



**REGULAR JOINT MEETING OF THE HESPERIA RECREATION  
AND PARK DISTRICT FOUNDATION COMMITTEE AND  
HESPERIA AREA RECREATION DISTRICT FOUNDATION  
BOARD MEMBERS AGENDA**

**James Blocker** *Chair*  
**Gary “Griz” Drylie** *Vice Chair*  
**Carol Hill** *Board Member*  
**Rebecca Daugherty** *Board Member*  
**Amanda Gingerich** *Board Member*  
  
**Calvin Louie** *Acting General Manager*

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**HESPERIA RECREATION AND PARK DISTRICT  
Thursday, May 23, 2024 – 6:00 p.m.  
Lime Street Park Community Center, 16292 Lime Street, Hesperia, CA 92345**

*In compliance with the Brown Act, the following HARD Foundation Board Member will be participating via teleconference from the following location:*

*James Blocker (HARD Foundation Board Member), Ontario Airport, Alaska Airlines Flight 1087, Terminal 2, 2500 E. Airport Drive, Ontario CA 91761*

**THE PUBLIC MAY PARTICIPATE VIA TELECONFERENCE  
WITH ZOOM.**

**JOIN THE MEETING FROM YOUR COMPTUER, TABLET, OR SMARTPHONE:**

**Join Zoom Meeting**

**<https://zoom.us/j/99357226014?pwd=eGtpZG4vYXdqdzByTlFqTzBSb3ZIQT09>**

**Meeting ID: 964 1813 1939**

**Passcode: 266540**

**Or dial: 1 (669) 444-9171**

**CALL TO ORDER**

**ROLL CALL**

- a. Committee
- b. Foundation

**FLAG SALUTE**

**MESSAGE TO THE PUBLIC/PUBLIC COMMENT**

Welcome to this Joint Meeting of the Hesperia Recreation and Park District Foundation Committee and the Hesperia Area Recreation District Foundation Board Members. The Committee/Foundation encourages public participation. If you desire to address the Committee/Foundation on any Committee/Foundation related matter or item on the Agenda, you

are asked to please fill out one of the speaker forms in the back of the meeting room and turn it in to the presiding officer. When called upon, please come forward, and state your name and address, if you wish, before addressing the Committee/Foundation. Please limit your comments to five minutes per speaker.

Please note that if you address the Committee/Foundation on items NOT on the Agenda, the Brown Act does not allow discussion of such items. Therefore, the Committee/Foundation may only do the following: refer the matter to staff, ask for additional information, request a report back, or give a very limited factual response.

## **COMMUNICATIONS**

### **DISCUSSION/ACTION ITEMS**

- a. Approval of April 25, 2024, Meeting Minutes
- b. Event Ad Hoc Committee Update
- c. Preservation Committee Update
- d. Recreation Committee Update
- e. HARD Foundation By-Laws

### **DISTRICT FOUNDATION COMMITTEE**

- a. District Board Report
- b. Comments

### **STAFF REPORTS**

- a. Programs/Events/Activities Handouts
- b. Comments

### **FOUNDATION CHAIR'S COMMENTS**

### **FOUNDATION BOARD MEMBERS' COMMENTS**

### **ADJOURNMENT**

It is the intent of the Hesperia Recreation and Park District to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, the Hesperia Recreation and Park District will attempt to accommodate you in every reasonable manner. Please contact the District Office at (760) 244-5488, at least 48 hours prior to the meeting, to inform us of your particular needs and determine if accommodation is feasible. Please advise us at that time if you will need accommodations to attend or participate in meetings on a regular basis.

Meeting documents can be reviewed by the public at the District Office, 16292 Lime Street, Hesperia, CA, Monday through Friday, 8:30 a.m. to 5:00 p.m.

**REGULAR JOINT MEETING OF THE  
HESPERIA RECREATION AND PARK DISTRICT  
AND THE  
HESPERIA AREA RECREATION DISTRICT FOUNDATION BOARD MEMBERS  
Thursday, April 25, 2024 - 6:00 p.m.  
Lime Street Park Community Center  
16292 Lime Street, Hesperia, CA 92345**

**MINUTES**

**CALL TO ORDER**

Meeting was called to order at 6:00 p.m. by Chair Member Blocker.

**ROLL CALL**

Committee: Irish, Gonzalez  
Foundation: Drylie, Blocker, Hill, Gingerich, Daugherty  
District Staff: Louie, Garcia, Hauser, Chavez, Dawes  
Other: None

**FLAG SALUTE**

Member Gingerich led the flag salute.

**MESSAGE TO THE PUBLIC/PUBLIC COMMENT**

None

**COMMUNICATIONS**

None

**DISCUSSION/ACTION ITEMS**

**a. Approval of March 28, 2024, Meeting Minutes**

1. Motion made by Vice Chair Member Drylie to approve the March 28, 2024, minutes, seconded by Member Hill. The motion passed by the following vote:

**AYES:** Blocker, Hill, Gingerich, Daugherty, Drylie  
**NOES:** None  
**ABSENT:** None  
**ABSTAIN:** None

**b. Rick Novack High School Scholarship Ceremony Schedule**

1. The Board volunteered to attend and present the scholarships at each high school awarded.

**c. HARD Foundation Logo**

1. Motion made by Member Daugherty to accept version A., with no shadow, adding the outline of the mountains, seconded by Member Hill. The motion passed by the following vote:

**AYES:** Gingerich, Daugherty, Drylie, Blocker, Hill  
**NOES:** None  
**ABSENT:** None  
**ABSTAIN:** None

**d. Event Ad Hoc Committee Update**

1. Chair Member Blocker reported on the following: Bobcat’s Summer Concert Series, concerts in general event budgets, Hesperia Days Rodeo, El Dorado Broadcasters, and presenting at the Greater High Desert Chamber of Commerce Friday Morning Coffee Break.

Meeting recessed from open session at 6:30 p.m.

Meeting reconvened into open session at 6:39 p.m.

**e. Preservation Committee Update**

1. Vice Chair Member Drylie reported on the following; increase in visitors at the museum, Apple Valley Boy Scouts, social media posts, museum grant progress, and presenting to the Seniors With Inquiring Minds group.

**f. Recreation Committee Update**

1. Director Irish reported on the Easter Egg Hunt.

**g. HARD Foundation By-Laws Discussion**

1. Acting General Manager Louie distributed an opinion from legal counsel. The Board will review and discuss at the May 23, 2024, meeting.

**DISTRICT FOUNDATION COMMITTEE**

**a. District Board Report**

1. Director Gonzalez reported on the following: The KYA Group update, Rick Novack Community Center Gym painting and progress, Datura house demolition, project signage, Request for Proposals for District-wide Videography, Board Values removal from policy manual and website, and a power point presentation from the Acting General Manager.

**b. Comments**

1. Member Gingerich inquired about Maple Park improvements.

**STAFF REPORTS**

**a. Programs/Events/Activities Handouts**

1. Ms. Dawes reported on the Park Ranger department.

**b. Comments**

1. Director Gonzalez inquired about the car show turnout.

**FOUNDATION CHAIR'S COMMENTS**

1. Chair Member Blocker reported that the Hesperia Wranglers are requesting sponsorship of their pageant. The Hesperia Days Rodeo is almost filled up with food vendors. He inquired about his challenge to the Board to get at least one sponsor each.

