

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

DATE: DECEMBER 22, 2025
TO: COMMUNITY SERVICES, PARKS & RECREATION COMMISSION
FROM: SILVIA AVALOS, DIRECTOR OF COMMUNITY SERVICES, PARKS & RECREATION
SUBJECT: ADMINISTRATION ACTIVITY REPORT – NOVEMBER 2025

cc: File

BACKGROUND

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

CITY COUNCIL ACTIONS

Ceremonials

- Proclamation – Purple Heart City – The City reaffirmed its proud commitment to be a Purple Heart City along the Purple Heart Trail to honor the service and sacrifice made to preserve our freedom.
- Proclamation – American Cancer Society’s Great American Smokeout – Proclaimed November 20, 2025, as American Cancer Society’s Great American Smokeout Day in the City of Chino.

New Business

- Approved a Memorandum of Understanding (MOU) with the County of San Bernardino for the Operation of the West End Navigation Center.

PROGRAMS

Armed Forces Banner Program

- Eighteen banners were installed on November 20-21; 13 included a picture of the military service member and five were without. Forty-eight of the previous style banners were removed. One new banner application was received.



Chino Liberty Courtyard

- Four new bricks were installed before the Veterans Day Ceremony on November 11.

Chino Connection

- Staff began work on the Spring/Summer 2026 Connection.

Youth Accountability Board

- Two cases were closed this month and four new cases were received. There are currently four active cases.

Social Media

- The following posts were made in November:

| Date | Post | Reach | Engagement |
|-------|---|--------|------------|
| 11/01 | Two Days Until Winter Connection | 4,596 | 104 |
| 11/02 | Senior Health Fair | 15,171 | 144 |
| 11/02 | Connection Tomorrow | 657 | 18 |
| 11/03 | Donate to Christmas Giveaway First Post | 19,603 | 217 |
| 11/03 | Connection is Here | 1,611 | 11 |
| 11/04 | Folklorico | 38,030 | 502 |
| 11/05 | AGI Computer Academy | 388 | 4 |
| 11/05 | Teen Center Mission Inn Trip | 1,955 | 140 |
| 11/05 | 5K Followers Celebration | 1,827 | 89 |
| 11/06 | Bark Around Ayala Park | 9,260 | 132 |
| 11/07 | Gobbler Gloves | 2,615 | 44 |
| 11/11 | Christmas Parade Boy Scout Reel | 6,588 | 144 |

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|-------|--|---------|-------|
| 11/12 | Street Sign – Last Chance Reel | 76,785 | 2,236 |
| 11/12 | Donate to Christmas Giveaway Second Post | 23,268 | 396 |
| 11/17 | Christmas Parade Carousel | 82,544 | 2,105 |
| 11/19 | Gobbler Gloves Reel | 3,380 | 50 |
| 11/19 | Christmas Craft Vendor Ask | 15,913 | 183 |
| 11/24 | General Winter Holidays Reel | 20,267 | 531 |
| 11/25 | Chilly Chino Snow Day Registration is Open | 155,808 | 742 |
| 11/25 | Donate to Christmas Giveaway Third Post | 2,463 | 19 |
| 11/26 | Tree Lighting Reel | 31,200 | 934 |
| 11/28 | Christmas Parade Reel | 17,437 | 435 |

Reach = The number of unique persons who have seen the post.
 Engagement = Individuals who have reacted to, shared, clicked, or commented on post.

- For the final Street Sign Sale, we developed a creative reel that mimicked an old-school TV advertisement. The reel was highly successful with a reach of 76,785 and an engagement of 2,236. As a result of the reel’s success, the street sign sale was successful in achieving the goal of raising money for the Chino Youth Museum.



RECOMMENDATION

For Commission information.