



# CITY of YORBA LINDA

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## PARKS AND RECREATION COMMISSION MEETING AGENDA

Thursday, April 16, 2026, 6:30 p.m.

Council Chambers

4845 Casa Loma Avenue

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Pages

1. **CALL TO ORDER**

6:30 PM

4845 Casa Loma Avenue

City Council Chambers

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL**

Commissioners: Battaglia, Catalan, Dickerson, Hamilton, McLure

4. **APPROVAL OF THE MINUTES**

Approve the Parks and Recreation Commission meeting minutes of January 15, 2026.

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5. **PUBLIC COMMENTS**

There is a five (5) minute maximum time limit for each individual addressing the Park and Recreation Commission during Public Comments and on all other items listed on the Agenda. Public Comment is the time reserved on each regular meeting Agenda to provide an opportunity for members of the public to directly address the Parks and Recreation Commission on matters of interest that are not already scheduled for consideration on this Agenda. Although the Parks and Recreation Commission values your comments, pursuant to the Brown Act, the Parks and Recreation Commission cannot take any action on items not listed on the posted Agenda but may refer the matter to staff or a subsequent meeting.

All remarks shall be addressed to the Parks and Recreation Commission as a body through the presiding officer and not directly to any member thereof. The Parks and Recreation Commission desire its meetings to be conducted in a professional manner respectful of all participants. Therefore, the Chair may ask that speakers refrain from engaging in personal attacks, and name-calling,

during their allotted time.

However, public criticism of the policies, procedures, programs or services of the City, or of the acts or omissions of the Parks and Recreation Commission as a body shall not be prohibited.

The Chair may use his/her discretion to select the order of speakers in a manner that ensures that a variety of issues and concerns can be presented during the initial time and he or she may allow for additional comments to be made past the time allotted. As a result, in situations where there are multiple speakers wishing to speak on a single topic not on the agenda, the Chair may ask that one speaker generally describe the issue of matter and then will provide additional speakers the opportunity to speak later on this topic.

**6. OLD BUSINESS**

**7. NEW BUSINESS**

7.a DEPARTMENT HIGHLIGHTS REPORT

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**8. MATTERS PRESENTED BY STAFF**

8.a Spring Registration and Programs

8.b Love Yorba Linda

8.c CDBG Update

8.d Wall of Fame

**9. DIRECTOR'S REPORT**

**10. MATTERS PRESENTED BY COMMISSION**

10.a PARK REVIEW REPORTS

10.b ANNOUNCEMENTS

10.c AGENDA BUILDING

**11. ADJOURNMENT**

The next regularly scheduled Parks and Recreation Commission meeting is May 21, 2026.

NOTE: ALL STAFF REPORTS AND RELATED ATTACHMENTS FOR ITEMS ON THIS AGENDA ARE ON FILE IN THE PARKS AND RECREATION DEPARTMENT. AS AN ADDITIONAL SERVICE, THE CITY NOW PROVIDES THE STAFF REPORTS AND RELATED ATTACHMENTS ON THE CITY'S WEBSITE. PLEASE NOTE THAT IT IS NOT ALWAYS POSSIBLE TO EMBED ALL ATTACHMENTS AND MAPS. THUS, IF YOU REQUIRE A FULL AND COMPLETE COPY OF THE AGENDA PACKET, YOU SHOULD NOT RELY UPON THE WEBSITE MATERIALS ALONE.

IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT (ADA), THE CITY WILL MAKE EVERY REASONABLE ATTEMPT TO ACCOMMODATE ANY ATTENDEE OR PARTICIPANT AT THIS MEETING NEEDING SPECIAL ASSISTANCE BEYOND WHAT IS NORMALLY PROVIDED. PLEASE CONTACT THE PARKS AND RECREATION DEPARTMENT AT (714) 961-7160 AT LEAST 48 HOURS PRIOR TO THIS MEETING TO INFORM US OF YOUR PARTICULAR NEEDS AND TO DETERMINE IF ACCOMMODATION IS FEASIBLE. PLEASE ADVISE US AT THE TIME YOU CALL IF SPECIAL ASSISTANCE

IS REQUIRED TO ATTEND OR PARTICIPATE IN MEETINGS ON A REGULAR BASIS.