Director Irish left at 7:36 p.m.

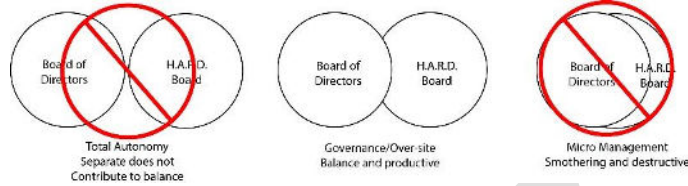
#### **FOUNDATION MEMBERS' COMMENTS**

1. Member Gingerich requested to set up the rodeo sponsor checklist differently.
2. Member Hill - none.
3. Member Daugherty suggested a Route 66 Rendezvous.
4. Vice Chair Member Drylie reported his email situation is straightened out.

**ADJOURNMENT** - Meeting was adjourned at 7:52 p.m.

DRAFT

The goals of governance and oversight roles, include: Generally, constrain and conscribe the organization. Establish mission, vision and values and authorize strategy. Provide "Arm's length" direction and control.  
Inspire an ethical culture.



BYLAWS OF  
HESPERIA AREA RECREATION DISTRICT FOUNDATION,  
A California Non-Profit Public Benefit Corporation

**ARTICLE I - NAME**

The name of this Corporation shall be HESPERIA AREA RECREATION DISTRICT (H.A.R.D.) FOUNDATION.

**ARTICLE II - OFFICES**

**Section 1. Principal Office.** The principal office for the transaction of the business of the Corporation ("principal executive office") is located at 16292 Lime Street, Hesperia, San Bernardino County, California. The Board Members may change the principal office from one location to another. Any change in this location shall be noted by the Secretary on these Bylaws opposite this section, or this section may be amended to state the new location.

**Section 2. Other Offices.** The Board Members may at any time establish branch or subordinate offices at any place or places where the Corporation is qualified to do business.

### **ARTICLE III - OBJECTIVES AND PURPOSES**

**Section 1.** This Corporation is a non-profit public benefit Corporation and is not organized

for the private gain of any person. It is organized under the Nonprofit Public Benefit Corporation Law for charitable purposes. The general purpose for which this Corporation is organized is to educate the residents of the Hesperia area concerning recreation and park activities; promoting the cultural well-being of the community and educating the community concerning the availability of such activities; promotion of athletic activities and the education of athletes in the ideals of good sportsmanship, loyalty, and fair play; as well as to solicit, collect, manage and disburse funds and property designated for the support of activities and events for the Hesperia Recreation and Park District. The primary purpose is to sustain and support recreational facilities, parks, and other community programs provided by the district for the residents of the Hesperia area.

**Section 2.** Governance and Oversight. The goals of governance and oversight roles, include: generally, constrain and constrict the organization. Establish mission, vision and values and authorize strategy. Provide "Arm's length" direction and control. Inspire an ethical culture. As per the Organizational District Chart, The H.A.R.D. Foundation shall have governance and oversight directly by the Hesperia Recreation and Parks Districts General Manager and the Elected District Board which has governance and oversight over the District General Manager. This form of management is in place to protect the integrity of the corporate shield of the 501(c) considering the Foundation is a non-political entity and the Elected Board of Directors is a political entity. (Refer to Article XI)

## ARTICLE V - BOARD MEMBERS

**Section 1. Selection of Members.** The Board Members of this Corporation shall be designated, selected, and removed by the H.A.R.D Foundation Board Members, Executive Director/General Manager and one representative of the Elected Board of Directors. The selection process is with a public notice posted on the District and Foundation website at least fifteen (15) calendar days prior to the date on which appointments will appear on the agenda. All applicants must reside within the Hesperia Recreation and Park District Sphere of Influence.

**Section 2. Number of Board Members.** The authorized number of Board Members shall be five (5).

**Section 3. Responsibility.** Except as otherwise provided by the Articles of Incorporation or by these bylaws, the powers of the Corporation shall be exercised, its property shall be controlled by, and its affairs shall be conducted by the Board Members.

The Board Members shall coordinate all activities with the District through the Executive Director, which is the General Manager of the District or their designee.

**Section 4. Quorum.** A majority of the Board Members of this Corporation shall constitute a quorum for the transaction of business. Every act or decision done or made by a majority of the Board Members present at a meeting duly held at which a quorum is present shall be regarded as the act of the Board Members of this Corporation.

**Section 5. Powers.** The business and affairs of this Corporation shall be



managed, and all corporate powers shall be exercised, by or under the direction of the Board Members.

**Section 6. Term of Office.** The term of office of the H.A.R.D. Foundation Board Members of this Corporation shall serve the term of (2 or 4) years based on a fiscal year of July 1 - June 30, at which time they shall reaffirm their desire to serve an additional term.

**Section 7. Vacancies.** The Board Members of this Corporation shall be designated, selected, and removed by the H.A.R.D Foundation Board Members, General Manager and one representative of the Elected Board of Directors and filled from an open pool of applicants

**Section 8. Restrictions on Interested Board Members.** Not more than 49% of the persons serving on the Board at any time may be interested persons. An interested person is (a) any person receiving compensation by the Corporation for services rendered to it within the previous twelve months, whether as a full-time or part-time employee, independent contractor, or otherwise, excluding any reasonable compensation paid to a Member as Member; and (b) any brother, sister, spouse, child, brother-in-law, sister-in-law, mother-in-law, or father-in-law of any such person. However, any violation of the provisions of this paragraph shall not affect the validity or enforceability of any transaction entered into by the Corporation.

**Section 9. Place of Meeting.** Meetings of the Board Members may be held at the principal office of the Corporation or may be held at any place within or outside the

state of California that has been designated from time to time by resolution of the Board

Members. Any meeting shall be valid, wherever held, if held by the written consent of all members of the Board given either before or after the meeting and filed with the Secretary of the Corporation.

**Section 10. Regular Meetings.** Regular meetings of the Board shall be held at least quarterly and may be held on a date to be fixed by resolution of the Board Members.

No notice need be given of such regular meetings.

**Section 11. Special Meetings - Notice.** Special meetings of the Board Members for any purpose or purposes shall be called at any time by the Chair, any two (2) Members, or by the Executive Director of the Corporation. Written notice of the time and place of special meetings shall be delivered personally, to the Board Members or sent to each Member by letter to them at their address on record.

In case such notice is mailed, it shall be deposited in the United States mail or personally delivered at least 48 hours prior to the time of the holding of the meeting. In case such notice is personally delivered as above provided, it shall be so delivered at least

24 hours prior to the time of the holding of the meeting. Such mailing or hand delivery as above provided shall be due, legal, and personal notice to such Member. Attendance of a member is evidence of receipt of appropriate notice.

