



**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, January 25, 2024 – 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 December 14, 2023, Meeting Minutes
- b. Grants Update with Townsend Public Affairs
- c. Rick Novack High School Scholarship Update

- d. HARD Foundation Mission and Vision Statements
- e. HARD Foundation Logo
- f. Event Ad Hoc Committee Update
- g. Preservation Committee Update
- h. HARD Foundation By-Laws Discussion

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, December 14, 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 6:03 p.m. by Chair Member Blocker.

ROLL CALL

Committee: Gonzalez, Irish
Foundation: Drylie, Hill, Blocker
District Staff: Woolley, Garcia
Other: None

FLAG SALUTE

Vice Chair Member Drylie led the flag salute.

MESSAGE TO THE PUBLIC/PUBLIC COMMENT

None

COMMUNICATIONS

DISCUSSION/ACTION ITEMS

a. Approval of November 16, 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, Hill, Blocker
NOES: None
ABSENT: Daugherty, Gingerich
ABSTAIN: None

b. HARD Foundation Mission and Vision Statements

1. The Board discussed various aspects of what they would like to see included.
2. Chair Member Blocker suggested to discuss it further by email.

c. HARD Foundation Logo

1. The Board discussed various aspects of what they would like to see included.
2. Chair Member Blocker suggested to discuss it further by email.

d. Event Ad Hoc Committee Update

1. Director Irish highlighted the Christmas Tree Lighting Ceremony planning. The Event Committee has been formed as a standing committee and will meet regularly going forward.
2. Chair Member Blocker highlighted bleachers and sponsorships.

e. Preservation Committee Update

1. Vice Chair Member Drylie reported on the model school house, donations, high school credits program, geocaching, the awards, marquee sign, and grants.
2. Member Hill added a possible Hesperia Hall of Fame member.

DISTRICT FOUNDATION COMMITTEE

a. District Board Report

1. Director Gonzalez reported on the election of officers, committee appointments, purchase of capital equipment, SitelogIQ progress, and the Sheriff's Explorers.

b. Comments

1. Member Hill inquired about the landscaping.

STAFF REPORTS

a. Programs/Events/Activities Handouts

1. Mr. Woolley highlighted the following: correspondence; Christmas Tree Lighting Ceremony; Timberlane Park; Kids Kamp house, and the HARD Foundation audit.

b. Comments

1. Vice Chair Member Drylie inquired about online donations.

FOUNDATION CHAIR'S COMMENTS

- a. Chair Member Blocker thanked staff for the invitation to the Christmas party.

FOUNDATION MEMBERS' COMMENTS


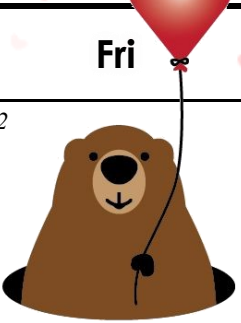

- a. Member Hill enjoyed the Christmas Tree Lighting Ceremony. She suggested a possible plinko game at events.
- b. Vice Chair Member Drylie – none.

ADJOURNMENT - Meeting was adjourned at 7:53 p.m.

January 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 New Years Day <i>Administrative District Offices Closed</i>	2 New's Years Eve Observed <i>Administrative District Offices Closed</i>	3 5:45 pm Special Meeting	4 3:00 pm Development Meeting	5 6:00 pm Special Meeting	6
7	8	9 6:00 pm Silverwood Project Workshop	10 6:00 pm District Board Meeting	11	12	13
14	15 Martin Luther King Jr. Day <i>Administrative District Offices Closed</i>	16 6:00pm Silverwood Project Workshop	17	18 3:30 pm Safety, Security, & Maintenance Meeting 5:30pm Recreation Meeting	19	20
21	22 6:00 pm ASBCSD Five Star Catering & Event Center <i>Rancho Cucamonga</i>	23	24 6:00 pm District Board Meeting	25 5:00 pm Event Committee 6:00 pm Foundation Meeting	26	27
28	29	30	31			

