

MEMORANDUM



TO: PARKS, RECREATION & FORESTRY COMMISSION
FROM: TRACIE RINGLE, COMMUNICATIONS & RESOURCE
DEVELOPMENT SUPERVISOR
SUBJECT: SEPTEMBER 2007 STAFF SUMMARY REPORT
DATE: NOVEMBER 2, 2007

The following are items of interest grouped by the components of our mission (bolded below):

Individual Stewardship

[Strengthening safety and security for the individual; providing recreational experiences for the individual; promoting the individual's healthy and active lifestyle – reducing stress, etc.; creating wellness that curtails health care costs; and other things that are geared toward the individual residents we serve.]

Recreation programs for people of all ages provide opportunity for individual growth, skill development and increased self confidence:

- 2 casts of young actors participated in the theatre production "The Adventures of Tom Sawyer". One mother commented that her son's experience in the production boosted his confidence and he has made some wonderful new friends. "The theatre is the best thing that has ever happened to him."
- Over 1/3 of the cast of the upcoming production "A Wonderful Life" are new actors for the Novi Theatres. Some are from as far away as Ann Arbor.
- The Senior Center has a new partner in Hear Hearing Aids. They will provide the opportunity for people to get their hearing aids cleaned a checked once a month free of charge.
- The fall adult softball league has 60 teams registered, this is up 12 teams.
- Two new preschool program- Lil' Cats basketball and Lil' Cats karate will take place this winter. Both programs will follow the guidelines set by National Alliance on Youth Sports to improve motor, social skills, balance and coordination.

Community Stewardship

[Strengthening community image and sense of place; building civic pride; strengthening safety and security community-wide; increasing cultural unity; and other things that contribute to an excellent quality of life for the community.]

The first ever Halloween Storybook Stroll was held at Lakeshore Park on October 20. Over 300 children enjoyed the trick or treat trail, hayrides, games and refreshments. The event drew over 1200 visitors to Lakeshore Park, some for the first time.

We continue to enhance our connection, communication and service with the community:

- Members of the staff have been attending and presenting at homeowner association meetings. These meetings are meant to keep residents informed of services and the benefits provided by the City. The focus of the presentations has been connecting with the community, senior and performing art programming and on-line registration.
- We have added a survey link on the parks page of the City website. This will provide access for all users to evaluate programs that they have participated in. This link is in addition to a direct email that is sent to participants via our CLASS database.
- A focus group was held on October 17 to discuss the senior strategic plan. Nineteen people attending lending support for "boomer" programming and more. The information gathered will be included in the upcoming senior strategic plan.
- A customer satisfaction survey provided to all Meadowbrook Commons residents asked about maintenance, cleanliness and staff friendliness. Ninety people responded with a 4.81 (out of 5) satisfaction rate.
- The Senior Center boasts 919 volunteer hours worked during the month of October. These hours were accumulated by 66 loyal volunteers.
- The Senior Center connected with the community over 11,000 times in October through phone calls, transportation, visits, programs and more.
- Lila Lazarus from Fox 2 News taped an "Extreme Lila" segment on the Lakeshore Park Mountain Bike Trail. Lila joined members of the Michigan Mountain Bike Association for an evening ride on Tuesday, October 30. Matt Wiktorowski was interviewed regarding our beneficial partnership with MMBA. The segment will also be posted on www.myfoxdetroit.com

Economic Stewardship

[Making Novi an attractive place for people to visit, have their businesses, live; bringing increased spending revenues into Novi; raising property values; establishing partnerships and collaborations that allow us to do more with less; and other things that have an economic impact on the city.]

A unique partnership with Macy's will create an additional reason to see "A Wonderful Life" production. Macy's has donated 7 of the 2007 Santa Bears that will be given away during the shows. This is the last year for these collectibles and they are expected to be a "hot" item.

To date, the sponsorship funds raised for Ringing in the Holidays is \$6000. St. John Providence is the presenting sponsor of the event.

Environmental Stewardship

[Furthering historic preservation; creating and preserving parks/trails/wetlands; crafting environmentally friendly recreational experiences; and other things that care for our environment.]

The set for the production "Father Bingo" has been donated from the Detroit Music Hall to the Novi Theatres. The set will be relocated and reconfigured, saving valuable resources and expenditures.