

**RANCHO SIMI RECREATION AND PARK DISTRICT
INTEROFFICE MEMORANDUM**

Date: August 2, 2007
To: General Manager
From: Marketing and Community Outreach Specialist
Subject: Receive and File Quarterly Marketing and Community Outreach Report
For 04/01/07 through 06/30/07

The Quarterly Report for the months of April through June, 2007, for the office of marketing and community outreach is enclosed for your review. I will be available to answer any questions, or provide additional information, as requested.

Continuous recruitment through speaking engagements and school presentations has continued in order to keep up with the level of volunteer work that is required here at the district. The total volunteer hours, 5,228.5 for this quarter, have been submitted for inclusion in the Workers Compensation Report.



Colleen Janssen
Marketing and Community Outreach Specialist

attachments

VOLUNTEERS

The number of registered volunteers as of June 30, was 675. Last year at this time we had 647. This shows an increase of 5%. Our volunteer numbers will drop in the next quarter due to students leaving for college and normal attrition. The total count includes volunteers who provide services on a regular, seasonal, or event-only basis. In an effort to reduce postage costs, staff has been actively gathering e-mail addresses from volunteers. Staff utilizes e-mail whenever possible for contact with volunteers.

ORIENTATION: Each new volunteer must attend a New Volunteer Orientation meeting before beginning as a volunteer for RSRPD. Orientations are held every other week for 1-1/4 hours. During the orientation, volunteers learn about district programs, classes, events and other activities for which they may offer their time and assistance. Following the orientation, volunteers may sign up to help in their areas of interest. Adult volunteers must be fingerprinted and background checked by the Dept of Justice before beginning any volunteer assignments.

CLERICAL VOLUNTEERS AT THE RSRPD OFFICE

Office volunteers contribute their time and talent on a daily basis. A few of the projects volunteers have completed include:

1. Year-round filing of registration forms for the lobby.
2. Prepared packets for the HR office to use with new employees.
3. Input new copies of the Reporter and other brochures in the computer research library.
4. Prepared thousands of envelopes by labeling and stuffing for various staff members.
5. Prepare trail brochures for distribution to the public.
6. Prepare packets for Arts and Crafts Fair vendors
7. Collate and fold Age 50+ program brochures for distribution
8. Prepare Interdistrict envelopes for distribution

This is just a sample of the types of clerical work completed by volunteers. Each day, up to 15 hours of volunteer work is completed in the clerical areas. Each hour spent working on these projects helps to free up time for employees to complete other assignments. Approximately 300 volunteer hours can be attributed to clerical work completed by volunteers this quarter.

EAGLE AND GOLD AWARD PROJECTS

During this quarter, one scout completed a Boy Scout Eagle project with RSRPD. Projects can take as long as six months or more to complete, and many projects are in progress at this time. The supervision of these projects is provided as a team effort. All paperwork and initial interviews and orientations are conducted by Colleen Janssen, with project supervision provided by either Jim Keppler, Eugene Molnar or Paul Friedeborn, as appropriate.

Brian Riss, Troop 605: Brian's project consisted of the creation and installation of two hitching posts and one bench at Coyote Hills Park. The hitching posts help to avoid injuries to horses and riders by giving both a place where horses may be safely tied up. The bench allows an area for spectators to watch persons exercising their horses in the arena. Project hours = 100; value to the District \$1,500. (Janssen/Friedeborn)



OTHER VOLUNTEER ASSISTANCE

Other ways that volunteers have contributed their time and talent include:

Graffiti, Trash, and Watering: Three members of the local community assist on a regular basis with the beautification of the Arroyo Simi Bike Path, Equestrian Trail, and local parks. Each one contributes time each week doing graffiti clean up or trash pick up. Total hours are 50.

Special Olympics and Alternative Recreation Programs: Volunteers currently assist with the Special Olympics Bowling program on Tuesdays from 4:00 to 5:30 pm. Volunteers help by seeing that participants are playing safely, making runs to the snack bar for participants who are unable, and assisting in any way to make the bowling practices run smoothly. At this time of the year, the district holds Special Olympic Track and Field practices which rely on volunteer assistance. Additionally, volunteers help chaperone Social Friday dances, field trips, and Alternative Recreation classes. Total hours this quarter are 240.

