

Parks, Recreation, and Forestry Department

To: Senior Center Advisory Board

From: Andrea Draeger, Director of Senior & Enrichment Services/Office Manager

Date: 4/15/2025

Subject: Review and take action: membership donation allocation

Background

The River View – Platinum Communications provided a sponsorship of \$500 towards Senior Center memberships. The goal for this sponsorship request was to provide membership scholarships in order to attract and engage new members.

Budget Goal

Maintains a safe and healthy community, with an eye toward future needs and trends

Financial Impact

All \$500 would be utilized towards scholarships and membership costs only; no other financial impact.

Recommendation

Review and take action: membership donation allocation

Motion: approve the membership donation to be utilized towards membership scholarships as well as membership certificates for new residents.

2025 Operational Goals

The purpose of our operational goals is to identify, prior to the budgeting process, what work the city intends to achieve in 2025. The goals should align with our mission. Not only will the operational goals inform budget prioritization, but they will also guide the creation of the 2025 Department Work Plans.

Present a budget that (in no particular order):

1. Invests in the strategic planning and maintenance of our city buildings
2. Proactively maintains and improves our parks and infrastructure to ensure safety, quality, and equity
3. Supports employee retention and growth, while also evaluating operations and the associated staffing
4. Fosters community growth by assessing opportunities, stakeholder input, environmental needs, and modern code and policy priorities
5. Maintains a safe and healthy community, with an eye toward future needs and trends