**MINUTES OF A REGULAR MEETING OF THE CITY OF YORBA LINDA PARKS AND RECREATION COMMISSION HELD JANUARY 15, 2026, YORBA LINDA, CALIFORNIA.**

**CALL TO ORDER**

Chair Hamilton called the meeting to order at 6:33 PM

**STAFF PRESENT**

Mike Kudron, Parks & Recreation Director; Jeff Ruth, Parks & Recreation Superintendent; Kelly Ridenour, Administrative Secretary

**PLEDGE OF ALLEGIANCE**

Led by Commissioner Dickerson

**APPROVAL OF MINUTES**

**Motion** Commissioners Dickerson/Battaglia to approve the Parks and Recreation Commission regular meeting minutes of November 20, 2025. The motion carried (4-0) pursuant to the following vote:

AYES: Dickerson, Battaglia, Hamilton, McLure  
NOES: None  
ABSENT: None  
ABSTAIN: Catalan

**PUBLIC COMMENT**

Resident Mercedes Galante stated that she attended the Tree Lighting Ceremony at the Town Center and it was a wonderful event. She thanked staff for coordinating and she is looking forward to next year's event.

She also spoke in opposition of the pickleball courts at Las Palomas Park and reiterated as she has stated before that they are not opposed to pickleball, they are opposed to the courts being too close to homes so she asked staff and commissioners to consider removing the pickleball courts from Las Palomas Park and move to another more suitable location in the city.

**REORGANIZATION OF THE COMMISSION**

**Appointment of Chair**

**Motion** Commissioners Dickerson/McLure to appoint Commissioner Catalan as Chair. The motion carried (4-0) pursuant to the following vote:

AYES: Dickerson, Battaglia, Hamilton, McLure  
NOES: None  
ABSENT: None  
ABSTAIN: Catalan

**Appointment of Vice Chair**

**Motion** Commissioners McLure/Hamilton to appoint Commissioner Dickerson as Vice Chair. The motion carried (5-0) pursuant to the following vote:

AYES: Dickerson, Battaglia, Hamilton, McLure, Catalan  
NOES: None  
ABSENT: None  
ABSTAIN: None

**Appointment of Representative to the Wall of Fame Committee**

**Motion** Commissioners Catalan/Battaglia to appoint Commissioner Dickerson as representative to the Wall of Fame Selection Committee. The motion carried (5-0) pursuant to the following vote:

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AYES: Dickerson, Battaglia, Hamilton, McLure, Catalan  
NOES: None  
ABSENT: None  
ABSTAIN: None

**Appointment of Representative to the Wall of Fame Committee**

**Motion** Commissioners Hamilton/Dickerson to appoint Commissioner Battaglia as representative to the Wall of Fame Selection Committee. The motion carried (5-0) pursuant to the following vote:

AYES: Dickerson, Battaglia, Hamilton, McLure, Catalan  
NOES: None  
ABSENT: None  
ABSTAIN: None

**Appointment of Representative to the Sports Advisory Committee**

**Motion** Commissioners McLure/Battaglia to appoint Commissioner Catalan as representative to the Sports Advisory Committee. The motion carried (4-0) pursuant to the following vote:

AYES: Dickerson, Battaglia, Hamilton, McLure  
NOES: None  
ABSENT: None  
ABSTAIN: Catalan

**Appointment of Representative to the Citizen of the Year Selection Committee**

**Motion** Commissioners Hamilton/Catalan to appoint Commissioner McLure as representative to the Citizen of the Year Selection Committee. The motion carried (5-0) pursuant to the following vote:

AYES: Dickerson, Battaglia, Hamilton, McLure, Catalan  
NOES: None  
ABSENT: None  
ABSTAIN: None

**2026 Park Assignments**

**Motion** Commissioners Battaglia/Hamilton to continue with the same park assignments for 2026. The motion carried (5-0) pursuant to the following vote:

AYES: Dickerson, Battaglia, Hamilton, McLure, Catalan  
NOES: None  
ABSENT: None  
ABSTAIN: None

**OLD BUSINESS**

None

**NEW BUSINESS**

None

**MATTERS PRESENTED BY STAFF**

**Bryant Ranch Park Ribbon Cutting Ceremony presented by Director Kudron** - Director Kudron was excited to announce that the Bryant Ranch Park Improvement Project has completed and the new courts will officially open on February 3. He stated there will be a brief Ribbon Cutting Ceremony at 4pm on February 3 and Commissioners should have already received email invitations.