Recreation programs and classes: Volunteers assisted this quarter with various programs including tennis, volleyball camp, soccer, history classes, basketball, acting, t-ball, and more. Total hours this quarter are 520.

After School Clubs/Camps: Each year, volunteers contribute time and talent assisting in our Afterschool Clubs, and Spring/Winter/Summer Camps with homework, crafts, play time and more. Total hours are 575.

Santa Susana Railroad Depot: Volunteers work weekly at the Depot to improve the look of the facility and offer tours for the public. Also, volunteers contribute time every week emptying trash and doing light custodial work, while Foundation members and other volunteers help with site improvements and leading group tours for schools and scouts. Total hours are 1,528.

COMMUNITY/GROUP PROJECTS:

Kiwanis One Day: On April 7, the Kiwanis Club of Simi Valley organized a clean up of Tierra Rejada Park. Approximately 150 teens and adults showed up to remove trash that had built up on the site due to persons camping at the location. The group collected approximately eight tons of trash, five of which was removed that day, the rest, later. Total hours were 750.



Rancho Simi Trail Blazers: On May 5, group members removed non-native plants from Corriganville Park. A group of Boy Scout leaders worked with the Trail Blazers on this project. Total hours were 80.

Neighborhood Councils: On April 28, many members of the community came out to clean up the Arroyo Simi and paths. Total hours were 400.

Cub Scouts: On June 7, a Cub Scout group trimmed shrubs and pulled weeds at Rancho Simi Community Park. Total hours were 30.

RANCHO SIMI TRAIL BLAZERS

The Rancho Simi Trail Blazers (RSTB) send out a monthly newsletter notifying their members of upcoming hikes, work parties on trails, and historical/archeological information about Simi Valley and surrounding areas. Copies of the newsletter are sent to local high schools and junior highs for distribution to interested students. Extra copies are kept on display in the RSRPD front lobby, the Simi Valley Senior Citizen's Center, and the Simi Valley Library for pick up by the public. Additional copies will be made available to staff and board members by request. RSTB members work hard keeping our trails clear, clean, and unobstructed. Each month, they hold work party days, alternating trail locations. Additionally, group members lead trail hikes for the public, offering guidance and information on the trail system. Total hours were 367.

DOCENT-LED GROUP TOURS: We offer docent-led hikes year-round on the nature trail in Corriganville Park and at the historic Santa Susana Railroad Depot. We currently have three trained docents at Corriganville, and six docents at the Depot. Groups taking tours this quarter included Cub Scout Pack 555, Red Hat Society, RSRPD preschool, Kiwanis Club, a private school, and a birthday party group. Total hours were 30.

COMMUNITY OUTREACH: During this quarter, opportunities to meet with students, adults, and others in the community have allowed RSRPD the chance to get the word out about our programs, sponsorship opportunities, and available volunteer positions. Each time presentations are made in schools, it results in new volunteers for the district. The presentations this quarter included:

<u>Date</u>	<u>Organization</u>	<u># present</u>	<u>Topic</u>
April 3 & 4	Oak Park High School	150	Volunteer For Success
April 24	Oak Park High School Career Day	60	Careers in Marketing & PR
Mar & May	Time Warner/CNN Headline News	?	Upcoming District events

MISCELLANEOUS OTHER GREAT STUFF...

Corriganville Mounted Patrol: As of March 26, 2001 this volunteer group was added to our program. The members previously served through RSOSCA, patrolling on horseback throughout Corriganville Park on the weekends. Unfortunately, due to the fires in October 2003, many of our CMP members had to move their horses out of the Simi area. The ranch that housed the horses was seriously damaged. Since the horses now have to be trailered to the park, it has become more difficult for members to participate. Hours for this quarter are 20.

