



**City of Spokane Park Board
Recreation Committee Meeting**

5:15 p.m. May 04, 2022
WebEx teleconference meeting
Jennifer Papich – Recreation Director

Committee members

X Sally Lodato – Chair
X Greta Gilman (arrived 5:18)
X Bob Anderson

Parks staff

Ryan Griffith
Kris Behr
Josh Oakes
Fianna Dickson

SUMMARY

- The committee approved to recommend the Park Board accept the following:
 - None
- Ryan Griffith and Josh Oakes presented the monthly recreation and marketing reports.
- Fianna Dickson present the monthly marketing report.

The next regularly scheduled Recreation Committee meeting is set for 5:15 p.m. Wednesday, Jun. 1, 2022, via WebEx.

MINUTES

The meeting was called to order at 5:16 p.m. by committee chair Sally Lodato.

Public Comments: None

Action item

1. None

Standing reports

1. Recreation report – In Jennifer Papich’s absence, Ryan Griffith presented the monthly recreation report.
 - a. [Quarter 1, 2022](#) saw an increase of 165 programs and 1,450 participants, a major difference being the return of indoor winter volleyball, with consistent increases across the board.
 - b. [The Summer Camp Guide](#) is now available online and will also be printed and distributed toward the end of May.
 - c. A recreation program [essential eligibility criteria](#) guide will be provided at registration checkout for all programs or activities outlining the skills or function an individual must be able to do in order to participate in a program or activity. The purpose is to increase risk management, provide greater communication of expectations between participant and provider, and increase conversations about reasonable accommodation.
 - d. [Outdoor recreation](#) spring and summer highlights include new hikes to Columbia Plateau Trail and Rustler’s Gulch for spring, as well as a permitting with WDFW for new hikes and interpretation. Kayak rentals and shuttle service will return this summer. All summer outdoor staff has been hired, the youth summer adventure camps are near capacity and wilderness survival camps are full. All outdoor staff has been hired for the summer.
 - e. [Spring athletics](#) hit a record with both softball and volleyball. Softball has 113 teams including 19 senior teams, totally 1,189 participants for spring and 13 summer teams already registered within the first 24 hours of opening, possibly because the County is no longer offering softball. Spring volleyball has 103 teams with 550 participants. The community has rallied behind the partnership with The Podium, which has yielded an increase in teams. Parks will be taking on the summer outdoor grass volleyball league at Dwight Merkel which should be a smooth transition. There is still need for site supervisors and softball officials. Ryan noted that he has seen several applicants turn down positions which begin at \$15-16/hour in lieu of local positions paying upwards of \$25/hour.
 - f. Spokane Parks Foundation just granted the [Therapeutic Recreation Program](#) \$8,000 for programming, scholarships and equipment. Square dancing has returned after a 2-year hiatus. Alpine Haus held a fundraiser at Mt. Spokane and donated \$2,000 of proceeds to the Powderhounds program. TRS saw the largest cornhole class since fall 2020 with 17 participants and 8 volunteers and caregivers. TRS is also in need of additional staff.
 - g. [Corbin Arts Center](#) is averaging 24-26 kids for spring camp with summer youth camps at capacity. They are seeing an increase in art parties for the spring quarter, which can make a fun birthday party and even booking art events with local Girl Scout troops. Corbin Arts Center is fully staffed for summer.
 - h. [Wellness](#) is working with NEWESD 101 and Skyhawks RISE to develop the Youth Gang Intervention Summer Project with two no-cost 10-week summer programs. A new program this summer is the Spokane Gary Historical Series walking and driving tours. Staffing is set for the summer including Merkel staff resources through the AmeriCorp partnership, which does not come out of the Recreation budget.