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**Sports Advisory Committee Update presented by Superintendent Ruth** - Superintendent Ruth mentioned that he previously provided a recap of the November Sports Advisory Committee meeting so now he wants to inform the Commission of concerns regarding AYSO and their roster submittal. He explained that members of the Sports Advisory Committee must meet specific requirements to qualify as a Group B member. One of the requirements being that the organization is required to be a Yorba Linda based non-profit with a 60% resident membership. In order to prove the 60% residency requirement, they are asked to submit team rosters. Superintendent Ruth stated that recently AYSO, who is a Group B member, submitted rosters that fell below the 60% requirement and when staff discussed the issue with them, they explained it was a mistake and submitted a second roster list that showed them to be at 60% residency. Staff reviewed the second roster list submitted and found discrepancies. Each time AYSO was issued a letter of non-compliance and given a year to correct their residency numbers and submit valid rosters. Superintendent Ruth explained that staff will continue to work with AYSO and should they continue to fall below the 60% residency, they will lose Group B status and lose priority field allocations. He plans to provide another update on the recent non-compliance issue after the next SAC meeting.

**Tree Lighting Ceremony presented by Superintendent Ruth** - Superintendent Ruth provided a brief recap of the Tree Lighting Ceremony held on December 6 stating the event was very successful with live music, crafts, artificial snow and concluded with remarks by the Mayor.

**East Hills Little League Flagpole Donation presented by Superintendent Ruth** - Superintendent Ruth stated that East Hills Little League reached out to city staff a few months ago because they received a monetary donation and wanted to discuss potential projects they could use the funds for at Mustang Fields. The board members decided on installing a flagpole as the most feasible option. Superintendent Ruth explained that staff is currently working with them to determine a location and finalize other details. He will report back to the Commission as the project moves forward.

**Winter Registration and Programs presented by Superintendent Ruth** - Superintendent Ruth announced that Winter Registration opened on November 5 for residents and to date we have 2,722 registrations with a revenue of \$184,000 and over 80% of transactions taking place online. He reported that registration has increased compared to the previous winter session. He also highlighted popular upcoming special events including the Mother Daughter Tea on February 7 and Daddy Daughter Dance on February 27 and both events have already sold out.

**DIRECTORS REPORT**

No Report

**MATTERS PRESENTED BY COMMISSION**

**Youth Sports Background Checks Provided by Chair Catalan** - Chair Catalan explained that she previously brought up an issue regarding a situation that happened in Los Angeles County where a soccer coach abused young players on his soccer team and because the city issued a permit to the soccer coach, the parents were suing the city. So, Chair Catalan wanted to discuss whether the city could be found liable for not mandating background checks on youth coaches in our youth sports organizations. Director Kudron noted that he brought the question to the City Attorney and confirmed that the city is not currently liable however, if the city decided to mandate background checks for coaches, the city would then become liable for ensuring coaches completed their background checks. Director Kudron added that staff researched what requirements the sports organizations have in place and found that all the organizations except for PYLGSA already required their

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coaches to have background checks. Discussion ensued and it was recommended that the commission not take further action regarding the possibility of mandating background checks for youth coaches.

**Review of Park Assignments**

None

**Announcements**

Commissioner Battaglia mentioned that he spent extra time at his parks after the recent rains and had to ask some park goers to be careful not to damage the fields at Eastside and Travis Ranch Parks while they are saturated.

Chair Catalan added that she also saw kids on e-bikes doing burnouts on the wet grass at Travis Ranch which was causing damage to the turf. She explained that she has become more aware of the amount of work that goes in to maintaining the fields and the damage that can happen while the fields are wet.

Commissioner Hamilton asked about the enforcement of the new e-bike rules. She mentioned that she is grateful for the new ordinances in place and signs throughout the city but asked how the information is going to be relayed to the children. Director Kudron explained that the city has formed a task group with representatives from all different departments to help with enforcement and awareness of the new rules which will include a social media campaign and partnering with the school district to offer workshops.