February 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1		3
4	5	6	7	8	9	10
11	12	13	 14 Valentine's Day 6:00 pm District Board Meeting	15 3:30 pm Safety, Security, & Maintenance Meeting 5:30 pm Recreation Meeting	16 3:30 pm Historical Preservation Committee Meeting	17
18	19 President's Day <i>District Offices Closed</i>	20	21	22 5:00 pm Event Committee 6:00 pm Foundation Meeting	23	24
25	26 6:00 pm ASBCSD Chino Valley Fire District	27	28 6:00 pm District Board Meeting	29		

March 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
 <p>RECREATION & PARK DISTRICT EST. 1957 Hesperia, CA</p>					1	2
3	4	5	6	7	8	9
10	11	12	13 6:00 pm District Board Meeting	14 3:30 pm Safety, Security, & Maintenance Meeting 5:30 PM Recreation Meeting	15 3:30 pm Historical Preservation Committee Meeting	16
17 St. Patrick's Day 	18 6:00 pm ASBCSD Inland Empire Utilities Agency	19	20	21 5:00 pm Event Committee 6:00 pm Foundation Meeting	22	23
24/31 3/31 - Easter	25	26	27 6:00 pm District Board Meeting	28	29 	30 10:00 am Easter Egg Hunt Hesperia Community Park

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

DATE: January 8, 2024

PHONE: (760) 244-5488

FROM: *ls* LUKE SARTI, RECREATION PROGRAM COORDINATOR
Hesperia Recreation and Park District

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

SUBJECT: RECREATION UPDATE FOR NOVEMBER 2023


KIDS KAMP

- 18 Registered participants (+1 from previous year)
- 30 Total participation (program cancelled previous year due to low enrollment)

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

DATE: December 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 NOVEMBER 2023

HESPERIA LAKE

- Anglers - Total: 2,005 (+533 from previous month, -76 from last year)
 - Day: 1,765 (+715 from previous month, -113 from last year)
 - Child: 178 (+34 from previous month, -62 from last year)
 - Senior: 62 (-93 from previous month, +4 from last year)
 - Military discount: 96 (same as previous month, -35 from last year)
 - Passes redeemed: 46 (+19 from previous month, -1 from last year)
 - Punch cards sold: 2 (+1 from previous month, same as last year)
- Fish caught - Total: 1,050 (+256 from previous month, +442 from last year)
 - Catfish: 297 (-460 from previous month, +217 from last year)
 - November 3rd was the last catfish stock of the season
 - Trout: 749 (+749 from previous month, +230 from last year)
 - November 9th was the first trout stock of the season
 - Tilapia: 4 (-33 from previous month, -5 from last year)
- Group picnic rentals: 2 (-3 from previous month, same as last year)
- Picnic participants: 100 (-150 from previous month, same as last year)
- Campsites rented: 151 (-90 from previous month, +20 from last year)
- Campers: 255 (-93 from previous month, +12 from last year)
- Equestrian campsites rented: 1 (same as last month, +1 from last year)
- Equestrian campers: 3 (-3 from last month, +3 from last year)
- Group campsites: 0 (-2 from last month, -3 from last year)
- Group campers: 0 (-39 from last month, -44 from last year)
- Store transactions: 8,151 (-2,222 from previous month, +18 from last year)

HESPERIA WRANGLERS

- 11/11/2023 - Gymkhana: 50 participants and 100 spectators

/sh

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

DATE: December 15, 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: RECREATION UPDATE FOR NOVEMBER 2023

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

YOUTH SPORTS

Winter Youth Basketball

- For ages 5-17
- Currently taking registrations
- Teams participate in one practice and one game per week
- Practices and games are held at the Epicentre and the Power Play Center
- Season runs January through March
 - Participants limited due to the Rick Novack Gym closure

ADULT SPORTS

Pickleball

- Tuesday & Thursday, evenings 6:00 - 9:00 p.m.: 234 participants (-64 from previous month)

Men's and Coed Fall Adult Softball

- Men's: 10 teams (+1 from Spring Season), 288 participants
- Coed: 5 teams (same as Spring Season), 120 participants

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

FIELD RENTALS

Hesperia Community Park

- Individual Resident rented one field one time for friendly softball game: 30 participants

- Vipers rented one field one time for softball games: 50 participants
Live Oak Park
- Rancho Challenge FC rented one field seven times for soccer practice: 350 participants
- DCSC rented one field six times for soccer practice: 240 participants
Hesperia Lake Park Soccer Field
- Elite Soccer rented one field three times for adult soccer games: 300 participants

VOLUNTEER HOURS

- November: 84.5 hours
- Year to date: 1,762.5 hours

HD BMX

- Numbers not submitted.