**Section 12. Waiver of Notice.** The transactions of the meeting of the Board Members, however called and noticed, and wherever held, shall be as valid as though

taken at a meeting held after regular call and notice if (a) a quorum is present and (b) either before or after the meeting, each of the Members not present signs a written waiver

of notice, a consent to holding the meeting, or an approval of the Minutes. The waiver of

notice or consent need not specify the purpose of the meeting. All waivers, consents, and

approvals shall be filed with the corporate records or made a part of the Minutes of the meeting. Notice of a meeting shall also be deemed given to any Member who attends the

meeting without protesting before or at its commencement about the lack of adequate notice.

**Section 13. Action Without Meeting.** Any action required or permitted to be

taken by the Board Members may be taken without a meeting if all members of the Board,

individually or collectively, consent in writing to that action. Such action by written consent shall have the same force and effect as a unanimous vote of the Board Members.

Such written consent or consents shall be filed with the Minutes of the proceedings of the

Board.

**Section 14. Meetings by Telephone or Similar Communication Devices.** Any

meeting, regular or special, may be held by conference telephone, online conferencing, or similar communication equipment, so long as all Members participating in the meeting can hear one another and all such Members shall be deemed to be present at such meeting. Any action taken at such a meeting shall be taken by roll call vote. Action taken at such a meeting shall have the same force and effect as a vote of the Board in person.

Section 15. Compliance with Brown Act. All meetings of the Board Members are governed by the Brown Act (Government Code Section 54950 et. Seq.). They shall be open to the public, and all persons shall be permitted to attend any meeting of the Board Members.

#### **ARTICLE VI - COMMITTEES**

The Board Members may, by resolution adopted by a majority of the Members then in office, designate one or more committees, each consisting of two or more Members to serve at the direction of the Board of Members.

#### **ARTICLE VII - OFFICERS**

**Section 1. Officers.** The officers of the Corporation shall consist of a Chair and Vice Chair, each of whom shall be a Board Member. The Board Secretary shall be the District Board's Secretary and the Treasurer shall be the District's Deputy Secretary. The Board Members may establish such other offices as it deems advisable. Additional officers so elected shall hold office for such period and shall have such power and duties as the Board Members may from time to time authorize.

**Section 2. Election of Officers.** The officers of the Corporation shall be elected by the Board Members and installed at the January meeting of every even number year, and each shall serve in that capacity for the corporation.

**Section 3. Chair.** The Chair shall preside at all meetings of the Board Members. He or she is the Chief Executive Officer of the Corporation and shall have such other duties and powers as may be conferred by law or the Board Members.

**Section 4. Vice Chair.** The Vice Chair shall preside at meetings of the Board if the Chair is absent or incapacitated and otherwise shall have such other powers and duties as may be conferred by law or by the Board Members. The Vice Chair may execute documents in the absence of the Chair.

**Section 5. Treasurer.** The Treasurer shall be the Deputy Secretary of the District Board of Directors and shall keep and maintain, or cause to be kept and maintained, adequate and correct accounts of the properties and business transactions of the Corporation, including accounts of its assets, liabilities, receipts, disbursements, gains, and losses. All monies and their valuables shall be deposited in the name and to the credit of the Corporation with such depositories as may from time to time be designated by the Board Members. The funds of the Corporation shall be disbursed upon the check or draft of the Corporation signed pursuant to the order of the Board Members.

When requested by the Chair of the Board Members, the Treasurer shall cause to be rendered an account of the financial condition of the Corporation and shall perform all other duties required of them by the Chair, Members, and committees pertaining to the office of Treasurer.

**Section 6. Secretary.** The Secretary shall be the Secretary of the District Board of Directors and shall keep or cause to be kept a book of minutes at the principle office, or at such other place as the Board Members may order, of all meetings of the Members with the time and place of holding, whether regular or special, and if special how authorized, the notice there given, the names of those present at the Members' meetings and proceedings thereof. The Secretary shall give or cause to be given notice of all meetings of the Board Members required by these Bylaws or by law to be given, and the Secretary shall keep the seal of the Corporation in safe custody and shall have such powers and perform such other duties as may be prescribed by the Board Members from time to time.

**Section 7. Removal of Officers.** Any Board officer may be removed, with cause, by the Board Members at any regular or special meeting of the Board Members by vote of a majority of the total number of Members present at the meeting. The Secretary and Treasurer may only be removed by the District Board of Directors.

**ARTICLE VIII - INDEMNIFICATION OF MEMBERS, OFFICERS, EMPLOYEES,  
AND OTHER AGENTS**

The Board Members may adopt a resolution authorizing the purchase and maintenance of insurance on behalf of any agent of this Corporation against any liability other than for violating provisions against self-dealing, asserted against or violating by the agent in such capacity or arising out of the agent's status as such, whether or not this Corporation would have the power to indemnify the agent against that liability under the provisions of the California Corporations Code.

**ARTICLE IX - GENERAL PROVISIONS**

**Section 1. Self-Dealing.** In the exercise of voting rights by Board Members, no individual shall vote on any issue, motion, or resolution which directly or indirectly inures to his or her financial benefit except that such individual may be counted in order to qualify a quorum and, except as the Board Members may otherwise direct, may participate in the discussion of such issue, motion, or resolution if he or she first discloses the nature of his or her interest, as provided in the California Corporations Code.

**Section 2. Indemnification.** This Corporation shall indemnify any Member, officer, employee or agent of the Corporation for liability incurred by such person in the exercise of his or her duties with respect to this Corporation to the extent permitted by the California Corporations Code.

**Section 3. Fiscal year.** The fiscal year of this Corporation shall be July 1st to June 30th of each year.

**Section 4. Parliamentary Authority.** The rules of procedure contained in the current edition of Robert's Rules of Order shall govern the conduct of the business of the Board in all cases to which they are applicable and in which they are not inconsistent with state law or these Bylaws.

## **ARTICLE X - RECORDS AND REPORTS**

**Section 1. Corporate Records.** The Corporation shall maintain adequate and correct accounts, books, and records of its business and properties, including accounts of its assets, liabilities, receipts, disbursements, and other financial matters, and shall keep Minutes in written form of the proceedings of its Board Members and committees of the Board.

**Section 2. Inspection by Members.** Every Member shall have the absolute right at any reasonable time to inspect all books, records, and documents of every kind and the physical properties of the Corporation. This inspection by a member may be made in person or by an agent or attorney, and the right of inspection includes the right to copy and make extracts of documents.



## **ARTICLE XI - TAX-EXEMPT STATUS**

This Corporation is organized and operated exclusively for charitable purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code and no substantial part of the activities of this Corporation shall consist of the carrying on of propaganda, or otherwise attempting to influence legislation; nor shall the Corporation participate or intervene in any political campaign on behalf of any candidate for public office (including the publishing or distributing of statements). Property of this Corporation is irrevocably dedicated to charitable purposes, and no part of the net income or assets of this Corporation shall ever be to the benefit of any Member or officer of this Corporation, or to the benefit of any other individuals. Upon the winding up and dissolution of this Corporation, and after paying and adequately providing for the debts and liabilities of this, Corporation, any remaining assets and funds shall be distributed to the Hesperia Recreation and Park District, or if it no longer exists, to any successor organization, or if there is none, to any fund or Corporation which is organized and operated exclusively for charitable purposes and which has established its tax-exempt status under Section 501(c)(3) of the Internal revenue Code.