**Agenda Building**

None

**ADJOURNMENT**

There being no other business to come before the Parks and Recreation Commission, Chair Catalan adjourned the meeting at 7:19 p.m. The next regularly scheduled meeting for the Parks and Recreation Commission will be on February 19, 2026.

# City of Yorba Linda Memorandum

**DATE:** April 16, 2026

**TO:** Honorable Chair and Members of the Parks and Recreation Commission

**FROM:** Jeff Ruth, Parks and Recreation Superintendent  
Brad Skeene, Parks and Facilities Superintendent

**SUBJECT:** Summary of Parks and Recreation Department Highlights: September 1 to December 31, 2025

This report provides a summary of Parks and Recreation Department highlights that occurred between September 1 to December 31, 2025. It is recommended the Parks and Recreation Commission receive and file this report.

## Recreation Division Highlights

CATEGORY	CLASSES OFFERED	PARTICIPANTS	PERCENTAGE COMPLETED	REVENUE
<b>Preschool</b>	53	266	81%	\$44,653
<b>Youth &amp; Teens</b>	159	258	66%	\$44,774
<b>Adults</b>	139	1,027	83%	\$61,901
<b>Seniors</b>	47	504	97%	\$14,648
<b>Tennis</b>	36	178	100%	\$26,362
<b>Total</b>	434	2,233	85%	\$192,338
<b>Fall 2024</b>	<b>367</b>	<b>1,752</b>	<b>90%</b>	<b>\$207,167</b>

- The Movies in the Park series brought big smiles and big stories—starting with Inside Out 2 lighting up Eastside Community Park on September 20, and wrapping up with a magical, full volume singalong showing of Wicked at Hurless Barton Park on October 18.
- On October 4, the Senior Wellness Expo was held at the Community Center. Seniors had the opportunity to interact and get valuable information from over 60 health and wellness vendors and participate in various health screenings (hearing, blood pressure, oral health, fall risk, skin health and nutrition absorption). The event also included presentations from the Orange County Sheriff’s Department regarding how to identify and prevent fraud, ID theft, and scams and by the Orange County Fire Authority on fall prevention. The event was a great success with over 500 hundred participants.
- Trail & Treats Halloween Hike was held on Saturday, October 25 from 9 -11 a.m. The event featured a fun hike along the trail near Travis Ranch Youth Park where families enjoyed games, treats and photo opportunities. The event was sold out with approximately six hundred people in attendance.

- A Senior Dance was held on Sunday, October 26 at the Community Center with 100 guests in attendance. Guests enjoyed snacks, refreshments, dancing, and live musical performances by 5 Star Band.
- The Santa Express Letters program ran from November 3 through December 5, offering children the chance to send their holiday wish lists to Santa. This season, the Department delivered a total of 511 personalized letters from Santa, the largest in the program's history. This year, staff creatively utilized Microsoft Pilot to tailor responses specifically to the content of each child's letter.
- The Parks and Recreation Department and Yorba Linda Public Library hosted the City's eight annual Youth Empowerment Service Day on Saturday, November 15, at the Field House with 125 teenagers in grades 6<sup>th</sup>-12<sup>th</sup> in attendance. This year the event partnered with the With Hope Foundation, a local non-profit organization dedicated to suicide prevention and mental health awareness. Teens participated in an informative presentation, helped sort the organizations resource material, and made crafts that help bring awareness to mental health resources. In total, teens organized a few hundred trifolds, cards, and wallet cards for the organization.
- Kids' Night Out was held on December 5 at the Field House. The event featured crafts, games, food, music, and a movie. The event was sponsored by Chick-Fil-A which included dinner and a special appearance from the Chick-Fil-A cow. There were 44 participants 6-12 years of age that attended the event.
- Breakfast with Santa took place on Saturday, December 6, at the Community Center, welcoming 250 registered participants. Attendees enjoyed a festive morning featuring a breakfast buffet provided by Center Weddings and Events, along with holiday themed crafts, music, and photo opportunities with Santa.
- The Teen Action Committee (TAC) participated in the following several service projects over the course of the reporting period:
  - On Saturday, September 27, TAC participated in Bite of Reality in partnership with Orange County Credit Union. A total of 28 middle school teens learned about budgeting and finances. Teens enjoyed some morning donuts, activities, and participated in a budgeting exercise.
  - On Saturday, October 4, TAC volunteered at the Senior Wellness Expo at the Community Center. A total of 22 middle school volunteers helped with check-in, set-up, clean-up, and food preparation.
  - On Wednesday, October 15, 19 TAC assisted in the preparation of games and activities booths for Trails and Treats. Volunteers painted cornhole boards and assembled decorations. Volunteers also made Halloween candy bags for the seniors at the Community Center.
  - On Saturday, October 25, TAC volunteered at Trails and Treats, running the first two game booths for the event. The 23 teens in attendance helped host the games, encouraged participants, and handed out candy.