- i. [SEEK Fund](#) has seen 70 scholarship recipients covering 145 programs. To date, \$26,552 have been awarded with \$33,448 in funds remaining.
 - j. The 2022 [Aquatics](#) season has developed the goal of a coordinated and safe reopening strategy for the aquatics facilities to provide an equitable space for all, benefitting the emotional and physical health of the community in a fiscally responsible way. There will be no Covid-10 modifications for 2022. The private rental and swim lesson fees have been adjusted to account for an increase of temp seasonal staffing and supplies. Witter Aquatics Center is opening May 9 with lifeguard classes beginning Friday. The 2022 season offers 876 programs with 2,300 registrants to date for a total of \$143,00 in gross revenue. The Parks Foundation awarded aquatics \$5,600 for 100 swim lesson scholarships. Currently \$2,289 has been utilized, funding 41 scholarships. The Foundation also provided registrants of the lifeguard program a \$100 discount for certification training. Registration opened Mar. 1 and in less than 24 hours, classes and waitlists were full. Aquatics has 160 of the 180 staffing positions filled with close to 70% retention.
2. [Marketing update](#): Fianna Dickson

The tracking promo code reached 85,000 utility bill customers and 7,000 Spring Activity Guide postcard recipients. The digital Spring Activity Guide was distributed to 52,000 households with an average read time of 5 minutes. The aquatics hiring flyers was distributed to SD81 high schools as well as “we’re hiring” banners throughout the parks. There were also several targeted social media blasts. In addition, Recreation received media coverage for the SEEK Scholarships, the e-sports programs, the Palouse outdoor trip and the summer camps at Corbin Art Center.

Adjournment: The meeting was adjourned at 5:51 p.m.

The next regularly scheduled Recreation Committee meeting is set for 5:15 p.m. Wednesday, Jun. 1, 2022, via WebEx.

2022 Quarter 1 Recreation Report (Jan. – March)

Quarter 1 2022	Quarter 1 2021
<ul style="list-style-type: none">• 369 programs were offered• 2,415 Patrons enjoyed our programs	<ul style="list-style-type: none">• 204 programs offered• 995 participants



- One of the significant differences is the return of Winter Indoor Volleyball that was not able to happen in 2021 due to Covid restrictions
- We have seen a consistent increase in Recreation Program participation across the board.

**GREAT WORK DONE BY OUR
AMAZING RECREATION TEAM!**



Communications (Jan – April)

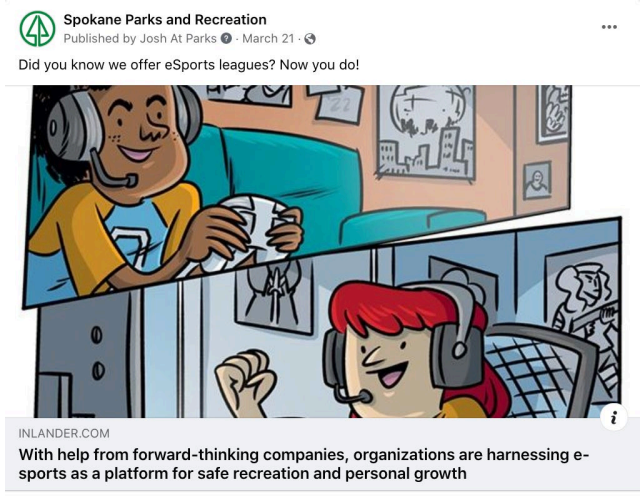


Earned Media

- SEEK scholarships
- Esports programs
- Palouse outdoor trip
- Summer Corbin Art Center camps

Direct Mail

- 85,000 utility bill customers with tracking promo code
- 7,000 Spring Activity Guide postcard with tracking promo code



Print & Digital

- Spring Activity Guide
 - 17 ads
 - electronic distributions to 52,000 with promo code
 - online average read time of 5 minutes
- Lifeguard & Swim Instructor hiring flyer to SD81 HS
- Social Media Ads
 - Winter Activity Guide
 - Outdoor Trips
 - TRS Activities
 - Hiring
 - Fitness & Wellness Programs
 - Spring Sports
- “We’re Hiring” banners at 20 parks

THE SPRING ACTIVITY GUIDE IS OUT NOW!