## **ARTICLE XII - AMENDMENTS**

The Corporation Board Members may adopt, amend, or repeal these Bylaws by a majority vote

of the total number of Members. In the event of an amendment the Board Secretary shall the update the Bylaws with the State.

B & H

BRACY HAWKINS LAW, P.C.



(909) 521-7477



[abracy@bracyhawkinslaw.com](mailto:abracy@bracyhawkinslaw.com) | [chawkins@bracyhawkinslaw.com](mailto:chawkins@bracyhawkinslaw.com)



468 W. 5th Street, Suite 104  
San Bernardino, CA 92401

## MEMORANDUM

**To:** Hesperia Recreation and Park District (HRPD) Board of Directors  
**From:** Channing Hawkins, General Counsel  
**Date:** April 24, 2024  
**Re:** Clarification of Relationship and Governance Framework Between HRPD and the HARD Foundation

This memo provides an overview of the relationship between the Hesperia Recreation and Park District (hereinafter, “the District” or “HRPD”) and the Hesperia Area Recreation District (HARD) Foundation (hereinafter, “HARD Foundation” or “the Foundation”). Throughout this memo, any references to “the Board” or “Board Members” refers to the governing body of the HARD Foundation and any references to the “Board of Directors” or “Directors” refers to the governing body of HRPD. The memo aims to clarify the governance, programming, and financial management of the HRPD and HARD Foundation and provide strategies to mitigate potential conflicts.

### SUMMARY

An examination of the Foundation’s Bylaws, the Foundation Guidelines, and the District’s Policy Manual of Organization and Operation highlights the authority vested in the District Board of Directors in governing the HARD Foundation. This authority extends to financial management and programming decisions, including the appointment, terms, selection, and removal of Foundation Board Members, which impact programming initiatives. Moreover, the District’s oversight of the Treasurer, responsible for managing finances across both entities, further solidifies its control in financial management. The alignment between the missions of the HARD Foundation and the District underscores the Foundation’s advisory role and collaboration in advancing the community’s recreational needs while affirming the District’s authority over governance and financial management. While the Foundation Board may offer recommendations, it lacks the authority to implement specific programs, projects, or activities. This alignment is grounded in the District’s overarching mission to provide a comprehensive program of leisure activities for the residents it serves, emphasizing its commitment to enhancing recreational opportunities within the community.

## **BACKGROUND**

As outlined in the District's Policy Manual of Organization and Operation, the District's primary objective is to offer a comprehensive program of leisure activities for Hesperia residents. This mission is achieved through various means, including the acquisition and development of Recreation and Park Areas and facilities, the establishment of recreational programs, the construction and upkeep of Recreation and Park facilities, and collaborative endeavors with other local agencies and groups that offer similar services.

The HARD Foundation was established in 1984 by the District Board of Directors as a non-profit public benefit corporation. Its primary goal is to educate Hesperia residents about recreation and park activities while promoting the cultural well-being of the community. Additionally, the Foundation advocates for athletic activities and instills values of good sportsmanship, loyalty, and fair play among athletes. Moreover, the Foundation is tasked with fundraising, soliciting, collecting, managing, and disbursing funds and property designated to support District activities.

## **DISCUSSION**

According to Article V. of the HARD Foundation's Bylaws and Section 4.11 of the District's Policy Manual of Organization and Operation, Foundation Board members serve at the discretion of the HRPD's Board of Directors, who hold the authority to designate, appoint, and remove the Foundation's Board members. While Article V. Section 3 of the Foundation's Bylaws, grants Foundation Board members the authority to manage its business and affairs, Board members are responsible for coordinating all activities with the HRPD through the HRPD's General Manager or its designated representative. According to Article VII, Section 7 of the Bylaws, the Secretary and Treasurer, who also serve on the HRPD's Board, can only be removed by the HRPD's Board of Directors.

The HARD Foundation operates within defined authority limits established by its relationship with the HRPD. According to the Foundation's Guidelines, while empowered to provide advice and recommendations, the Foundation Board lacks legal authority to enact policy or administrative decisions independently. Board members may offer recommendations but cannot order the implementation of a particular program, project, or activity. Additionally, the Foundation Board is restricted from addressing personnel matters concerning the HRPD's staff, setting fees and charges, or representing the HRPD in media communications. These responsibilities remain within the purview of the HRPD and its staff.

## **CONCLUSION**

While the HARD Foundation plays a valuable role in advising and representing the community's recreational interests, based on the governing documentation, ultimate authority over governance, programming, and financial management resides with the District's Board of Directors.




## **RECOMMENDATIONS**

In light of the governance dynamics outlined herein, the following recommendations aim to enhance clarity, streamline operational processes, and foster effective collaboration between the Hesperia Recreation and Park District and the Hesperia Area Recreation District (HARD) Foundation:

1. **Bylaws Update:** It is recommended that the bylaws of the HARD Foundation be updated to better define governance and reporting structures. This update should include clear delineation of roles, responsibilities, and decision-making authority, thereby minimizing ambiguity and potential conflicts.
2. **Policy Review and Revision:** Implement a process for regular review and revision of the policies and procedures of both the District and the HARD Foundation. This process should involve stakeholders from both entities and occur at scheduled intervals to ensure alignment with evolving needs and objectives. By periodically assessing and updating governance documents, both organizations can adapt to changes in the operating environment and strengthen their collaboration for the benefit of the community.
3. **Training and Education:** Provide training and education sessions for the District and the HARD Foundation board members and staff to ensure a comprehensive understanding of respective roles, responsibilities, and authority. This will help mitigate misunderstandings and promote effective decision-making processes.

Implementing these recommendations will not only clarify the roles and responsibilities of each entity but also strengthen the relationship between the entities, ultimately enhancing the delivery of recreational services to the Hesperia community.

# May 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			<p>1</p> <p>3:30 pm Policy Review Committee Meeting</p>	<p>2</p>	<p>3</p>	<p>4</p>
<p>5</p>	<p>6</p>	<p>7</p>	<p>8</p> <p>6:00 pm District Board Meeting</p>	<p>9</p>	<p>10</p>	<p>11</p> <p>8:00 am Hesperia Wranglers' Gymkhana Val Shearer Arena</p>
<p>12</p> 	<p>13</p>	<p>14</p>	<p>15</p> <p>3:30 pm Tri-Agency Meeting City Hall</p>	<p>16</p> <p>3:30 pm Safety, Security, &amp; Maintenance Meeting 5:45 PM Recreation Meeting</p>	<p>17</p> <p>3:30 pm Historical Preservation Committee Meeting</p>	<p>18</p> <p>11:00 am 3rd Annual HD Inter-Tribal Spring Celebration Hesperia Civic Plaza Park</p>
<p>19</p>	<p>20</p>	<p>21</p>	<p>22</p>	<p>23</p> <p>5:00 pm Event Committee  6:00 pm Foundation Meeting</p>	<p>24</p>	<p>25</p> <p>Lime Street Park Pool Opens</p>
<p>26</p>	<p>27</p> <p>Memorial Day District Offices Closed</p> 	<p>28</p>	<p>29</p> <p>6:00 pm District Board Meeting</p>	<p>30</p>	<p>31</p>	