USER GROUPS

Youth Sports Partners

- AYSO Soccer, Spring Season: 1,014 participants (+397 from Fall 2022 season)
- National Little League, Fall Season: 264 participants (+9 from Fall 2022 season)
- American Little League, Spring Season: 325 participants (+4 from Fall 2022 season)
- HYFL/Hesperia Trojans: 143 participants (-6 from 2022 season)

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

- None

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

DATE: January 16, 2024 **PHONE:** (760) 244-5488

FROM: JUAN RAMOS, COMMUNITY OUTREACH COORDINATOR
Hesperia Recreation and Park District

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

SUBJECT: RECREATION UPDATE FOR NOVEMBER 2023

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

PROGRAMS

Epicentre

- Teen Center participants: 192 (-36 from previous month)

Power Play Center

- Open Skate participants: 424 (+192 from previous month)
- Power Play skate parties: 8 (+1 from previous month)
- Party Rental participants: 370 (-+110 from previous month)

HARRISON EXHIBIT CENTER

- Visitors: 22 (+11 from previous month)
- Facebook
 - Members: 463 (+22 from previous month)
 - Posts/Comments: 89 (Same as previous month)
- Geocache visits: 11 (-10 from previous month)

ROCK'N OUR DISABILITIES

- Food Pantry/Distribution handed out to the community: 936 participants (-299 from the previous month)
- Karate: 25 participants (-50 from previous month)
- Dance Class: 43 participants (-2 from previous month)
- Motion & Fitness: 0 participants (No classes held)
- Yoga/Thai Energy & Motion: 0 participants (No classes held)
- Saturday Camp: 23 participants (-132 from previous month)
- Parent Support Group: 0 participants (No classes held)
- Basketball: 212 participants (-119 from previous month)

Special Events

- Learning Center - Art Camp: 25 participants
- Learning Center - Lego Camp: 13 participants

- Learning Center - Beads & Things: 8 participants
- Field Trips/Soaring Eagles/Movies: 0 participants

Percy Bakker Community Center

- Barstow Nutrition: 796 participants (-76 from previous month)
- Pinochle: 12 participants (Same as previous month)
- Pool: 204 participants (-19 from previous month)
- Desert Winds Quilters: 42 participants (-22 from previous month)
- Garden: 38 participants (-4 from previous month)
- Quilters Piece Corp: 88 participants (+1 from previous month)
- Seniors with Inquiring Minds: 142 participants (-4 from previous month)
- Greater High Desert Chamber of Commerce: 60 participants (-118 from previous month)

CONTRACT CLASSES

- 32 active monthly contract classes serving 324 participants (-191 from previous month)
 - Volleyball lessons cancelled due to damage to the Rick Novack Gym floor caused by the winter storm

SPECIAL EVENTS

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

DATE: January 3, 2023

PHONE: (760) 244-5488

FROM: CV CRYSTAL VARGAS, OFFICE ASSISTANT
Hesperia Recreation and Park District

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

SUBJECT: FACILITY RENTAL UPDATE FOR NOVEMBER 2023

Percy Bakker Community Center: 6 rentals (-1 from previous month, same as last year)

Total Participation: 810

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

Total Participation: 620

Rick Novack Community Center: 5 rentals (same as previous month, +4 from last year)

Total Participation: 420

John Swisher Community Center: 5 rentals (-4 from previous month, +2 from last year)

