

To: Park Board

From: Aimee Peterson, Recreation Superintendent

Date: April 13, 2022

Subject: Newsworthy

Summer Programs

Summer program registration opens up on April 26 for senior programs, April 27 for general programs and April 28 for swim lessons. We have over 410 recreation programs set to go for the summer.

Activity Guide Mailer to residents, Activity Guide – Digital available to all, Senior Activity Guide

We continue to provide four quarterly activity guides that include community center and event highlights as well as a listing of recreation programs and services. We provide a highlight and event guide that is mailed to all residents and include a full digital guide online for viewing. This summer we have added an additional senior activity guide with the option of mailing. The senior activity guide is a combination of the highlight and event guide and senior programs. Those who wish to have a paper copy mailed to them need to register and pay a nominal fee of \$1/issue. The annual mailing list ensures we have a current mailing list and are mailing directly to those who are wanting the guide. This publication is being subsidized by funds that previously went towards a separate quarterly and monthly newsletter which have been revamped to this new model. Paper copies are available at the Community Center for no fee.

Farmers Market

The final indoor Market will be held at the Community Center on April 24. The outdoor market will open on Thursday, May 12. We are excited to prepare for the launch of the outdoor market and introduce our new lead staff to our vendors and patrons.

Outdoor Fields

Spring is in the air! Teams started using Fernbrook Fields the last week of March. MYSA has reserved fields on April 23,24,30 and May 1 for their Olympic Development Program (ODP).

Grass fields open on April 18. With the change in software last winter we had to change our online reservation service for OMGAA coaches. We will be launching the new practice reservation website in the next few weeks for OMGAA coaches to book their practices. New this year, OMGAA coaches will be setting up game fields. This will include chalking foul lines as well as the batter's boxes. This added responsibility eliminates the need to hire part time and seasonal staff for these duties.

New Programs and Initiatives

Each year staff review program offerings to ensure a healthy variety as well as ensuring our programs are meeting the needs of the community.

New program offerings and initiatives for Spring and Summer 2022 include the following:

- Park Clean-up day - May 10 - Community Event
- Playhouse Preschool Adventure Camp
- Camp MG – new 1-day camp offering
- Bike Maintenance Program
- Esport Leagues
- 55 forward – Free Friday Hikes
- 55 forward – Safety Series

Successful 2021 new programs and initiatives that will continue in 2022 include:

- Intergenerational Garden (expanding to twice the size due to demand and sponsorship)
- Increased outdoor recreation programming for youth, teens and adults
- Water Walking – outdoors
- Increased youth sports camps and clinics
- Esports Club

Maple Grove Skating School – Skate show and new logo

The Maple Grove Skating School is hosting their annual skate show, this weekend, April 16. This will be their first show since 2019!

With anticipation of the updated look and branding in the arena staff decided it was a good time to refresh the Maple Grove Skating School Logo. Mandy Pirich, Maple Grove Skating School Director as well as Board member Coss and myself, worked with Prime Advertising to design a new logo. The following logo has been selected for the Maple Grove Skating School. The new look encompasses the city leaf using the updated green color that is used on the city's parks and recreation website page, new parks and recreation logo as well as the park facility signage.

New logo



Old logo

