

RANCHO SIMI RECREATION AND PARK DISTRICT

Interoffice Memorandum

Date: February 7, 2008

To: General Manager

From: Marketing and Community Outreach Specialist

Re: Report on New Display Unit

BACKGROUND

More than 17 years ago, the District purchased a portable display unit. The construction of the unit involved assembling the framework, locking the framework, adding carpet panels, then attaching photos, posters and other paper items to the carpet panels.



The unit served the district well at the annual Street Fair and other events, but has deteriorated over the years and is no longer suitable for use as a portable unit. It has been delivered to the Rancho Santa Susana Community Center and is now installed in the lobby. The Center uses the unit to display information about classes and programs in a highly visible location.

NEW UNIT

An new portable display unit was budgeted for 2007/2008 fiscal year and has been purchased from Skyline, a company that is a member of the Simi Valley Chamber of Commerce and has a local Simi Valley office. The new unit will more readily serve the needs of the district for Street Fair and other uses.

The framework is made with the most updated, sturdy, portable materials the company offers, and is much easier to set up. The old dull, light gray, panels have been replaced with emerald green carpet panels with a special graphics panel option. A row of lights at the top works well for indoor displays. The unit comes with a converter kit that creates a work space/table for use in front of the display unit.

Also purchased were removable display racks for brochures and fliers. This will enable the district to set up the display unit, adding photos, brochures and other materials for the public to take. The new display unit will be set up for board member viewing at the February 7, 2008 board meeting.

BOARD ACTION

No board action required at this time.



Colleen Janssen
Marketing and Community Outreach Specialist