

M E M O R A N D U M
City of Chino
Community Services,
Parks & Recreation Department

DATE: AUGUST 25, 2025
TO: COMMUNITY SERVICES, PARKS & RECREATION COMMISSION
FROM: SILVIA AVALOS, DIRECTOR OF COMMUNITY SERVICES, PARKS & RECREATION
SUBJECT: ADMINISTRATION ACTIVITY REPORT – JULY 2025

cc: File

BACKGROUND

The following information is provided regarding Administration activities for the month of July 2025:

CITY COUNCIL ACTIONS

Ceremonials

- Proclamation – Park and Recreation Month – Proclaimed July 2025 as Park and Recreation Month.
- Presentation – Don Lugo High School Student Passion Project: Strength, Play, Access, Resilience, Kindness (S.P.A.R.K. Kids) – Recognition of youth volunteers who led the free S.P.A.R.K. passion project.

Mayor and Council Reports

- Community Services, Parks & Recreation Commission Appointments – Approved the re-appointment of Commissioners Neal Jerry and Linda Takeuchi and the appointment of Carl Cooper to the Community Services, Parks & Recreation Commission.

Consent Calendar

- Contract Approval – Human Services Programs for Residents of Chino Hills. Approved a contract effective retroactive to July 1, 2025, in the amount of \$270,029 for the provision of Human Services programs for residents of Chino Hills for Fiscal Year 2025-26.
- Master Contracts – Chino Valley Unified School District. Approved Master Contracts with the Chino Valley Unified School District effective retroactive to July 1, 2025, for the provision of community services programs for Fiscal Year 2025-26.

PROGRAMS

Teen Advisory Committee (TAC) Recognition

- TAC was featured in the California Park & Recreation Society's (CPRS) official summer publication. The article highlighted the involvement of TAC members in community events and on social media. The article is attached for your reference.

Armed Forces Banner Program

- The new banner design has been selected and the first installation will be conducted in September.
- One new banner application was received.

Chino Liberty Courtyard

- No new brick orders were received.

Chino Connection

- Staff began work on the pre-draft word document of the Winter 2026-26 Connection.

Youth Accountability Board

- There were two new cases this month for a total of eight active cases.

Social Media

- The following posts were made in July:

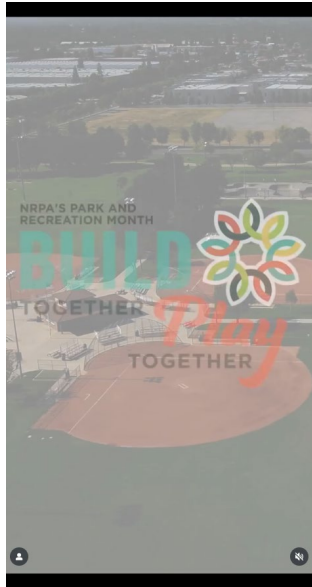
Date	Post	Reach	Engagement
07/03	Tiny Tots	5,252	136
07/03	Chino Youth Museum Derby	2,259	25
07/03	Men's Basketball League Winners	1,468	77
07/04	Fireworks Recap Reel	5,618	189
07/04	Case Management Intern Recruitment	49,057	439
07/05	Connection Three Days Away	1,917	56
07/05	Connection Two Days Away	828	20
07/06	Connection Tomorrow	668	9
07/07	S.P.A.R.K Kids Carousel Post	1,461	61
07/07	Connection is Here	4,647	55
07/08	Storytime in the Garden	1,454	52
07/08	Come to the Family Campout	17,070	92
07/08	IEHP Class Advertisement	750	13
07/09	Heat Advisory	7,145	62
07/09	Healthy Grilling First Post	1,087	51
07/09	Parks and Rec Month – Staff Photo	5,900	125

07/10	Summer Nights – Kuzco	12,259	214
07/11	Healthy Chino Mobile Stop	1,103	59
07/14	Chino Youth Museum Bingo Bash	14,915	189
07/17	Summer Nights – Moana 2	20,696	214
07/17	Chino Youth Museum Water Exhibit	3,972	72
07/18	Family Campout Recap and Thanks	11,012	183
07/18	Parks and Rec Professionals Day	1,959	188
07/18	Carl Cooper Appointed to Commission	6,400	106
07/21	Healthy Grilling Second Post	1,009	41
07/21	S.P.A.R.K Kids Council Recognition	9,700	165
07/22	Pee Wee Soccer	2,573	37
07/22	Halloween Spooktackular Vendors	12,236	97
07/23	Saturday Night Fights	5,713	255
07/24	Chino Summer Nights – Transformers One	7,744	16
07/25	Youth Flag Football First Post	937	44
07/26	Back to School Giveaway	6,100	149
07/28	S.P.A.R.K. Kids Recap	4,848	124
07/29	Parks and Rec Month Video	3,255	121
07/30	Youth Flag Football Second Post	560	16
07/30	Halloween Spooktackular Sponsors	16,809	285
07/31	Chino Summer Nights - Mufasa	11,012	142

Reach = The number of unique persons who have seen the post.

Engagement = Individuals who have reacted to, shared, clicked, or commented on post.

- Three posts were made to celebrate July as Parks and Recreation Month. These posts had a total reach of 11,114 and a total engagement of 434. They are pictured below:



RECOMMENDATION

For Commission information.