# June 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3 Summer Kids Kamp Starts Lunch in the Park Starts Mon—Thurs	4	5	6	7	8 8:00am Hesperia Wranglers' Gymkhana 10:00 am Wicked Kustomz Fathers Day Car Show
9	10	11	12 6:00 pm District Board Meeting	13	14 Flag Day 	15
16 Father's Day 	17 6:00 pm ASBCSD Chino Valley Water Conservation District	18	19	20 3:30 pm Safety, Security & Maintenance Meeting 5:30pm Recreation Meeting	21 3:30 pm Historical Preservation Committee Meeting	22
23 <hr/> 30	24	25	26 6:00 pm District Board Meeting	27 5:00 pm Event Committee Meeting 6:00 pm Foundation Meeting	28	29



# July 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
 1	2	3	4	 Independence Day District Offices Closed	5	6 Dusk Movies in the Park <i>Hesperia Civic Plaza Park</i>
7	8	9	10 6:00 pm District Board Meeting	11	12	13 8:00 am Hesperia Wranglers' Gymkhana Rick Sheared Arena Dusk Movies in the Park
14	15 6:00 pm ASBCSD Meeting Phelan Pinon Hills Community Service District	16	17	18 3:30 pm Safety, Security & Maintenance Meeting 5:30pm Recreation Meeting	19 3:30 pm Historical Preservation Committee Meeting	20 Dusk Movies in the Park <i>Hesperia Civic Plaza Park</i>
21	22	23	24 6:00 pm District Board Meeting	25 5:00 pm Event Committee Meeting 6:00 pm Foundation Meeting	26	27 Dusk Movies in the Park <i>Hesperia Civic Plaza Park</i>
28	29	30	31			

**HESPERIA RECREATION AND PARK DISTRICT  
INTER-OFFICE MEMO**

**DATE:** April 15, 2024 **PHONE:** (760) 244-5488

**FROM:** SARAH HAUSER, RECREATION MANAGER  
Hesperia Recreation and Park District

**TO:** CALVIN LOUIE, ACTING GENERAL MANAGER  
Hesperia Recreation and Park District

**SUBJECT:** HESPERIA LAKE REPORT FOR MARCH 2024

**HESPERIA LAKE**

- Anglers - Total: 2,185 (+817 from previous month, -7 from last year)
  - Day: 1,882 (+440 from previous month, +103 from last year)
  - Child: 207 (+120 from previous month, +26 from last year)
  - Senior: 96 (+39 from previous month, -16 from last year)
  - Military discount: 130 (+42 from previous month, +27 from last year)
  - Passes redeemed: 18 (+6 from previous month, +1 from last year)
  - Punch cards sold: 1 (+1 from previous month, +1 from last year)
- Fish caught - Total: 1,390 (+340 from previous month, +782 from last year)
  - Catfish: 0 (-5 from previous month, -6 from last year)
    - November 3<sup>rd</sup> was the last catfish stock of the season
  - Trout: 2,251 (+1,026 from previous month, +1,076 from last year)
    - November 9<sup>th</sup> was the first trout stock of the season
- Group picnic rentals: 3 (+1 from previous month, +1 from last year)
- Picnic participants: 150 (same as previous month, +50 from last year)
- Campsites rented: 125 (+74 from previous month, -104 from last year)
- Campers: 202 (+124 from previous month, -142 from last year)
- Equestrian campsites rented: 0 (same as last month, same as last year)
- Equestrian campers: 0 (same as last month, same as last year)
- Group campsites: 6 (+6 from last month, +4 from last year)
- Group campers: 38 (+38 from last month, +14 from last year)
- Store transactions: 9,913 (+3,038 from previous month, +1,715 from last year)

**HESPERIA WRANGLERS**

- 03/09/2024 – Gymkhana: 62 riders; 150 spectators

/sh



**HESPERIA RECREATION AND PARK DISTRICT  
INTER-OFFICE MEMO**

**DATE:** February 15, 2024

**PHONE:** (760) 244-5488

**FROM:**  SARAH HAUSER, RECREATION MANAGER  
Hesperia Recreation and Park District

**TO:** CALVIN LOUIE, ACTING GENERAL MANAGER  
Hesperia Recreation and Park District

**SUBJECT:** RECREATION UPDATE FOR FEBRUARY 2024

Listed below is a brief overview of recreation-related items.

**YOUTH SPORTS**

Winter Youth Basketball

- For ages 5-17
- Registered Participants: 359 (-93 from 2023 season)
- Teams participate in one practice and one game per week
- Practices and games are held at the Epicentre and the Power Play Center
- Season runs January through March
  - Participants limited due to the Rick Novack Gym closure

**ADULT SPORTS**

Pickleball

- Tuesday & Thursday, evenings 6:00 - 9:00 p.m.: 335 participants (+53 from previous month)

Rick Novack Community Center

- Open gym adult & youth volleyball participants: Closed
- Open gym youth basketball participants: Closed
- Open gym adult basketball participants: Closed
  - These activities were closed due to damage to the Rick Novack Gym floor caused by the winter storm

**FIELD RENTALS**

Hesperia Community Park

- HD Fire Ants rented one field two times for baseball practice: 28 participants
- Firecrackers rented one field one time for softball practice: 13 participants
- HD Hitmen rented one field one time for baseball practice: 11 participants
- High Desert Pony rented one field six times for baseball practice: 144 participants
- HD Pulse rented one field one time for baseball practice: 12 participants
- HD Vipers rented one field one time for softball practice: 12 participants

#### Live Oak Park

- Firecrackers rented one field one time for softball practice: 13 participants
- Rancho Challenge FC rented one field three times for soccer practice: 150 participants
- DCSC rented one field five times for soccer practice: 200 participants
- Legends FC rented one field eight times for soccer practice: 160 participants

#### Hesperia Lake Park Soccer Field

- Elite Soccer rented one field two times for adult soccer games: 200 participants

#### Maple Park

- Legend FC Soccer rented one field six times for soccer practice: 120 participants

### **VOLUNTEER HOURS**

- December: 216 hours
- Year to date: 444.5 hours

### **HD BMX**

- Numbers not available

### **USER GROUPS**

#### Youth Sports Partners


- AYSO Soccer, Spring Season: Out of Season
- National Little League, Fall Season: 420 participants (+32 participants from spring 2023 season)
- American Little League, Spring Season: Numbers not available at the time of the report
- HYFL/Hesperia Trojans: Out of Season

### **Meetings with User Groups, Co-sponsorship Groups, or Exclusive Groups**

- None

**HESPERIA RECREATION AND PARK DISTRICT  
INTER-OFFICE MEMO**

**DATE:** April 16, 2024 **PHONE:** (760) 244-5488

**FROM:**  JUAN RAMOS, COMMUNITY OUTREACH COORDINATOR  
Hesperia Recreation and Park District

**TO:** CALVIN LOUIE, ACTING GENERAL MANAGER  
Hesperia Recreation and Park District

**SUBJECT:** RECREATION UPDATE FOR MARCH 2024

Listed below is a brief overview of recreation-related items.