- On Tuesday, November 11, TAC volunteered at the Veterans Day event at Veterans Park. A total of 6 volunteers assisted with event set up, handed out cards to thank the veterans in attendance, and helped with event clean up.
- On Monday, December 22, TAC hosted an intergenerational game day for the seniors at the Community Center. A total of 11 volunteers helped operate the human slot machine, balloon tic tac toe, cornhole, and connect four activities for seniors. Volunteers also completed activity books and played board games at the tables with the seniors.
- Two Nerf Nights took place during this reporting period. The first Teen Nerf Night event was held on Friday, September 5, on the Yorba Linda Middle School field from 6 to 7:30 p.m. for teens ages 10 to 13. The event was a success with 25 teens participating. The second Teen Nerf Night event was held on Friday, November 7, in the Field House from 6 to 7:30 p.m. The event was a success with 43 teens participating in a Glow in the Dark theme.
- The Mighty Tykes and Rec Soccer fall season started on August 2025. Mighty Tykes is a youth sports program for children 3 to 5 years of age and learn the basics of sports and activities. A total of 7 Mighty Tykes classes were offered (four soccer classes, two basketball classes, and one T-Ball class) with 140 children participating. In addition, staff created an accelerated Mighty Tykes program of soccer and basketball with a total of 27 participants for its first session. The new three-week program was offered twice a week during the month of December.
- The Spike Time Volleyball program started on August 25 with 35 participants in the Junior Clinic (8 to 10 years of age) and 65 participants in the Youth League (11 to 13 years of age). On October 18, the Field House hosted the Final Spike, which consisted of a tournament, medals, a trophy for the winning team, and a photo backdrop for our participants to take pictures in front of. There was also a small reception for participants with snacks to celebrate the successful season.
- The Senior Mobility Program utilizes California Yellow Cab to provide transportation to local seniors. Service during the reporting period was Monday through Friday, from 7 a.m. to 8 p.m. which allows transportation throughout Yorba Linda and 3 miles outside of Yorba Linda city limits. The program provided a total of 2,554 passenger trips during the reporting period, maintaining consistent trip levels each month, to and from the Community Center, medical and personal care appointments, grocery/shopping trips, libraries, and other locations.
- The monthly Senior Ice Cream Socials & Birthday Celebrations were held on September 25, October 23, November 13 and December 16. Each event hosted about 140 participants, who enjoyed ice cream, snacks, refreshments, and musical performances by Anthony Bernasconi, Tony Rogers, Darden Band and Rob as Elvis.
- The Senior Art Show and Reception was held at the Community Center on November 5 from 10 to 11:30 a.m. Participants from the senior art classes offered throughout the year entered their artwork to be judged by the Yorba Linda Arts Alliance, with winning pieces

being eligible for display at The Gallery at the Cultural Arts Center. The event featured complimentary hors d'oeuvres, refreshments, live music, and a brief presentation.

