

City of Calistoga

Staff Report

TO: Community Resource Commission
FROM: Olivia Lemen, Aquatic and Recreation Manager
DATE: April 15, 2009
SUBJECT: Future use of Activity Guide

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ISSUE: To discuss design and use of the bi-annual activity guide.

RECOMMENDATION: Review past Activity Guides and discuss program offerings, non-city community events, and future guides.

BACKGROUND/DISCUSSION: The Activity Guide, which is scheduled to go out next week, is the third guide produced by the City of Calistoga. Each has been slightly different in its approach and information included. This guide is produced 2 times a year; Spring/Summer and Fall/Winter, to inform residents of the activities and events going on within the City and surrounding areas. The primary focus is on information for the residents of Calistoga. Some local advertising has been sold to off-set the cost of the guide.

Staff will begin work on then next guide in July and would like to make sure that it is a thorough reflection of all the events and activities that take place in Calistoga and that the City is doing a good job offering programs that meet the needs of the residents.

The following questions can be used as a basis for initial discussion regarding future Activity Guides:

- Do the City program offerings reflect the needs of the community? If not, what needs to be included?
- Do the non-City offerings within the guide accurately reflect what is going on in the City? If not, what needs to be added?
- Should non-city programs such as the Family Center, Art Center or Fairgrounds be included for free or at a fee?
- Is the flow and format easy to read and helpful for the community? If not, please make suggestions.

Attachments: Electronic link to all 3 past Activity Guides.