



**AGENDA FOR THE
ENGLEWOOD CITY COUNCIL
STUDY SESSION
MONDAY, MARCH 1, 2010
COMMUNITY ROOM
6:30 P.M.**

- I. **Parks and Recreation Activity Guide Distribution**
Parks and Recreation Director Jerrell Black will discuss the Parks and Recreation Activity Guide distribution in the City.
- II. **2010 Citizen of the Year Discussion – 7:00 p.m.**
City Council will discuss the 2010 Citizen of Year.
- III. **Regular Agenda – 7:15 p.m.**
City Council will discuss suggested modifications for the public comment section of the Regular Meeting agenda.



Memorandum

To: Gary Sears, City Manager
Through: Jerrell Black, Director of Parks and Recreation
Fm: Gary Hultberg, Manager of Recreation
Date: February 24, 2010
Re: Activity Guide distribution

In preparation for the City Council Study Session on March 1, 2010, regarding Recreation Activity Guides, I have attached a memorandum from our Marketing Coordinator, Denise White. The memorandum provides some background information that should be helpful in our discussion with Council. Denise, Joe Sack, Jerrell Black and I will be present to answer questions.

GH
Memorandum.doc
Attachments (1)



Memorandum

TO: Gary Hultberg, Manager of Recreation

FROM: Denise White, Marketing & Public Information Administrator

DATE: February 24, 2010

SUBJECT: 2010 changes to current Englewood Recreation
& Malley Senior Activity Guides distribution

During budget planning for 2010, the Recreation Department took the opportunity to re-evaluate our current practices in the production and delivery of our activity guides, the *Englewood Activities Guide* and the *Malley Senior Activities Guide*. We reviewed changes that would save money on guide production, continue our efforts to be green, and would improve our allocation of marketing funds.

As a result of our study, we've decided to implement several changes. Starting with the fall 2010 publication, we plan to:

- Combine the *Englewood Activities Guide* and the *Malley Senior Activities Guide* into one comprehensive piece
- Discontinue bulk mailing to the 80110 and 80113 carrier route lists
- Mail our publication to a subscriber list of households who request to receive them
- Produce our online PDF version of the guide in a more user friendly format
- Increase our online presence by sending out a regular e-newsletter with updates and recreation articles and by participating in social media networking sites once a City policy is in place

We feel that in making these changes we will see the following benefits:

- Save money in the marketing budget
- Increase cross promotion of programs
- Further our goal to be green and socially responsible
- Reduce the number of citizen complaints about "junk mail"
- Be able to increase efforts to build our online presence and dialogues with our customers
- Allow time and funds to be allotted to other marketing efforts

In comparing the current cost of producing and mailing our guides to the estimated cost after implementing these changes, we should see a quarterly savings of \$7,900.00. Starting with the 2011 budget year, we hope to see an annual cost saving of \$31,600.00.

Additionally, we have transition plans in place for the remainder of the 2010 budget year as we build our subscriber list and alert the Englewood community to this new practice. These plans include:

- Placing a business reply postcard in the summer guide (the last issue with two guides and carrier route delivery) giving Englewood citizens the opportunity to mail this back and get placed on the subscriber list for future mailings. This will include a "call to action"

incentive with a drawing at the end of June from those who have requested to be added to the list.

- Mail a targeted piece to our most active users to let them know of the change and remind them to request to be on the mailing list for future guides
- Created a Recreation News email for participants to request to get on the subscriber list, as well as to receive future E-newsletters with Parks & Recreation updates
- Getting the word out through our remaining issues of the guide, as well as through the Citizen and other news resources
- Training our front desk staff and instructors who have the most direct contact with our customers/citizens to inform participants of the change and recruit their subscribing to our mailing list
- Provide the community with the opportunity to sign up for our mail list at all Recreation Special Events (Egg Hunt, FunFest, etc.)

These changes have been discussed at the Parks & Recreation Commission and the Malley Advisory Committee meetings and have met with favorable responses from both.

CITIZENS OF THE YEAR

1990	Beverly Simon
1991	Dorothy Romans (deceased)
1992	Roy and Ethel (deceased) Altenbach
1993	Horsecar Committee Gil Eggleston Virginia Johnson Arthur Kulp Eugene Otis Helen Perrin (deceased) Dudley Pitchford (deceased) Packy Romans (deceased) Gladys Remes (Frank is deceased) Orris Saunders Dr. and Mrs. John Simon Jim Taylor (deceased) Kells Waggoner Dorothy Dalquist Chuck Grimes Tom Munds
1994	Jess Gerardi
1995	Frank (deceased) & Gladys Remes
1996	Austin Gomes
1997	Jim Taylor (deceased)
1998	George and Perkie Allen
1999	Dori Nazareus
2000	Harold Rust
2001	Milton and Bernice Senti
2002	Gene and Vera Snyder
2003	Citizen of the Century - Charles R. Allen (deceased)
2004	Selwyn Hewitt
2005	Orris Saunders
2006	Judy Cain and the late Jim Cain
2007	Nancy Peterson
2008	Olga Wolosyn (deceased)
2009	Eugene Otis