

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

DATE: APRIL 28, 2025
TO: COMMUNITY SERVICES, PARKS & RECREATION COMMISSION
FROM: SILVIA AVALOS, DIRECTOR OF COMMUNITY SERVICES, PARKS & RECREATION
SUBJECT: ADMINISTRATION ACTIVITY REPORT – MARCH 2025

cc: File

BACKGROUND

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

CITY COUNCIL ACTIONS

Ceremonials

- Proclamation – National Nutrition Month – Proclaimed March 2025, as National Nutrition Month implemented by the Academy of Nutrition and Dietetics.
- Presentation – Healthy Chino 20-Year Cookbook Cover Challenge. Recognized the Healthy Chino 20-Year Cookbook Cover Challenge Student Winner.
- Chino Pop Warner Lady Colts Varsity 15U Cheer Team – Recognized the Chino Pop Warner Lady Colts Varsity 15U Cheer Team National Championship Winners.

Consent Calendar

- Adoption of Ordinance No. 2025-001 – Chapter 8.12 Fireworks. Approved the adoption of Ordinance No. 2025-001 (Second Reading) amending Chapter 8.12 of the Chino Municipal Code pertaining to fireworks.

PROGRAMS

Armed Forces Banner Program

- Two new applications were received. Staff is taking inventory of the banners for replacement due to the high winds.

Chino Liberty Courtyard

- No new brick orders were received.

Chino Connection

- Staff received the Final Draft of the Spring/Summer 2025 Connection on March 2.

Youth Accountability Board

- No notable activity this month.

Social Media

- The following posts were made in March:

Date	Post	Reach	Engagement
03/01	Connection – 2 Day Countdown	1,062	31
03/01	CHINO Days – Entertainers	7,208	123
03/02	Connection Drops Tomorrow	704	20
03/02	CHINO Days – Chalk Art	15,750	148
03/03	Connection is here	4,300	40
03/04	Ball N' Brunch	20,388	114
03/04	TAC Hygiene Drive	858	10
03/05	Sign Up for Senior Legends	851	35
03/06	CHINO Days – Reel	32,979	1,838
03/07	CYM DairyAire Recap	3,707	16
03/08	Healthy Family Day is One Week Away	3,884	43
03/08	Track Meet Winners	6,863	346
03/11	Join Us For Teen Glow Night	6,905	239
03/12	Swag Contest Announced	7,967	191
03/13	CHINO Days – Bands	6,682	173
03/13	Healthy Chino Cookbook Council Recognition	8,800	152
03/14	Healthy Family Day Tomorrow	6,873	101
03/20	Healthy Family Day Recap	3,473	67
03/21	CHINO Days – Beer	8,572	99
03/24	Swag Contest – Deadline Extended	3,533	31
03/26	Chino Rancho Park – Grand Opening Event Advertisement	13,256	484
03/26	Sign Up For Volleyball	998	27
03/28	Street Signs – Cooking Post	11,658	109
03/29	CHINO Days – One Week Away	17,515	703
03/30	Street Signs – Trailblazer Post	7,989	74

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

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

- A total of eight social media posts were made in March to promote CHINO Days, and the associated sign sale taking place at the event. These posts, pictured below, achieved a combined reach of 174,353 and a combined engagement of 3,867. These posts were essential to promoting the event and contributing to a high event turnout.



RECOMMENDATION

For Commission information.