Corriganville Park Camping: When youth groups camp at Corriganville, in lieu of fees, the groups may perform a community service project. Some of the projects can include:

- Patch ruts and erosion on the trails using donated gravel,
- Clean the tables and benches in the pavilion,
- Clean the BBQs next to the pavilion,
- Pick weeds from the concrete pads in the Silvertown area,
- Wipe down the interpretive markers,
- Water trees and the new seedlings that were planted in 2004,
- Pick up trash,
- Remove eucalyptus leaves near the parking lot.

Work Training Program: A local organization called Work Training Program (WTP) brings clients to the RSRPD office to do an assessment on their suitability for certain types of work. We provide a location for the client to do clerical work and be assessed by the WTP employee. Total hours were 6.

VOLUNTEER OF THE YEAR

Each year, the Marketing and Community Outreach Specialist selects one volunteer to receive the Volunteer of the Year Award. Past winners include: Jennilyn Kirkpatrick, 1997; Ken Garges, 1998; Marcie Kraft, 1999, Szu Farrell, 2000, Arlene Altshuler, 2001, Alice Thompson-Balan, 2002, Rosalinda Bernardino, 2003, Donald Schmidt, 2004, and Dr. Michael Kuhn, 2005. Each volunteer contributed his or her time and talent to improve the District. At the May 17, 2007 board meeting the 2006 Volunteer of the Year recipient was announced.



Kathy Blakeman has been a volunteer for Rancho Simi Recreation and Park District since February 4, 1999. Since that time, she has devoted her time and talent to help in the District's Alternative Recreation program for participants with disabilities.



Blakeman's first assignment in 1999 was to help with the Special Olympics program, a volunteer job she still helps with today. This year, she continued her efforts to help special needs athletes as they practiced their track and field skills in preparation for Special Olympics competition.

Kathy has helped with the Alternative Recreation bowling program, classes, and dances for participants with disabilities. Additionally, she has helped with Halloween Carnivals and Arts and Crafts Fairs. Recreation Coordinator Sandra Blackwell who runs the Alternative Recreation programs, speaks highly of Kathy and her commitment to the program and its participants. Blakeman has been known to show up with ice cream, desserts and even baked beans when she volunteers. Kathy Blakeman was selected to receive the 2006 Volunteer of the Year Award.

EVENTS

Oak Park Easter Egg Hunt and Spring Arts & Crafts Fair: Volunteers assisted in Oak Park on April 15 with set up, clean up, crafts, face painting, moon bounce, and more. Total hours were 60.

Huck Finn Fishing Derby: On Saturday, May 5, volunteers assisted with weighing and measuring of fish, baiting hooks and more. Total hours were 28.

Easter Egg Hunt



HUCK FINN FISHING DERBY



Simi Valley Spring
Volunteers assisted in

Arts & Crafts Fair:
Simi Valley on May 5 with

set up, clean up, crafts, face painting, moon bounce, and more. Total hours were 120.

Street Fair: Volunteers assist staff on Saturday, May 12 children with craft projects, while board members and staff passed out information. Total hours were 12.

Old St. Rose Dedication event: On May 18, volunteers helped with set-up, clean-up, passing out programs, providing information on bricks and more. Total hours were 12.5.



DONATIONS

REI: The hiking and camping supply store, REI, in the San Fernando Valley, has graciously continued to donate display space in their store for our trail brochures. They receive many requests for local trail information, and are happy to help us spread the word about the Simi Valley trail system. A new case of brochures are provided once each quarter.

Mr. Ronald Fisher: Donated a set of golf clubs to Sinaloa Golf Course.

Wal-Mart: Donated 60+ cases of Easter items for next year's Easter Egg Hunt and Afterschool Club programming. The boxes contained plastic eggs, decorations, Easter grass, toys and more.