ONLINE ONLY AT SPOKANEPARKS.ORG

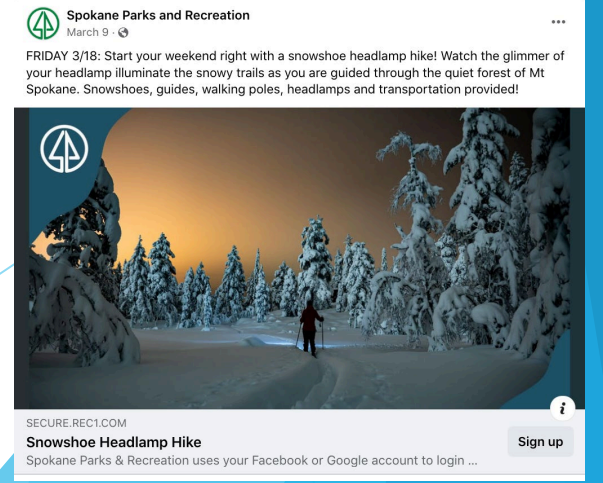
Use promo code **10SPRING22ML** for 10% off!*

City of Spokane **PARKS & RECREATION**

SCAN TO VIEW THE GUIDE



*Discount applied to one (1) class or camp at checkout. Limit one (1) use per account. Must be used between April 1 and May 31 2022.





Summer Camp Guide is available online

Summer Activity Guide will be printed and available later this month!

Recreation Program Essential Eligibility Criteria

Numbered criteria outlining each skill or function an individual must be able to do in order to participate in a program or activity.

The Purpose is to increase:

- Risk Management
- Communication of expectations between participant and provider
- Conversations about reasonable accommodation

General EEC applied to all programs/activities

Participants must be able to complete the following criteria with or without the assistance of a companion/trained aide who accompanies the participant.

1. Arrive at the program's meeting location on time and ready to participate
2. Comprehend and follow instructions given to avoid hazards and/or manage risk
3. Effectively alert others of personal distress, injury, illness or the need for assistance
4. Remain alert and focused for the duration of the program
5. Wear all required safety gear according to manufacturer standards as necessary.
6. Contribute to a safe environment - inappropriate verbal or physical behavior is not tolerated or any reason.

Summer 2022

Outdoor Recreation: Spring / Summer

Spring Highlights:

- New spring hikes to Columbia Plateau Trail and Rustler's Gulch
- Working on the permit with WDFW for new hikes and interpretation

Summer Highlights

- Kayak Rentals & Shuttle Service returning for Summer 2022
- Youth Summer Adventure Camps are almost all full to capacity with waitlists
- Summer Wilderness Survival Camps full to capacity with waitlists

Staffing:

- All Outdoor Staff have been hired for the Summer!
- We hired 2 new staff for outdoor adventure camp and 4 as Outdoor Trip Leader and shuttle/rentals for the Little Spokane River



Athletics: Spring / Summer

SOFTBALL

- **113** Spring Softball teams playing across all divisions including **19** master's teams (senior teams) which equals 1,189 participants.
- **Summer Softball:** Registration is open and within the first 24 hrs. already had **13** teams register.

VOLLEYBALL

- For spring league Volleyball we currently have **103** teams registered with **550** participants.
- **Summer Volleyball:** SPRD has chosen to take on the responsibility of running the summer outdoor grass volleyball league in-house. A previous expired contract with an outside provider had us taking on a lot of the responsibilities already so this will be a relatively smooth transition.



Seasonal Staffing Update:

Currently recruiting for some additional site supervisors and sports officials, recruiting by word of mouth posting on the Washington Recreation and Parks Association job board in addition to social media plugs and City website.

Therapeutic Recreation: Spring / Summer

- Spokane Parks Foundation granted TRS \$8,000 for programming, scholarships and equipment.
- TRS Square-dancing is class back after a 2-year pandemic hiatus.
- Alpine Haus held a fundraiser at Mt. Spokane and donated the proceeds of \$2,000 to the Powderhounds program.
- Largest TRS Cornhole class since starting Fall 2020...with 17 plus 4 volunteers and 4 caregiver staff.



Hiring

- TRS needs 10 staff for the summer. Currently have 6 hired with 2 interviews this coming week.
- Recruiting taking place at EWU and CNA courses at the community college as well as the usual FB posts and city website.

Corbin Art Center: Spring / Summer

- Spring quarter started out with the Spring Break camps that were well attended. Averaging 24-26 kids a camp per day.
- An increase in Art Parties Spring Quarter, Corbin is even booking some special art events with some local Girl Scout troops.
- The Corbin Youth Summer Camps are already full to capacity with very healthy waiting lists, there are only a few spots here and there left in the preschool summer camps as well!