**PROGRAMS**

Epicentre

- Teen Center participants: 280 (+82 from previous month)

Power Play Center

- Open Skate participants: 862 (+128 from previous month)
- Power Play skate parties: 18 (+4 from previous month)
- Party Rental participants: 639 (+5 from previous month)

**HARRISON EXHIBIT CENTER**

- Visitors: 30 (+23 from previous month)
- Facebook
  - Members: 498 (+8 from previous month)
  - Posts/Comments: 59 (+32 from previous month)
- Geocache visits: 41 (+25 from previous month)

**ROCK'N OUR DISABILITIES**

- Food Pantry/Distribution handed out to the community: 1,238 participants (+10 from the previous month)
- Karate: 65 participants (+8 from previous month)
- Dance Class: 39 participants (-33 from previous month)
- Motion & Fitness: 0 participants (No classes held)
- Yoga/Thai Energy & Motion: 0 participants (No classes held)
- Saturday Camp: 42 participants (+15 from previous month)
- Parent Support Group: 10 participants (-16 from previous month)
- Basketball: 203 participants (No classes held previous month)
- Choir: 18 participants (Same as previous month)

Special Events

- Eggxtra Special Egg Hunt & Trunk Event: 1,752 participants
- Learning Center – Art Camp: 10 participants
- Learning Center – Lego Camp: 16 participants
- Learning Center – Beads & Things: 9 participants
- Learning Center – Education Classes: 0 participants
- Learning Center – Paint Therapy: 7 participants
- Field Trips/Soaring Eagles/Movies: 59 participants

**Percy Bakker Community Center**

- Barstow Nutrition: 810 participants (+93 from previous month)
- Pinochle: 14 participants (same as previous month)
- Pool: 234 participants (+13 from previous month)
- Desert Winds Quilters: 45 participants (same as previous month)
- Garden: 44 participants (same as previous month)
- Quilters Piece Corp: 107 participants (+2 from previous month)
- Seniors with Inquiring Minds: 180 participants (same as previous month)
- Greater High Desert Chamber of Commerce: 175 participants (+18 from previous month)
- Heritage Group Paint Class – 22 participants (-2 from previous month)
- Brain Train Academy – 10 participants (no classes held previous month)

**CONTRACT CLASSES**

- 32 active monthly contract classes serving 339 participants (-17 from previous month)
  - Volleyball lessons cancelled due to damage to the Rick Novack Gym floor caused by the winter storm

**Special Events**

- Easter Egg Hunt: Event rescheduled for April 6,2024.

/jr

### Active Participant Numbers - FY 2023-2024

	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	YTD Average	YTD Totals
<b>Aquatics</b>							
Open Swim, Patrons	-	-	-	-		1,011	3,032
Swimming Lessons	-	-	-	-		109	217
Pool Party Rental Participants	-	-	-	-		151	454
Desert Aquatics	-	-	-	-		67	200
<b>Programs</b>							
Kids Kamp	30	66	66	36		85	594
<b>Hesperia BMX</b>							
Number of Participants	0	0	0	0		57	458
<b>Epicentre</b>							
A2R Basketball Performance (5-6)	6	0	0	0		5	38
A2R Basketball Performance (7-9)	30	33	28	44		47	379
A2R Basketball Performance (10-12)	24	12	24	20		31	248
A2R Basketball Performance (13-17)	9	21	24	12		17	138
Open Center	-	-	-	198		-	-
Hip-Hop	80	51	64	84		68	542
Parent & Me Ballet	70	36	64	64		64	510
Chinese Kickboxing	-	20	36	80		56	336
<b>Harrison Exhibit Hall</b>							
Visitors	22	3	8	7		10	78
Geocaches	-	-	21	16		19	37
<b>Hesperia Lake Park</b>							
Fishing	2,005	2,362	1,498	1,498		1,856	14,845
Picnic Participants	100	100	0	150		219	1,750
Number of Campers	255	102	113	78		290	2,320
Group Campers	0	48	6	0		18	142
EQ Campers	3	0	1	0		6	49

Not in session/season indicated by -

Does not include "Passive" participants such as spectators, patrons enjoying the parks, etc.

### Active Participant Numbers - FY 2023-2024

	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	YTD Average	YTD Totals
<b>Percy Bakker Community Center</b>							
Senior Nutrition	796	64	686	717		693	5,545
Pinochle	12	3	14	14		10	79
Fitness and Fun Monthly	48	64	40	64		69	480
Fitness and Fun (Walk-in)	648	648	720	448		352	2,814
Pool	204	206	246	221		221	1,769
Garden Club	38	46	44	44		44	310
Quilters	130	91	78	105		115	917
Line Dancing	21	28	24	24		29	201
Line Dancing (Walk-in)	-	-	12	-		29	116
S.W.I.M./Senior With Inquiring Minds	142	85	176	180		153	1,226
<b>Power Play Center</b>							
Pickleball	234	298	282			259	1,813
Admission	424	635	742	734		481	3,845
Power Play Rental Attendance	370	820	756	632		469	3,750
Ukulele Lessons	10	3	8	0		6	45
<b>Lime Street Park Community Center</b>							
Child Self-Defense	117	30	54	48		73	513
Self-Defense	0	2	0	0		0	2

Not in session/season indicated by -

Does not include "Passive" participants such as spectators, patrons enjoying the parks, etc.

### Active Participant Numbers - FY 2023-2024

	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	YTD Average	YTD Totals
<b>Rick Novack Community Center</b>							
A/Y Open Gym (VB)	-	-	-	-		-	-
Adult Open Gym (B)	-	-	-	-		-	-
Ballet/Tap Dance	60	42	36	32		45	318
Belly Dance, Beginning	25	28	28	16		23	161
Belly Dance, Intermediate	-	16	16	8		-	-
Girls Volleyball	-	-	-	-		-	-
Jazz/Ballet	88	36	48	72		54	432
Karate, Beginning/Intermediate	43	40	48	24		61	487
Karate, Advanced	0	4	28	36		9	68
Karate, Mini Tigers	42	7	84	58		66	525
Let's Dance!	-	-	-	-		-	-
Let's Dance! Private Lesson	8	8	8	5		5	66
Volleyball Training (1 day)	-	-	-	-		-	-
Volleyball Training (2 days)	-	-	-	-		-	-
Youth Basketball	-	-	359			350	1,751
Youth Open Gym (B)	-	-	-	-		-	-
<b>Therapeutic Programs (ROD)</b>							
Community Relief Supplies	936	966	1,166	1,228		1,212	9,692
Fun in the Sun at Lime Street Pool	-	-	-	-		390	390
Saturday Camp	23	83	45	27		96	771
Special Events	46	52	81	61		411	3,286
Sports	212	53	32	57		184	1,471
<b>Hesperia Community Park</b>							
Adult Softball Teams (Coed)	120	72	-	-		132	792
Adult Softball Teams (Mens)	288	336	-	-		312	1,872
Youth Flag Football	-	-	-	-		-	-

Not in session/season indicated by -

Does not include "Passive" participants such as spectators, patrons enjoying the parks, etc.