Total Participation: 450

Active Participant Numbers - FY 2023-2024

	July 2023	August 2023	Sept 2023	Oct 2023	Nov 2023	YTD Average	YTD Totals
Aquatics							
Open Swim, Patrons	2,428	597	7	-	-	1,011	3,032
Swimming Lessons	187	30	-	-	-	109	217
Pool Party Rental Participants	374	30	50	-	-	151	454
Desert Aquatics	65	65	70	-	-	67	200
Programs							
Kids Kamp	206	134	-	56	30	107	426
Hesperia BMX							
Number of Participants	140	117	201	0	0	92	458
Epicentre							
A2R Basketball Performance (5-6)	4	12	12	4	6	8	38
A2R Basketball Performance (7-9)	60	64	60	60	30	55	274
A2R Basketball Performance (10-12)	40	40	40	48	24	38	192
A2R Basketball Performance (13-17)	16	24	16	16	9	16	81
Open Center	-	-	-	-	-	-	-
Hip-Hop	64	75	60	64	80	69	343
Parent & Me Ballet	68	52	80	76	70	69	346
Harrison Exhibit Hall							
Visitors	7	8	12	11	22	12	60
Hesperia Lake Park							
Fishing	2,339	1,854	1,817	1,472	2,005	1,897	9,487
Picnic Participants	550	100	500	250	100	300	1,500
Number of Campers	394	396	634	348	255	405	2,027
Group Campers	18	11	20	39	0	18	88
EQ Campers	0	0	39	6	3	10	48

Not in session/season indicated by -

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

Active Participant Numbers - FY 2023-2024

	July 2023	August 2023	Sept 2023	Oct 2023	Nov 2023	YTD Average	YTD Totals
Percy Bakker Community Center							
Senior Nutrition	745	889	776	872	796	816	4,078
Pinochle	12	6	6	12	12	10	48
Fitness and Fun Monthly	-	80	96	88	48	78	312
Fitness and Fun (Walk-in)	90	116	60	84	648	200	998
Pool	223	223	223	223	204	219	1,096
Garden Club	56	-	40	42	38	44	176
Quilters	144	98	106	165	130	129	643
Line Dancing	-	32	40	32	21	31	125
S.W.I.M./Senior With Inquiring Minds	142	203	152	146	142	157	785
Power Play Center							
Pickleball	170	303	228	298	234	247	1,233
Admission	425	268	385	232	424	347	1,734
Power Play Rental Attendance	413	118	381	260	370	308	1,542
Ukulele Lessons	8	4	4	8	10	7	34
Lime Street Park Community Center							
Child Self-Defense	96	-	72	96	117	95	381
Self-Defense	0	-	0	0	0	0	0

Not in session/season indicated by -

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Active Participant Numbers - FY 2023-2024

	July 2023	August 2023	Sept 2023	Oct 2023	Nov 2023	YTD Average	YTD Totals
Rick Novack Community Center							
A/Y Open Gym (VB)	-	-	-	-	-	-	-
Adult Open Gym (B)	-	-	-	-	-	-	-
Ballet/Tap Dance	-	44	52	52	60	52	208
Belly Dance, Beginning	-	28	20	16	25	22	89
Belly Dance, Intermediate	-	-	-	-	-	-	-
Girls Volleyball	-	-	-	-	-	-	-
Jazz/Ballet	48	48	48	44	88	55	276
Karate, Beginning/Intermediate	88	100	60	84	43	75	375
Karate, Advanced	0	0	0	0	0	0	0
Karate, Mini Tigers	64	100	56	114	42	75	376
Let's Dance!	-	-	-	-	-	-	-
Let's Dance! Private Lesson	8	8	8	8	8	8	40
Volleyball Training (1 day)	-	-	-	-	-	-	-
Volleyball Training (2 days)	-	-	-	-	-	-	-
Youth Basketball	348	348	348	348	-	348	1,392
Youth Open Gym (B)	-	-	-	-	-	-	-
Therapeutic Programs (ROD)							
Community Relief Supplies	1,406	1,243	1,512	1,235	936	1,266	6,332
Fun in the Sun at Lime Street Pool	390	-	-	-	-	390	390
Saturday Camp	138	159	141	155	23	123	616
Special Events	494	425	95	2,032	46	618	3,092
Sports	109	66	491	451	212	266	1,329
Hesperia Community Park							
Adult Softball Teams (Coed)	96	264	120	120	120	144	720
Adult Softball Teams (Mens)	288	384	288	288	288	307	1,536
Youth Flag Football	-	-	-	-	-	-	-

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Active Participant Numbers - FY 2023-2024

