

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

DATE: OCTOBER 27, 2025
TO: COMMUNITY SERVICES, PARKS & RECREATION COMMISSION
FROM: SILVIA AVALOS, DIRECTOR OF COMMUNITY SERVICES, PARKS & RECREATION
SUBJECT: ADMINISTRATION ACTIVITY REPORT – SEPTEMBER 2025

cc: File

BACKGROUND

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

CITY COUNCIL ACTIONS

Ceremonials

- Proclamation – National Childhood Awareness Month – Proclaimed September 2025 as National Childhood Obesity Month.
- Proclamation – Suicide Prevention Awareness Month – Proclaimed September 2025 as Suicide Prevention Awareness Month.
- Proclamation – Making Strides Against Breast Cancer Day – Proclaimed October 4, 2025 as Making Strides Against Breast Cancer Day in the City of Chino.

Public Hearing

- Comprehensive General Plan Update. Comprehensive General Plan Update PL23-0128 (General Plan Amendment) and PL23-0129 (Zone Map Change).

New Business

- Award of Contract – City-Owned Building Restoration Project – 5210 D Street. Awarded a construction contract to Oak Hollow Restoration, Inc., Norco, CA for Project IB259 in the amount of \$466,007, including \$46,600 for project construction contingencies for a not-to-exceed amount of \$512,607.

PROGRAMS

Armed Forces Banner Program

- Staff received 13 updated banner applications for the new design.

Chino Liberty Courtyard

- Four brick orders were submitted to the vendor. The proofs were reviewed and approved.

Chino Connection

- Draft 1 of the Winter 2025-26 Connection was received on September 8. Staff sent back Draft 1 with their changes on September 24.

Youth Accountability Board

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

Social Media

- The following posts were made in September:

Date	Post	Reach	Engagement
09/03	Youth Basketball Clinic	737	24
09/09	Summer Camp Recap	975	29
09/09	Halloween - Air Balloons	144,389	2,278
09/10	Healthy Chino Mobile Stop	1,504	24
09/10	Stueve Family Park Grand Opening Pre-Event Post	28,561	1,236
09/11	Saturday Night Fights Recap	4,639	122
09/16	Halloween Spooktacular Reel	9,632	591
09/18	Healthy Chino Fall Garden Workshops	840	45
09/18	Bark Around Ayala Park Vendors	7,914	155
09/18	TAC Halloween Costume Drive	4,635	85
09/24	Men's Basketball Winners	1,374	74
09/19	Stueve Park Grand Opening Map	15,645	277
09/20	Pee Wee Baseball	744	27
09/23	Halloween Costume Contest	17,822	230
09/23	Young Rembrandts	417	9
09/23	Inclusion Community Celebration Pre-Event Reel	10,606	464
09/24	Chino Swag	13,176	511
09/25	Stueve Family Park Recap Reel	13,847	636

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

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

- Stueve Family Park had a grand opening on Saturday, September 20. Two posts were made to promote the grand opening, and one post was made following the event. The event was successful with many community members in attendance.
- The posts received a combined reach of 15,053 and combined engagement of 2,149. The posts are pictured below:



RECOMMENDATION

For Commission information.