### Active Participant Numbers - FY 2023-2024

	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	YTD Average	YTD Totals
<b>Timberlane Park</b>							
Best Friends	108	54	112	88		97	681
Itty Bits	153	96	126	160		115	808
Kinder Kids M/W	63	30	72	72		48	333
Tiny Tots M/W	136	96	108	160		122	853
Tiny Tots T/Th	90	42	49	112		71	500
<b>Facility Rental Guests</b>							
Percy Bakker Community Center	810	1,020	1,100	1,100		1,081	8,645
Lime Street Park Community Center	620	230	640	455		477	3,815
Rick Novack Community Center	420	190	100	210		221	1,770
John Swisher Community Center	450	375	7	380		408	3,262
Field Rentals	670	832	1,266			1,050	6,300
<b>Field/Facility User Participants</b>							
HYFL/Hesperia Trojans	143	143	-			143	858
National Little League	264	-	-			264	1,056
American Little League	325	-	-			325	975
AYSO Soccer	1,014	-	-			1,014	4,056
Hesperia Wranglers	50	75	-			80	400
<b>Special Events</b>							
Movies in the Park	-	-	-	-		2,350	2,350
National Night Out	-	-	-	-		500	500
Bobcat's Summer Concert Series	-	-	-	-		3,400	3,400
Hesperia Days	-	-	-	-		20,000	20,000
Hesperia Days 5K Run/Walk/Skate	-	-	-	-		1,000	1,000
Hesepri Days Rodeo	-	-	-	-		5,000	5,000
Dieciseis de Septiembre	-	-	-	-		6,500	6,500
Hesperia Fall Festival & Car Show	-	-	-	-		10,000	10,000
Veteran's Day Celebration	300	-	-	-		300	300
Hesperia Christmas Tree Lighting	-	7,000	-	-		7,000	7,000
Timberlane Dog Park Ribbon Cutting	-	-	50	-		50	50
Old West Days	-	-	250	-		250	250
Intergenerational Dinner	-	-	-	35		35	35
<b>TOTAL ACTIVE PARTICIPANTS</b>	<b>13,035</b>	<b>10,803</b>	<b>11,694</b>	<b>9,914</b>	<b>0</b>	<b>24,619</b>	<b>162,571</b>

Not in session/season indicated by -

Does not include "Passive" participants such as spectators, patrons enjoying the parks, etc.



**HESPERIA RECREATION AND PARK DISTRICT  
INTER-OFFICE MEMO**

**DATE:** May 15, 2024

**PHONE:** (760) 244-5488

**FROM:**  MICHAEL VARNER, ASSISTANT GENERAL MANAGERE  
Hesperia Recreation and Park District

**TO:** CALVIN LOUIE, ACTING GENERAL MANAGER  
Hesperia Recreation and Park District

**SUBJECT:** MAINTENANCE UPDATE FOR APRIL 2024

**LIME STREET COMMUNITY**

- Filled in tree wells
- Trimmed trees and removed dead tree near swimming pool
- Cut down dead tree next to rodeo building

**LIVE OAK PARK**

- Cut up fallen tree

**MAPLE PARK**

- Planted trees in parking lot area
- Installed trash cans
- Erosion control & weed abatement
- Painted bollards and drinking fountains

**HESPERIA COMMUNITY PARK**

- Painted baseball backstops on north fields

**PERCY BAKKER COMMUNITY CENTER**

- Renovated pool room, hallway, and south room (painted, new lighting, ceiling fans, and electrical outlets)
- Removed bushes from north and south sides of buildings

**TIMBERLANE PARK**

- Installed drinking fountain and trash cans by dog park

**MISCELLANEOUS**

- Tailgate safety meetings held

**HESPERIA RECREATION AND PARK DISTRICT  
INTER-OFFICE MEMO**

**DATE:** April 15, 2024 **PHONE:** (760) 244-5488

**FROM:** FRANCES SCHAUWECKER, EXECUTIVE ASSISTANT  
Hesperia Recreation and Park District

**TO:** CALVIN LOUIE, ACTING GENERAL MANAGER  
Hesperia Recreation and Park District

**SUBJECT:** DISTRICT MARKETING UPDATE FOR MARCH 2024

**Listed below is a brief overview of marketing-related items.**

**Website** – The District’s website was visited 9,489 times during the month with a total of 9489 unique people. A total of 80% website visits were conducted on mobile devices or tablets. With 18% of website visits being conducted on desktop. Our counts were reset due to the change over of our new website, and our analytics were unavailable on Google. We will see a return to our normal counts on the next month’s report.

We can also track which city our website visitors are coming from:

1. Los Angeles	1,711 visits	6. Riverside	164 visits
2. Hesperia	713 visits	7. Apple Valley	141 visits
3. Victorville	341 visits	8. Las Vegas	78 visits
4. San Diego	303 visits	9. East Los Angeles	70 visits
5. *Unknown Location	190 visits	10. San Jose	47 visits

\*Location data was not captured due to visitors using a browser that doesn’t allow for analytics to determine its IP address.

The top five (5) webpages visited on the website were:

1. Hesperia Lake Park	1,659 pageviews
2. Homepage	1,641 pageviews
3. Easter Egg Hunt	961 pageviews
4. Power Play Center	600 pageviews
5. Youth & Adult Sports	424 pageviews

**RecMail/Constant Contact** – Staff continues to send out flyers/announcements via RecMail. Our number of RecMail registrants consists of 4,017 people (-9 from previous month).

- Last RecMail sent was announcement of Rescheduled Easter Egg Hunt

**News Releases** – Staff continues to send out news releases to promote District programs and events. Both El Dorado Broadcasting and VVNG have asked for us to partner/advertise with them, to continue to cross market our events.

- Last Press Release was the rescheduling of the Easter Egg Hunt

**Facebook** – Staff continues to monitor the District’s Facebook account, posting flyers and event information. We have started to post daily to engage our followers:

- @HesperiaParks, the District’s page, had 11,935 “followers” (+145 from previous month) from the top cities of Hesperia, Victorville, Apple Valley, Adelanto, and Oak Hills. 78.6% of our Facebook fans are female and 44.4% are in the 25-44 age range.
  - District Facebook posts are reaching 70.3K people
    - Engagement is at 3.5K
      - Most popular posts are Easter Egg Hunt & Geocaching
  - District Facebook stories are reaching 1.5K with only 1 story posted
- @HesperiaLakePark, Hesperia Lake Park’s page, had 15,293 “followers” (+96 from previous month) from the top cities of Hesperia, Victorville, Apple Valley, Los Angeles, and San Bernardino. 52.4% are female and 27.0% are in the 25-44 age range.
  - Lake Facebook posts are reaching 63.9K people
    - Engagement at 2.5K
      - Most popular posts are Fish Stock Videos
  - Lake Facebook stories are reaching 1.1k people with only 2 stories posted