	July 2023	August 2023	Sept 2023	Oct 2023	Nov 2023	YTD Average	YTD Totals
Timberlane Park							
Best Friends	-	63	128	128	108	107	427
Itty Bits	-	91	70	112	153	107	426
Kinder Kids M/W	-	28	28	40	63	40	159
Tiny Tots M/W	-	98	95	160	136	122	489
Tiny Tots T/Th	-	49	70	88	90	74	297
Facility Rental Guests							
Percy Bakker Community Center	1,895	560	1,120	1,040	810	1,085	5,425
Lime Street Park Community Center	470	580	330	490	620	498	2,490
Rick Novack Community Center	110	220	190	330	420	254	1,270
John Swisher Community Center	590	275	265	920	450	500	2,500
Field Rentals	1,330	-	1,038	1,164	670	1,051	4,202
Field/Facility User Participants							
HYFL/Hesperia Trojans	143	143	143	143	143	143	715
National Little League	-	264	264	264	264	264	1,056
American Little League	-	-	325	325	325	325	975
AYSO Soccer	-	1,014	1,014	1,014	1,014	1,014	4,056
Hesperia Wranglers	75	-	150	50	50	81	325
Special Events							
Movies in the Park	2,350	-	-	-	-	2,350	2,350
National Night Out	-	500	-	-	-	500	500
Bobcat's Summer Concert Series	-	3,400	-	-	-	3,400	3,400
Hesperia Days	-	-	20,000	-	-	20,000	20,000
Hesperia Days 5K Run/Walk/Skate	-	-	1,000	-	-	1,000	1,000
Hesepri Days Rodeo	-	-	5,000	-	-	5,000	5,000
Dieciseis de Septiembre	-	-	6,500	-	-	6,500	6,500
Hesperia Fall Festival & Car Show	-	-	-	10,000	-	10,000	10,000
Veteran's Day Celebration	-	-	-	-	300	300	300
TOTAL ACTIVE PARTICIPANTS	19,924	16,451	47,156	26,223	13,035	24,558	123,089

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 17, 2024 **PHONE:** (760)244-5488

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

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

SUBJECT: MONTHLY RANGER REPORT, DECEMBER 2023

Activity	Reporting Month Quantity	Previous Month Quantity
Calls for Service	4	10
Community Contacts	200 (approx.)	200 (approx.)
<i>After Hours Contacts</i>	<i>UKN</i>	<i>UKN</i>
<i>Juvenile Contacts</i>	<i>UKN</i>	<i>UKN</i>
Assist Local Agency	1	2
Administrative Citation	4	8
Special Event(s)	1	1

Monthly Ranger Hours	214.5
Park Ranger Training Officer Hours	0
<i>Total Program Hours</i>	214.5

Additional Information: -

12/1/2023, 18000 Block of Main Street, 13:00 - Park Ranger was flagged down regarding a motorcycle vs. vehicle. Upon arrival, the Park Ranger observed a male motorcycle rider laying down on the ground with several broken bones. Rangers assisted by applying pressure to the wound to stop the bleeding. The Fire Department transported the sole occupant and the Sheriff's department remained on scene to conduct an investigation.

12/1/2023, Power Play Center, 19:17 - Park Ranger observed a vehicle parked in a disabled parking space. A citation was issued.

12/1/2023, Power Play Center, 19:33 - Park Ranger observed a vehicle parked in a disabled parking space. A citation was issued.

12/2/2023, Lime Street Park, 13:17 - Park Ranger was dispatched to the park regarding a vehicle driving recklessly. The vehicle was gone on arrival.

12/7/2023, Hesperia Civic Plaza Park, 16:00-22:00 - Christmas Tree Lighting Ceremony event.

12/10/2023, Maple Park, 17:00 - Park Ranger was dispatched to the park regarding a dispute between two park patrons over their dog not being on a leash. Upon arrival the reporting party was gone. Attempted a call back but was unsuccessful, voicemail was left.

12/16/2023, Lime Street Park, 12:08 - Park Ranger was dispatched to the park regarding an individual feeling sick. The individual was transported to a local hospital.

12/17/2023, Power Play Center, 18:00 - Park Ranger observed a vehicle with expired tags. A citation was issued.