OLD ST. ROSE OF LIMA CHURCH

St. Rose Bricks: Since October of 2002, the District has offered the opportunity for persons to sponsor bricks to be placed in the patio area of the Old St. Rose of Lima Church building. A brick donation of \$150, now \$175, allows the donor to list their name, or a loved ones name on a brick. As of June 30, 2007, the total brick donations and expenses, including funds raised at Pat's Party, were:

\$80,301.00	Donations (263 bricks as of June 30, 2007)
- 8,772.00	Construction expenses August 2003
- 1,000.00	Roof construction expenses April 2004
- 2,975.00	Brick purchase expenses in 2005
- 6,844.70	Pat's party expenses April 2005
- 1,365.00	Brick purchase expenses in 2006
\$ 59,344.30*	Net funds raised

*Additional construction expenses will be deducted by the planning dept.

STRATHEARN HISTORICAL PARK

Weddings, receptions, parties and other events
scheduled for 2007:

Sat. April 21	1:00 pm - 7:00 pm	Wedding
Sat. April 28	2:00 pm - 10:00 pm	School party/auction
Sat. May 5	all day	Historical Society Friendship Tea
Sun. May 6	1:00 pm - 9:00 pm	Wedding & Reception
Fri. May 18	4:00 pm - 6:00 pm	Dedication of St. Rose Church
Sat. June 2	2:00 pm - 10:00 pm	Wedding & Reception
Sun. June 3	all day	Historical Society Sundae in the Park
Sat. June 16	3:00 pm - 11:00 pm	Birthday Party
Sat. June 23	2:00 pm - 10:00 pm	Wedding & Reception
Sat. July 7	2:00 pm - 10:00 pm	Wedding & Reception
Sat. August 11	12:00 pm - 6:00 pm	Wedding
Sat. September 8	11:00 am - 5:00 pm	Company Picnic
Sun. September 16	all day	History Days
Sat. Oct 6	12:30 pm - 6:30 pm	Wedding
F/S/S October 12-14	evening	Ghost Tours
F/S/S October 19-21	evening	Ghost Tours
F/S/S October 26-28	evening	Ghost Tours

RECOGNITION: Some of the District's volunteers received recognition in the Simi Valley Star for their achievements. They are recipients of The Star Scholar Awards. Their time as District

volunteers contributed to their successful selection.

THE STAR SCHOLAR AWARDS

Friday, April 27

FC

The Star



Lisa Rotenstein

Oak Park High School

GPA: 4.8

School activities:

Advanced Peer Counseling (Head), ASB (Director of Orgs), Track (Varsity, Captain), Model UN (President), JSA (President), Onyx Literary Magazine (Editor), National Honor Society (Vice-President)

Community activities:

Westminster Free Clinic (Manager), Neuroscience Research (CSUN), Piano Student & Colburn Honors Seminar (Various Awards), JSA (CIR Mayor), Chair Cong. Lois Capps' Advisory Board, Congressional Intern



Kayla C. Nang

Royal High School

GPA: 4.45

School activities:

Key Club International, National Honor Society, and California Scholarship Federation.

Community activities:

Peer Tutoring, Rancho Simi Recreation and Park, and Key Club International

College/major:

University of California, Berkeley or Los Angeles/Biochemistry & Molecular Biology

Parents:

Kennedy and Cristina Nang



Tae J. An

Simi Valley High School

GPA: 4.44

School activities:

California Scholarship Federation President, Forensics Treasurer, Mock Trial Vice President, Key Club Representative, Operation Smile, Politically Aware Students Association

Community activities:

Sunrise Assisted Living Memory Care, Piano Player, Rancho Simi Park and Recreational District Helper, Simi Valley Library: Children Summer Reading Program Volunteer

College/major:

University of California Berkeley/Economics

Parent:

Chae S. An



Jenna G. Williams

Simi Valley High School

GPA: 4.44

School activities:

Varsity Soccer, Varsity Letter, MVP Offense, MVP, The Scholar Athlete (highest GPA), First-Team Marmonte League Captain, CSF-Secretary, Operation Smile-Publicity Director

Community activities:

Club Soccer, Eagles Soccer Club, Apex Soccer Club, Tot Soccer, Simi Valley/Moorpark Democratic Club Member & Volunteer, Volunteer SV Parks and Recreation

College/major:

Brown University/International Relations

Parents:

Ralph Williams and Salley Dichter