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Memorandum

TO: City Council, Parks and Recreation Commission
From: Adam Huehnergath, Parks and Recreation Manager
RE: Monthly Directors Report December 2023
CC: Mick Michel, City Administrator
Date: January 15, 2024

Soccer Program:

Using results from a coach's survey and listening to ideas from citizens over the years, I think the soccer program will offer a female only group. It will be separate from the co-ed Saturday schedule and be a shorter season played during the week in the evening for girls in grades 6 - 8. Participants can play in either league or both. This will be an introductory league so adjustments and continuation for following years will be decided from feedback.

Flag Football:

With the popularity of the new NFL Flag League that started last fall for 3rd/4th grade students, we have decided to continue and expand that program. The initial plan in 2023 was to be in a league with other towns that had an existing league, but after starting practice the coaches felt we could host our own league. We are now planning to add a 1st/2nd grade division that will be played in the outfield of the Candy Cane diamonds. There was thought to try a 5th/6th grade division but with the popularity of our soccer program and the Little Blazers tackle football league, one more athletic program during the fall might be too much.

Aquatic Center:

I recently sent out a survey to all registered participants in our system and included a link on the Park/Rec Facebook site. We have received over 430 responses. A lot of the responses echoed my thoughts on operating times and daily schedules but there was great feedback that called attention to some ideas for generating more interest. Less than 20% of the patrons purchased a season pass and that was probably based on the fact that over 55% of our attendants went four times or less in 2023. That tells me that people go to the pool but not very often. I will be working with the Park and Rec Commission and the pool managers on a plan to adjust the schedule for the changing demographics and adding programs/events to encourage better attendance. I will start to recruit and hire our summer staff in the next month. A larger pool of lifeguards/workers can give us more flexibility for the changes.