

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

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

cc: File

BACKGROUND

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

CITY COUNCIL ACTIONS

- Both City Council meetings were cancelled in August.

PROGRAMS

Armed Forces Banner Program

- Emails were sent to current participants to update their contact information and submit a new application with a picture of their service members.
- The first banner installation with the new design will be scheduled in October.

Chino Liberty Courtyard

- No new brick orders were received.

Chino Connection

- Staff sent the designer the pre-draft document on August 14.

Youth Accountability Board

- There was one new case and four completed. Currently, there are five active cases.

Social Media

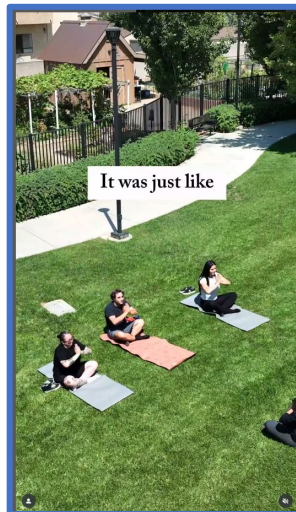
- The following posts were made in August:

Date	Post	Reach	Engagement
08/01	IEHP Health Workshops	1,089	18
08/04	Inclusion Post	17, 265	159
08/05	Teen Center Shuttle	11,442	123
08/06	Heat Advisory	5,136	90
08/07	Yoga in the Garden	6,551	268
08/07	All Staff Training Recap	1,557	104
08/12	Storytime in the Garden	558	19
08/19	Tennis	1,170	51
08/20	Heat Advisory	5,601	46
08/21	Tiny Tots	3,872	79
08/21	Senior Citizens Day	6,000	100
08/22	Chino Youth Museum Nomination for Chino Valley Chamber of Commerce	1,307	100
08/23	Youth Basketball Clinic	712	17
08/26	Halloween Trunk or Treat	50,176	185
08/27	Starbucks Grant Chino Youth Museum	12,417	252
08/28	Splash Pad Fall Hours	8,478	64
08/29	NAC Gym Resurfacing	10,572	155
08/29	Saturday Night Fights Sold Out	9,057	133
08/29	AGI Academy	369	7

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

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

- Healthy Chino had various programming activity. These included IEHP Health Workshops, Storytime in the Garden, and Yoga in the Garden.
- Posts advertising Healthy Chino August programming received a total Reach of 8,189 and a total Engagement of 305.
- The programming was successful with large turnouts and many participants referencing social media as a referral source. The posts are pictured below:



RECOMMENDATION

For Commission information.