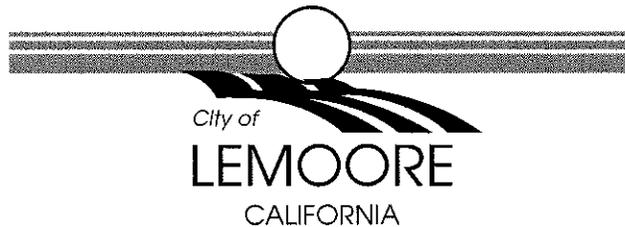


Mayor
Willard Rodarmel
Mayor Pro Tem
John Plourde
Councilmembers
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**Parks & Recreation
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To: Lemoore City Council
From: Sheila Taylor, Parks and Recreation Secretary
Date: April 5, 2012
Subject: CPRS Conference in Long Beach

Discussion:

The Lemoore Recreation Department and the Parks and Recreation Commissioners would like to thank the Council for allowing us to attend the 2012 California Parks and Recreation Convention in Long Beach. Joe Simonson, Eric Ferreira and myself attended along with five Commissioners: James Yagaer, Ernie Smith, Robert Escalera, Chris Lehn and Dustin Fuller.

The conference was informative, motivating and provided a great opportunity to network with other Recreation Departments. All of us attended classes for three days. Ernie Smith focused on Senior Programs and Senior Centers. Dustin Fuller focused on sports fields and partnerships. Robert Escalera, James Yagaer and Chris Lehn attended classes on planning and development of parks and programs. Eric Ferreira concentrated on volunteers, aquatics and partnerships. Joe Simonson spent his time in administrative classes, and I concentrated on social media and advertisement.

The following are a few key points that we have decided to work on for the rest of the year:

- Developing a strong adult volunteer base to compensate for a small staff
- Create more revenue generating events
- Develop more partnerships with corporations and businesses
- Utilize the internet for advertising through social media sites
- Establish more programs for Seniors
- Creativity in Marketing

All of the information that we obtained can not be put into a single report. We met as a group at the end of each day and highlighted what each of us had learned from the classes and from the other cities who attended. Our Commissioners were very enthusiastic about sharing the key ideas of the day. Our department is very lucky to have such dedicated and inspired Commissioners who truly care about our community and believe in the value of our parks and our Recreation Department.

All of us who attended want to utilize the information and tools we were given at the conference. Thank you again for the wonderful opportunity.

In God We Trust