

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

DATE: JUNE 23, 2025
TO: COMMUNITY SERVICES, PARKS & RECREATION COMMISSION
FROM: SILVIA AVALOS, DIRECTOR OF COMMUNITY SERVICES, PARKS & RECREATION
SUBJECT: ADMINISTRATION ACTIVITY REPORT – APRIL 2025

cc: File

BACKGROUND

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

CITY COUNCIL ACTIONS

Ceremonials

- Proclamation – Arbor Day – Proclaimed April 4, 2025, as Arbor Day in the City of Chino in accordance with National Arbor Day Foundation.
- Proclamation – Autism Awareness Month – Proclaimed April 2025, as Autism Awareness Month in the City of Chino.
- Proclamation – Child Abuse Prevention Month – Proclaimed April 2025, as Child Abuse Prevention Month in the City of Chino.
- Presentation – CHINO Days Award Recipients – Recognized the 2025 CHINO Days Art, Writing & Chalk Art Award Winners.

Public Hearing

- Community Development Block Grant (CDBG) FY 2024-25 Action Plan – Substantial Amendment. Adopted Resolution 2025-010 Fiscal Year 2024-25 Substantial Amendment to the Community Development Block Grant (CDBG) Action Plan.

New Business

- Fiscal Year 2024-25 Midyear Budget Review. Adopted Resolution No. 2025-012 to approve the Midyear Budget Adjustments for Fiscal Year 2024-25.

PROGRAMS

Armed Forces Banner Program

- Two new applications were received.

Chino Liberty Courtyard

- No new brick orders were received.

Chino Connection

- Staff received Draft 1 of the Fall 2025 Connection on April 18.

Youth Accountability Board

- There was one new case this month.

Social Media

- The following posts were made in April:

Date	Post	Reach	Engagement
04/01	Easter Bunny Eggstravaganza Post 1	12,275	137
04/01	TAC Recruitment First Reel	12,974	244
04/02	Chino Community Champions	1,242	73
04/03	Sign Sale Reel	11,678	332
04/04	CHINO Days Map	26,229	669
04/07	Hiring: Deputy Director	13,700	301
04/07	Composting Pop Up	1,664	13
04/08	Easter Bunny Eggstravaganza Post 2	12,162	204
04/10	Winter Youth Basketball Winners	967	40
04/10	CHINO Days Recap	7,188	140
04/11	National Volunteer Month Carousel Post	5,289	107
04/12	Easter Bunny Eggstravaganza Recap	4,130	34
04/14	Healthy Chino Tomato Mania	648	30
04/15	CSPR Commission Recruitment	5,900	52
04/15	Chino Youth Museum Starbucks Reads	2,474	40
04/16	Child Abuse Prevention Month	3,712	85
04/18	Back-to-School Giveaway Call for Vendors	6,578	118
04/23	TAC Recruitment Second Reel	4,249	98
04/23	CHINO Days Art/Writing Winners	3,900	99
04/24	Volunteer Recognition Award Winners	6,712	193
04/25	Teen Beach Trip	1,068	59
04/29	Youth Sports Coaches Needed	664	21
04/30	Chino Summer Nights Vendors	4,679	146
04/30	Decide the future of Chino Swag	14,399	429

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

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

- The Teen Advisory Committee (TAC) opened their applications in the month of April. To promote the program, two reels were created. They had a combined reach of 17,223 and engagement of 342.
- The first reel was created by the TAC members, with their experiences with the program being the focus of the reel. The second reel is a video recap of the TAC experience. Screenshots are below.
- The reels were re-shared on local community Instagram accounts, such as The Preserve, Behavior Highway, Chino Girls Fast Pitch, Chino Cowboys, Legacy Academy, Rhodes Elementary, Allegiance Steam Academy, Chino Valley Chamber of Commerce and more.
- The reels were re-shared on both the National Recreation and Park Association and California Parks and Recreation Instagram accounts, introducing our program to a larger audience of Parks and Recreation professionals.



RECOMMENDATION

For Commission information.