- The Quarterly Encore Event was held on October 29 at the OC Wine Mart. A total of 40 participants enjoyed a night of Wine Tasting, Charcuterie Boards and other Hors D'oeuvres, as well live entertainment by Dave Victorino.
- Senior Coffee is offered Monday through Friday mornings in the Community Center's Imperial Room from 8:30 to 10:30 a.m. Average attendance is 20 people daily.
- The Senior Lunch Program continued to serve congregate hot meals in partnership with Meals on Wheels Orange County. In total, 3,429 hot meals were served.
- In partnership with NOCE's (North Orange County Education) Emeritus program, 11 free senior citizen courses were offered weekly at the Community Center. Classes include exercise, art, and special interest classes. In total, 6,460 participants attended the classes with many repeat customers.
- The Senior Grocery Program continued to operate twice per month in partnership with Second Harvest Food Bank. During the reporting period, 828 participants, including 478 Yorba Linda residents, received dairy products, fresh fruit/vegetables, canned/boxed goods, and other grocery essentials.
- The senior Monday Movie Matinees were held twice per month with consistent attendance of approximately 50 participants each date. Movies are shown at the Community Center on the second and fourth Monday of each month at 12:30 p.m. Movies shown were *Rudy*, *Grumpier Old Men*, *Mission Impossible: The Final Reckoning*, *Grease*, *Here*, *Smokey & The Bandit*, *Christmas with the Cranks*, and *Superman*. Drinks and light refreshments were served.
- On Friday, October 3, the Virginia De Land Theater hosted *The Greatest Showmen*, a one night variety show paying tribute to some of the greatest singers of all time, which had 106 attendees.
- The Virginia De Land Theater at the Cultural Arts Center hosted two partnered theatrical productions. *Little Women*, produced in partnership with the Yorba Linda Spotlight Players, ran October 10 through October 19 and had a total of 721 attendees and total revenue of \$21,500. *Into the Woods*, produced in partnership with Alchemy Theatre Company, ran November 7 through November 23 and had a total of 1,064 attendees and revenue of \$35,539. Both of these shows have received several nominations for the upcoming [OC Theatre Guild Awards](#).
- The Gallery at the Cultural Arts Center featured two exhibits during the reporting period, Fantastic! (art inspired by fantasy and science fiction), which ran September 9 through November 7 with 41 pieces and the Senior Art Show (featuring winning art pieces from the Community Center's Senior Art Show & Reception), which ran November 9 through January 5 with 27 pieces.
- The Cultural Arts Center continued its monthly Family Art Experience, inviting families of up to five, to enjoy a seasonal craft in different mediums. During the reporting period, four dates were held and hosted a total of 66 families.

- Parent Toddler Art Time was held across 12 Friday mornings at the Cultural Arts Center and welcomed 181 toddlers and their caregivers to participate in fun and educational crafts that help cognitive development.
- The Parks and Recreation Department hosted a Holiday Tree Lighting Ceremony at the Yorba Linda Town Center Fountain on December 6. The event was held in tandem with the Holiday on Main Street Event and featured live entertainment, crafts, and remarks by Mayor Rodriguez, culminating in the lighting of the Town Center tree accompanied by a festive snowfall.
- Adult sports basketball leagues took place from September 11 – December 11 at the Field House. The men’s league was held on Thursday evenings with 17 teams and the women’s league on Tuesday evenings with five teams. The adult sports men’s softball league was held on Monday evenings at Eastside Park Community Park from October 6 – December 8.

SPORT	TEAMS	REVENUE
Basketball	22	\$7,700
Softball	4	\$1,700
<b>Total</b>	<b>26</b>	<b>\$9,400</b>
<b>Fall 2025</b>	26 27	\$9,050

**Parks and Facilities Division Highlights**

- Completed the annual grid pruning of approximately 1/3 of the parks and facility trees. This year a total of 1,460 trees were trimmed.
- The old restroom building was removed at Travis Ranch Youth Park.
- The restroom partitions were replaced in all of the restrooms at City Hall.
- Completed the tile roof project at City Hall. The project included removing and storing the existing roof tiles, removing and replacing the underlayment and re-installed the roof tiles.
- Replace all of the inverter batteries on the parking structure emergency backup inverter.
- Performed the minor service and load bank tests on the emergency backup generators at City Hall, Community Center and the Police Services building.
- The Community Center maintained strong activity throughout the quarter, hosting facility rentals and several notable events. Highlights included the Yorba Linda Woman’s Club Craft Fair on November 1 and 2, which showcased more than one hundred and fifty local vendors.