12/19/2023, Hesperia Lake Park, 18:05 - Park Ranger was flagged down by a park patron, they stated their car battery had died. The Park Ranger was able to assist them by jump starting their vehicle.

12/19/2023, Hesperia Lake Park, 19:35 - Park Ranger observed an individual smoking in his vehicle next to the park. Advised of park rules regarding indoor and outdoor smoking.

12/23/2023, Hesperia Lake Park, 13:43 - Park Ranger was advised by staff about an aggressive animal on the property killing ducks. The dog was unapproachable and animal control was advised.

12/29/2023, Hesperia Lake Park, 14:25 - Park Ranger was flagged down regarding a loose dog on the property. Park Ranger confirmed that animal control was notified.

12/29/2023, Live Oak Park, 14:55 - Park Ranger observed a vehicle parked in a disabled parking space without a placard displayed. A citation was issued.

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

DATE: January 18, 2024

PHONE: (760) 244-5488

FROM: **MV** MICHAEL VARNER, ASSISTANT GENERAL MANAGER
Hesperia Recreation and Park District

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

SUBJECT: MAINTENANCE UPDATE FOR DECEMBER 2023

EPICENTRE

- Installed exit sign and replaced electrical in God's House

HESPERIA CIVIC PLAZA PARK

- Broke down all decoration after Tree Lighting event

RICK NOVACK COMMUNITY CENTER

- Repainted assemble room

LIME STREET PARK

- Started renovation on Kids Kamp house to include:
 - Painting inside of building
 - Tearing out old cabinets and sink in kitchen and replacing with new
 - Tearing out cabinet along one whole wall and replacing with new cupboards
 - Installed new flooring

MALIBU PARK

- Repaired slides

HESPERIA LAKE PARK

- Repaired slides

JOHN SWISHER COMMUNITY CENTER

- Cleaned carpets

MAPLE PARK

- Painted entrance gates
- Weed abatement

HCP/DATURA PROPERTY/N. PROPERTY @ CALHOUN

- Weed abatement

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

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

FROM: FRANCES SCHAUWECKER, EXECUTIVE ASSISTANT
Hesperia Recreation and Park District

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

SUBJECT: DISTRICT MARKETING UPDATE FOR NOVEMBER 2023

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

Website – The District’s website was visited 16,040 times (+3,297 from previous month, -2324, from last year) during the month with a total of 10,269 unique people (-1,946 from previous month). A total of 8,608 website visits were conducted on mobile devices or tablets (-2,199 from previous month), which equates to 85% (+4.7% 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	3,115 visits	6. Apple Valley	286 visits
2. Hesperia	1,304 visits	7. Sacramento	175 visits
3. Victorville	844 visits	8. San Jose	112 visits
4. San Diego	651 visits	9. Quincy	94 visits
5. *Location Unknown	381 visits	10. Las Vegas	89 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	3,883 pageviews
2. Hesperia Lake Park	2,799 pageviews
3. Homepage	2,718 pageviews
4. Power Play Center	850 pageviews
5. Youth/Adult Sports	738 pageviews

RecMail/Constant Contact – Staff continues to send out flyers/announcements via RecMail. Our number of RecMail registrants consists of 4,827 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 11,635 “followers” (+93 from previous month) from the top cities of Hesperia, Victorville, Apple Valley, Adelanto, and Oak Hills. 78.4% of our Facebook fans are female and 55.7% are in the 25-44 age range.
- @HesperiaLakePark, Hesperia Lake Park’s page, had 14,978 “followers” (+875 from previous month) from the top cities of Hesperia, Victorville, Apple Valley, Adelanto, and Oak Hills. 52.9% are female and 53.1% 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 3,723 followers (+141 from previous month) from the top cities of Hesperia, Victorville, Apple Valley, Adelanto, and Oak Hills. 69.3% of the followers were female and 74.1% were in the 25-44 age range.
- @TheRealHesperiaLakePark Instagram page had a total of 5,926 followers (+187 from previous month) from the top cities of Hesperia, Victorville, Apple Valley, Los Angeles, and San Bernardino. 70.9% of the followers were male and 69.3% were in the 25-44 age range.



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