Summer Camp Staff & Hiring:

- Corbin is all staffed up for summer with 4 instructors returning that taught last year!
- It was hard to choose from so many qualified people who applied through NEOGOV to make our final hiring decisions. - Those that were not selected were encouraged to look at other Summer Camp opportunities within the City.



Wellness & Enrichment: Spring / Summer

SPRD is repositioning “Mobile Recreation” resources and is partnering with NEWESD 101 (Safe Communities Partnership, SCP) and Skyhawks RISE to develop the ***Youth Gang Intervention Summer Project***.

- Two free of cost, 10-week-long summer recreational, wellness, and personal enrichment programs to at-risk and gang-affiliated youth ages 6yrs. - 18yrs.
- ***Skyhawks RISE*** will provide Shadle Park youth ages 6yrs. - 12yrs. a summer day camp.
- ***SPRD will join the Youth Gang Intervention Project*** coordinators and staff to offer youth ages 13yrs. - 18yrs. a daily fitness program at the park, followed by a variety of educational and skills development opportunities in partnership with local organizations.
- These programs aims to inspire behavior change through positive role-modeling, mentoring, accountability, problem-solving, and citizenship.

NEW Programs for Summer 2022: The Spokane Garry Historical Series

Staffing Update: 4 returning staff for Summer Day Camp at Merkel and have already hired 3 new counselors. Summer Day Camp at Merkel also utilizes AmeriCorps partnership for additional seasonal staff.





Access For All Scholarship Fund Update

Scholarship Recipients	# of Programs	Amount of funds utilized to date	Remaining Funds
70	145	\$26,552	\$33,448

A Look into 2022 Aquatics

Goal: Development of a coordinated and safe reopening strategy for our aquatics facilities to provide an equitable space for all, benefitting the emotional and physical health of our community in a fiscally responsible way.

- 2022 Season will open with No Covid modifications
- SPRD is confident that in 2022 the Parks Fund has the capacity to support the Aquatics season through our core service model.
- Aquatics Fee schedules have been adjusted with Private Rentals and Swim Lessons to account for increase expenses of temp seasonal staffing and supplies.



2022 Aquatics Season Schedule

At A Glance

Witter Aquatics Center Pre-Season: May 9 – June 17

Lap Swim & Private Swim Team Rentals

Regular Season: June 20 – August 26

- Adult Lap Swim ~ Aqua Ducks Swim Team & Swim Lessons
 - 3 hrs. of afternoon open swim sessions - 6 days a week @ all pools
 - 1.5 hrs. of evening open swim 2 days a week @ all pools except Witter.
 - Private Facility Rentals -
including private parties that have not been available since 2019
 - Expanded Aqua Fitness Program – Not offered since 2019
 - Training and Certification Courses
-

Witter Aquatics Center Post-Season: August 29 – Sept. 16

Lap Swim & Private Swim Team Rentals

2022 Aquatics Registrations To-Date

Number of Program Offerings for the 2022 Season:

876

Learn to Swim ~ Aquafit ~ Swim Team ~ Certification Courses ~ & More

Number of Program Registrations:

2,300

Over 2,000 registered in learn to swim programs

\$143,000 Gross Revenue

Learn to Swim Scholarships

Parks Foundation awarded Aquatics \$5,600 for swim lesson scholarships
\$2,289 has already been utilized to fund 41 out of 100 scholarships available



2022 Aquatics Staff Recruitment

- The Aquatics Division has **160** employees that are currently going through the onboarding process. Our goal is **180** employees for the summer.

Recruitment

- Recruitment began in early February for aquatics positions

Successful Recruiting Efforts:

- Returning 2021 staff : We are experiencing close to 70% retention from last year to this year.
- Returning staff recruiting for us through friends and family. We have 2 employees particularly that have recruited 11 new employees for us for this summer.
- Community outreach through the local high schools.
- Spokane Parks Foundation to provide our registrants with a \$100 discount for certification training. This makes the training the most affordable.



Questions??