Citation was issued.

04/8/2023, Hesperia Lake Park, 18:40 - Park Ranger observed an off-highway vehicle at Hesperia Lake Park. Citation was issued.

04/8/2023, Hesperia Lake Park, 18:52 - Park Ranger observed an off-highway vehicle at Hesperia Lake Park. Citation was issued.

04/8/2023, Arrowhead Lake Rd./Seaforth, 20:10 - Park Ranger assisted with a Vehicle vs. Bicyclist (Hit n' Run).

04/8/2023, Main St/ I Avenue, 21:00 - Park Ranger located a possible match/suspect vehicle for the previous hit n' run call parked at the 76 gas station. Vehicle was unrelated but occupants were arrested for being felons in possession of a loaded handgun.

04/8/2023, Percy Bakker Community Center, 22:00 - Park Ranger with assistance from the Sheriff's Department monitored a large group of approximately 200 motorcyclists in the parking lot. Nothing further to report.

04/12/2023, Hesperia Community Park, 14:25 - Little League Coach stated there was a transient charging his personal devices by the restroom. Individual was gone on arrival.

04/12/2023, Hesperia Lake Park, 17:12 - Lake staff advised there was a camper who was past his check out time. Upon arrival, rangers observed them leaving the campground. Nothing further to report.

04/13/2023, Hesperia Lake Park, 17:45 - Park Ranger was dispatched to John Swisher Community Center in reference to an audible alarm. False alarm, facility secured and armed.

04/13/2023, Hesperia Lake Park, 18:25 - Lake staff advised they received a call from a resident on Calpella Rd. They stated an individual was camping directly behind their residence. Park Rangers arrived and observed a white male adult running from the location. Contact was made, and the individual gathered his belongings and left the area.

04/14/2023, Live Oak Park, 17:51 - Park Ranger observed an individual smoking near the playground and bathroom area. Citation was issued.

04/17/2023, Hesperia Community Park, 19:20 - Park Ranger was dispatched to the snack bar in reference to an audible alarm. False alarm, facility secured and armed.

04/18/2023, Hesperia Community Park, 19:25 - Park Ranger observed a vehicle without a disabled plate or placard displayed. Citation was issued

04/23/2023, Live Oak Park, 17:57 - Park Ranger observed an individual smoking near the playground and bathroom area. Citation was issued.

04/23/2023, Hesperia Lake Park, 15:50 - Park Ranger was dispatched in reference to a man with a gun. Upon arrival with several sheriff deputies, they detained two subjects involved. A loaded silver .45 caliber handgun was recovered from one subject and both were subsequently arrested.

04/23/2023, Hesperia Lake Park, 21:20 - Park Ranger observed a man sleeping by the parking entrance. He was advised of park rules and regulations. He was compliant and left the area.

04/25/2023, Hesperia Lake Park, 19:12 - Park Ranger observed a vehicle without a disabled plate or placard displayed. Citation was issued.

04/27/2023, Hesperia Lake Park, 10:08 - Park Ranger issued a citation for an individual disturbing the peace.

04/27/2023, Hesperia Lake Park, 14:55 - Park Ranger observed a vehicle parked in the campground without a valid pass. Citation was issued.

04/27/2023, Lime Street Park, 18:50 - Park Ranger was dispatched to Lime Street Park in reference to a suspicious dark colored van with tinted windows parked next to the skate park. Rangers located the vehicle and made contact with the sole occupant. Nothing further to report.

04/28/2023, Hesperia Community Park, 21:02 - Park Ranger observed a vehicle without a disabled plate or placard displayed. Citation was issued.

04/28/2023, Hesperia Lake Park, 14:00 - Park Ranger observed an abandoned vehicle parked in the campground. Vehicle was issued a citation and towed from the property.

**DATE**: May 15, 2023 **PHONE**: (760) 244-5488

FROM: MUDREY WILLIS, ADMINISTRATIVE ASSISTANT

Hesperia Recreation and Park District

TO: KYLE WOOLLEY, GENERAL MANAGER

Hesperia Recreation and Park District

**SUBJECT:** DISTRICT MARKETING UPDATE FOR APRIL 2023

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

**Website** – The District's website was visited 22,870 times (+33 from previous month, +3,017 from last year) during the month with a total of 14,652 unique people (-56 from previous month). A total of 19,188 website visits were conducted on mobile devices or tablets (+3,020 from previous month), which equates to 84% (+1% from last month) of our website traffic being conducted on mobile devices.

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

| 1. | Los Angeles | 3,031 visits | 6. Location Unknown* | 783 visits |
|----|-------------|--------------|----------------------|------------|
| 2. | Hesperia    | 1,993 visits | 7. Apple Valley      | 476 visits |
| 3. | Victorville | 1,330 visits | 8. Barstow           | 149 visits |
| 4. | San Jose    | 1,017 visits | 9. San Bernardino    | 146 visits |
| 5. | San Diego   | 921 visits   | 10. Phelan           | 144 visits |

<sup>\*</sup>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. Hesperia Lake Park    | 6,689 pageviews (15.9%) |
|--------------------------|-------------------------|
| 2. Homepage              | 6,451 pageviews (15.3%) |
| 3. HUSD Student Calendar | 3,720 pageviews (8.8%)  |
| 4. Youth & Adult Sports  | 2,369 pageviews (5.6%)  |
| 5. Aquatics              | 1,965 pageviews (4.7%)  |

**RecMail/Constant Contact** – Staff continues to send out flyers/announcements via RecMail. Our number of RecMail registrants consists of 4,705 people (+17 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 <a href="https://www.hesperiaparks.com/press-releases">https://www.hesperiaparks.com/press-releases</a>.

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

- @HesperiaParks, the District's page, had 10,967 "followers" (+109 from previous month) from the top cities of Hesperia, Victorville, Apple Valley, Adelanto, and Oak Hills. 78% of our Facebook fans are female and 46% are in the 25-44 age range.
- @HesperiaLakePark, Hesperia Lake Park's page, had 14,195 "followers" (+436 from previous month) from the top cities of Hesperia, Victorville, Apple Valley, Los Angeles, and San Bernardino. 52.7% are female and 27% 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 2,815 followers (+156 from previous month) from the top cities of Hesperia, Victorville, Apple Valley, Oak Hills, and Adelanto. 68% of the followers were female and 74.2% were in the 25-44 age range.
- @TheRealHesperiaLakePark Instagram page had a total of 4,917 followers (+196 from previous month) from the top cities of Hesperia, Victorville, Apple Valley, Los Angeles, and San Bernardino. 71.4% of the followers were male and 69.4% were in the 25-44 age range.



**HESPERIAPARKS.com**