**Instagram** – Staff continues to monitor the District’s Instagram account, posting flyers and event information. We have started to post daily to engage our followers:

- @HesperiaParks Instagram page had a total of 3,926 followers (+77 from previous month) from the top cities of Hesperia, Victorville, Apple Valley, Adelanto, and Oak Hills. 69.8% of the followers were female and 51.9% were in the 25-44 age range.
  - District Instagram posts are reaching 6.8K people
    - Engagement is at 4.8K
      - Most popular posts are Zumba Class
  - Instagram Stories are reaching 1.2k people
- @TheRealHesperiaLakePark Instagram page had a total of 7,064 followers (+253 from previous month) from the top cities of Hesperia, Victorville, Apple Valley, Los Angeles, and San Bernardino. 72.7% of the followers were male and 51.6% were in the 25-44 age range.
  - Lake Instagram posts are reaching 22.1K people
    - Engagement is at 10.1K
  - Instagram Stories are reaching 2.9K people

**Linked In** - Staff has revived the Linked In profile. LinkedIn is much like Facebook and Instagram, but with a focus on business professionals, career development, and advancement. There are currently 95 followers (+31 from last month). We are continually working to build up the account, so please follow us.



**[HESPERIAPARKS.com](http://HESPERIAPARKS.com)**

**HESPERIA RECREATION AND PARK DISTRICT  
INTER-OFFICE MEMO**

**DATE:** April 16, 2024 **PHONE:** (760) 244-5488

**FROM:** FRANCES SCHAUWECKER, EXECUTIVE ASSISTANT  
Hesperia Recreation and Park District

**TO:** CALVIN LOUIE, ACTING GENERAL MANGER  
Hesperia Recreation and Park District

**SUBJECT:** EXPANDED DISTRICT MARKETING REPORT

As of the middle of March, we have ramped up our social media presence with Live Feeds, Video Posts, Photo Posts and Facebook/Instagram stories. Facebook has the highest account reach compared to Instagram. Instagram seems to draw a younger demographic. The strategy intends to follow a formula of posting some kind of content on a daily basis to stay at the top of our followers' feeds. Posting daily, different content at different times seems to keep HRPD from saturating the feeds and keeps followers engaged. We have seen some success in areas with the live feeds and event follow up. It has resulted in higher attendance in classes and events. Especially the free events and classes. Moving forward, we will keep pushing out content on a daily basis to stay relevant and in touch with our audience.

**Lives** – We have gone live on several occasions to “cover” various events and classes.

February:

- \*First Intergenerational Dinner went live twice reached 563 accounts with Moe and 1679 accounts of the event activities with 18 likes and 182 clicks

March:

- \*Wellness Wednesday Zumba Class reached 1877 accounts resulted in more attendance for Zumba with 144 likes and 13 comments
- \*Boys Championship Basketball Games went live three times 595 accounts reached
- \*Fun & Fitness with Margie went live twice with 1049 accounts reached with 5 comments during live feed
- \*Easter Egg Hunt 881 accounts reached with 69 likes and 3 comments

**Videos** – We have posted video stories of various events and classes.

February:

- \*Recap of Dog Park Opening reached 4,609 accounts
- \*Recap of Intergenerational Dinner reached 890 accounts
- \*Museum Monday Geocaching video reached 1,318 accounts

March:

- \*Museum Monday Wrangler Scrapbook reached 1410 accounts
- \*HRPD at work reached 1220 accounts reached
- \*Video Recap of Boys Championship Basketball Game 723 accounts reached
- \*Museum Monday Visitors for Geocaching reached 604 accounts
- \*Reminder Zumba Moved for painting 489 accounts reached
- \*Museum Monday YouTube "Heading To Hesperia" reached 2441 accounts
- \*Pre-Event Marketing: Rescheduled Easter Egg Hunt 2369 accounts reached

**Posts** – We have posted photo stories informing on various events and classes.

February:

- \*Movies in the park survey post reached 2,663 accounts with 20 comments
- \*Flashback Friday to Classes post reached 1,267 accounts
- \*Wellness Wednesday on Classes post reached 309 accounts

March:

- \*Wellness Wednesday "Parks Make Life Better" reached 1,095 accounts
- \*Pre-Event Marketing: Easter Egg Hunt reached 224 reached accounts
- \*Oak Hills Fundraiser reached 775 reached accounts
- \*Photo Recap of Boys Championship Basketball Game reached 961 accounts
- \*St. Patty's Day Post reached 1591 accounts
- \*Photo Recap of American Little League Opening Day reached 3036 accounts
- \*A2R Basketball Training reached 2401 accounts
- \*Pre-Event Marketing: Spring Kids Kamp 1679 reached accounts
- \*Pre-Event Marketing: Intergenerational Dinner reached 1845 accounts resulted in more attendance for event
- \*Throwback Thursday Spring Kids Kamp 2258 accounts reaches
- \*Repost Museum Monday School House Model reached 1406 accounts resulted in more visitors to museum
- \*Happy Easter Post reached 2501 accounts reached
- \*HRPD at Work: Stormy Easter Weekend recap 3041 accounts reached
- \*Pickleball Open Gym reached 2187 accounts reached
- \*Wellness Wednesday Exercise @ Parks 1641 accounts reached
- \*Old School House Model 1138 accounts reached
- \*Pre-Event Marketing: Intergenerational Dinner 2319 accounts reached resulted in more attendance at event

- \*Pre-Event Marketing: Ignite High Desert HRPD Sponsor Griz speaking 819 accounts reached
- \*Pre-Event Marketing: Thank you to Sponsors 846 accounts reached
- \*Day Of: Easter Egg Hunt Reminder 3699 accounts reached
- \*Pre-Event Marketing: Themed Skate Nights 3720 accounts reached

**Most Popular Posts** – Posts that have engaged our audience and generated the most reactions

March:

- \*Do you know? Geocaching post reached 24,593 accounts with 1,418 post engagements 277 reactions, 77 comments, 48 shares and 1016 clicks, post also resulted in more visits the Geocache sites and museum for patches
- \*Movies in the park survey post reached 5308 accounts with 184 engagements 37 reactions, 5 comments, 15 shares and 127 clicks
- \*Pre-Event Marketing: Themed Skate Nights reached 7120 accounts with 807 engagements 181 reactions, 70 comments, 57 shares and 499 clicks
- \*Pre-Event Marketing: Easter Egg Hunt reached 5427 accounts with 567 engagements 72 reactions, 28 comments, 8 shares and 459 clicks
- \*Zumba moving for painting reached 4859 accounts with 786 engagements, 115 reactions, 30 comments, 15 shares and 626 clicks
- \*Rescheduled Easter Egg Hunt reached 9914 accounts reached with 816 engagements, 138 reactions, 36 comments, 56 shares and 586 clicks
- \*Day Of Event: Rescheduled Easter Egg Hunt 28,268 accounts reached with 3067 post engagements. 149 reactions, 15 comments, 42 shares and 2855 clicks
- \*HRPD at work: Mojave Repainting 8135 accounts reached with 332 post engagements, 45 reactions, 8 comments, 3 shares and 276 clicks