



Brainerd Park Board Agenda Request

Requested Meeting Date:

Title of Item:

<input type="checkbox"/> INFORMATION ONLY <input type="checkbox"/> ACTION REQUESTED	Action Requested: <input type="checkbox"/> Direction Requested <input type="checkbox"/> Discussion Item
Submitted by:	Department:
Presenter (Name & Title):	Estimated Time Needed:
Summary of Issue:	
Alternatives, Options, Effects on Others/Comments:	
Recommended Action/Motion:	
Financial Impact: <i>Is there a cost associated with this request?</i> <input type="checkbox"/> Yes <input type="checkbox"/> No <i>What is the total cost, with tax and shipping</i> \$ _____ <i>Is this budgeted?</i> <input type="checkbox"/> Yes <input type="checkbox"/> No <i>Please Explain:</i>	



Brainerd Parks & Recreation Quarterly Report – April 2, 2021

Current Activities

1. Program Promotion

The following promotional activities have taken place or are planned:

- Website- March 15 launched new content on YMCA website including program descriptions
- The Brainerd Dispatch- 4-page wrap, on March 21. 8,700 copies distributed.
- WJJY Community Focus- March 11, CEO Shane Riffle announces Youth Sports Partnership and new programs the Y will be running this Summer.
- Lakeland Public TV- March 16, Nick Ursini interviewed leaders from Brainerd Parks & Rec, YMCA and Community Ed, *Three Brainerd Organizations Team Up to Provide Youth Sports This Summer.*
- Social Media
 - Facebook- post announcing partnership between Brainerd Parks & Recreation, YMCA and Community Ed- 616 people reached / 81 engagements
 - Facebook- post announcing open registration, 1,388 people reached / 112 engagements

2. Staffing

A FT/Exempt role has been created (growing from FT/hourly) for Youth Sports. Cody Dullinger is overseeing and managing all aspects of programming.

- Soccer- The Sports Coordinator will support daily programming and work with 2-3 PT skill specialists to lead training sessions.
- Flag Football/T-Ball/Basketball- The Sports Coordinator will support daily programming and recruit parent- volunteer coaches for each team.

3. Registration (Opened 4/1)

Currently Enrolled- as of 4/2

Flag Football	1
Lacrosse	0
T-Ball	23
Basketball	3
Soccer	10

Thank you for the opportunity to partner with Brainerd Parks & Recreation to support the healthy development of all youth in our community through organized sports.

Sincerely,

Jessica Erickson
Associate Executive Director- Brainerd Family YMCA

BRAINERD FAMILY YMCA
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Brainerd Parks & Recreation Quarterly Report - March, 2021

Current Activities

1. Program Promotion

The following promotional activities have taken place or are planned:

- a. February 12: Preliminary summer ball information placed in our email newsletter that is sent out to over 6,900 email addresses. There were over 130 clicks on the links in the newsletter to register for ball programs. Registrations started coming in on February 15.
- b. March 6: The Brainerd Dispatch published an [article](#) about the merger of the Baxter and Brainerd baseball associations. While not entirely accurate about the details of the relationship between the association and Community Education, the article referenced the merger of the Parks & Rec programs in the two cities.
- c. March 10: We [announced](#) that registration for summer Parks & Rec ball programs was now open on our Facebook page. The analytics say that 464 people were reached.
- d. March 17: Brainerd Parks & Rec [announced](#) the partnership between the city, YMCA, and Community Education on its Facebook page. We then shared it on our Community Education page. The analytics say that 516 people were reached in the first 24 hours following the announcement.
- e. Late March: The Community Education mini-guide will be mailed to approximately 25,000 households in the school district. It includes an announcement that Parks & Rec programs in Baxter and Brainerd are now open and drives them to our registration [website](#).
- f. April 9: A Viewpoint 181 column published in the Brainerd Dispatch will be submitted. The column will describe the new role Community Education will play in offering Parks & Rec programming in both Baxter and Brainerd. While the focus will be on the school district's role, the programs being managed by the YMCA and city of Brainerd will also be mentioned.
- g. Early April: Information on the Parks & Rec programs will appear in the April edition of the Community Education email newsletter. This will include links to register.

- h. April 15 and 19: The school district's tow monthly radio spots will be dedicated to discussion of the new partnership. Representative from the city and YMCA will be invited to join Community Education staff in these appearances.

2. Staffing

The Parks & Rec coordinator position has been expanded to include oversight of all Community Ed Parks & Rec programs. We are in the process of hiring head coaches for each sport in each city. Assistant coaches will be added based on enrollment. Game officials all hired, trained, and paid through the same process for both cities. Volunteers screened and trained the same way in both cities. The cost of staff will be allocated to the city in which they work. Staffing for the Miracle League is still being determined.

3. Registration

The following chart shows the registration we have collected so far.

Sport	Age	Total Registered as of 3/18/21	Brainerd Residents as of 3/18/21	Brainerd % of Total
Slowpitch	Petite	8	8	100%
Slowpitch	Junior	3	3	100%
Slowpitch	Senior	4	4	100%
Fastpitch	8U	4	0	0%
Fastpitch	10U	2	1	50%
Fastpitch	12U	3	2	67%
Major League	7-8	5	2	40%
Minor League	6-7	9	5	56%
Morning Tee-Ball	4-6	7	3	43%
Evening Tee-Ball	4-6	15	11	73%
Pony	13-15	24	10	42%
TOTAL		84	49	58%

Please feel free to contact with me questions, concerns or for more information.

Respectfully Submitted,

Cori Reynolds

Director of Community Education, Brainerd Public School