FACILITY	REVENUE	BOOKINGS	ATTENDANCE
Community Center	\$134,130	362	23,012
Cultural Arts Center	\$17,257	7	1,320
Thomas Lasorda Jr. Field House	\$35,350	90	9,020
Travis Ranch Activity Center	\$32,971	110	10,000
<b>TOTAL</b>	<b>\$219,708</b>	<b>569</b>	<b>43,352</b>

ADVENTURE PLAYGROUND	RESERVATIONS	ATTENDANCE
September 2025	552	5,482
October 2025	300	4,434
November 2025	149	2,964
December 2025	93	2,699
<b>Fall 2025</b>	<b>1,094</b>	<b>15,579</b>
September 2024	676	5,004
October 2024	322	3,975
November 2024	n/a*	n/a
December 2024	n/a*	n/a
<b>Fall 2024</b>	<b>998</b>	<b>8,979</b>

\*Park was closed due to turf installation.

### Marketing and Specialty Projects

- The Parks and Recreation Department continues to utilize social media to promote events, programs, and important updates, while building a sense of community among our followers. Analytics for the reporting period are included below.

	Followers	New Followers	Page Visits	Profile Views
<b>Facebook</b>	4,731	63	1,296	72,186
<b>Instagram</b>	6,188	234	1,578	148,706

- The Parks and Recreation Department E-Newsletter continues to be a valuable marketing tool for the Department. The monthly e-mails were sent to an average of 20,498 subscribers with an average 10,542 (51%) opening each issue, and 353 (1.7%) clicking on content within the issue.

### Calendar of Upcoming Events (March 19 – May 31)

- The 29<sup>th</sup> Flashlight Egg Hunt will take place on Friday, April 3, from 7:30-8:30 p.m. Music, entertainment, raffles and an outdoor egg hunt will take place in Hurless Barton Park.
- The 41<sup>st</sup> Annual Egg-Citement Hunt is scheduled for Saturday, April 4 at 10 a.m. The event is located at Hurless Barton Park and will feature outdoor age-specific hunt zones, music, inflatables, entertainment, and a petting zoo.

- Love Yorba Linda will take place on April 25. The Teen Action Committee will participate in this community wide service day project by working with the LMAD team on painting a fence and also hosting the Thank-a-Hero campaign to write letters for those serving and who have served.
- The next Comedy Night at the Virginia De Land Theater at the Cultural Arts Center will be held on Saturday, April 25 from 7-10 p.m. Tickets are on sale at [www.purplepass.com/YLCAC](http://www.purplepass.com/YLCAC).
- The spring Kids' Night Out will take place on Friday, May 22 at the Travis Ranch Activity Center. To celebrate America 250, Recreation Staff have a star-spangled night planned, complete with a delicious dinner (and maybe some sweet patriotic treats!).
- The Kids Community Swap Meet will take place on Saturday, May 30 from 8 –10:30 a.m. at the Community Center. The event is sold out with 70 vendors selling toys, games, sports equipment, clothing and more.
- Three Teen Nerf Nights are scheduled from March-May. The Yorba Linda Middle School Field will become the battleground for all three. On Friday, March 20 the Salute to Service Nerf Night will take place celebrating America 250. On Friday, April 10, the theme will be Wild Western Nerf Night, and the last one will take place on Friday, May 8 with a Star Wars theme.
- The next exhibit at the Gallery at the Cultural Arts Center, POP! Goes the Culture, will begin on March 24 with a public reception on Thursday, April 2 from 5:30 to 7:30 p.m.
- On March 30 and April 1, the City of Yorba Linda will be offering Bunny Pictures at the Thomas Lasorda Jr. Field House. This will allow families to be able to take pictures with Yorba Linda's Bunny without having to wait in line during the Egg-Citement Hunt.
- Theater goers will be transported overseas for Alchemy Theatre Company's production of Murder on the Orient Express at the Virginia De Land Theater at the Cultural Arts Center, which will run May 8-17.
- Senior Dance will take place on May 16 and will celebrate the theme "America 250." Guests will enjoy snacks, refreshments, dancing, and live musical performances by 5 Star Band.
- The Quarterly Encore Event will be held on Tuesday, May 26 at the Exodus Escape Room. Participants are invited to join us after at Out of the Park Pizza for refreshments.
- Senior Wellness Week will be held at the Community Center from March 23 through March 27 with a series of healthy seminars and health screenings.