

Recreation & Fitness Programs Update

March 2025



Cheylon Brown Recreation Supervisor MLK Jr. Rec Center

- ▶ Employed with the City for 8 years of service
- ▶ UNT Graduate
- ▶ Fun Fact: Cheylon is a motivational speaker
- ▶ I believe in the Native American Proverb: “Someone made a circle to keep me out, so I made a larger circle to include us all.”



Robbie Johnson Recreation Supervisor Denia Recreation Center

- ▶ Employed with City of Denton for 27 years of service
- ▶ Worked at all 3 Rec Centers
- ▶ Completed the MLM Program
- ▶ Robbie served 7.5 years in the military
- ▶ Fun Fact: Robbie is a poet, photographer and loves working for the City

A portrait of Alicia McDaniel, a woman with long black dreadlocks, smiling. She is wearing a dark blue polo shirt with a logo that says "UNITE, GROW, PLAY Denton Parks and Rec".

Alicia McDaniel Recreation Supervisor North Lakes Rec Center

- ▶ Employed with City of Denton for 17 years of service
- ▶ B.S. in Kinesiology and several fitness certifications
- ▶ Loves promoting health and wellness all things fitness
- ▶ Alicia prioritizes exceptional customer service with her team. She serves on the department's Customer Service Task Force.

Recreation Coordinators



Jane Riddle
MLK Jr. Rec Center



Yosselin Muller
MLK Jr. Rec. Center



Jodi McClaren
Denia Rec Center



William Fowler
North Lakes Rec Center

Recreation Specialists

Ruby McKoy, North Lakes
Ann E. Roberts, North Lakes
Ari Muller, Denia





Denia Recreation Center Programs

- ▶ Archery
- ▶ Fitness Classes
- ▶ Pickleball
- ▶ Teen Council
- ▶ Teen Twilight Egg Hunt
- ▶ Wize Academy Tech Camp
- ▶ Flex Tumbling and Gymnastics
- ▶ Camps and Rec Care Programs
- ▶ Adapted Recreation Classes
- ▶ Athletics & Youth Sports Classes

MLK Jr. Recreation Center Programs

- ▶ College & Career Fair
 - ▶ Health Fair
 - ▶ Karate & Self Defense
 - ▶ Safe at Home & Safe Sitter
 - ▶ Youth Tech, Inc. Camp
 - ▶ Game Nights
 - ▶ Haunted House
 - ▶ Adapted Recreation Classes
 - ▶ Athletics & Youth Sports Classes
 - ▶ Camps and Rec Care Programs
- ▶ Cultural Series
 - ▶ Hispanic Heritage Celebration
 - ▶ Black History Celebration
 - ▶ Women's History Celebration
 - ▶ Asian Heritage Celebration



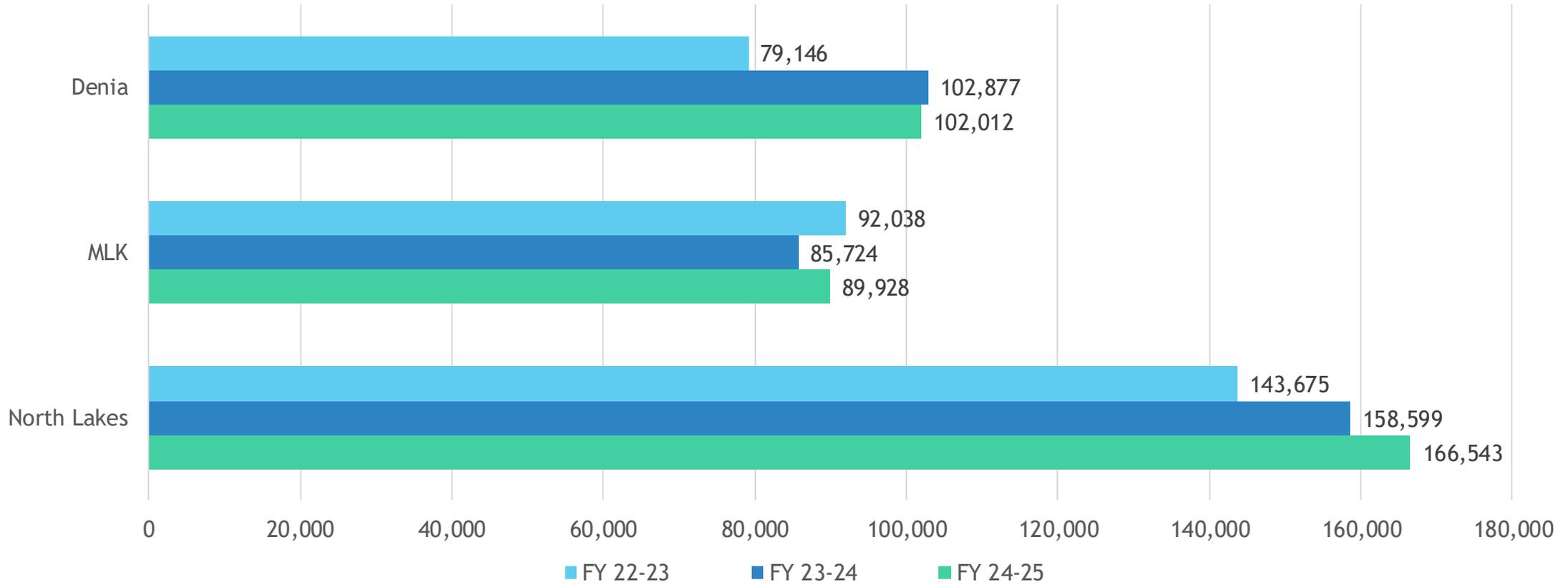
North Lakes Recreation Center Programs

- ▶ Fitness & Wellness Hub
- ▶ Specialized Fitness Classes
- ▶ Personal Training
- ▶ Indoor Cycling
- ▶ Ballet, Tap & Jazz Classes
- ▶ Karate Classes and Camps
- ▶ Couch to 5k Running Program
- ▶ Sports Skills Classes
- ▶ Adapted Rec Classes

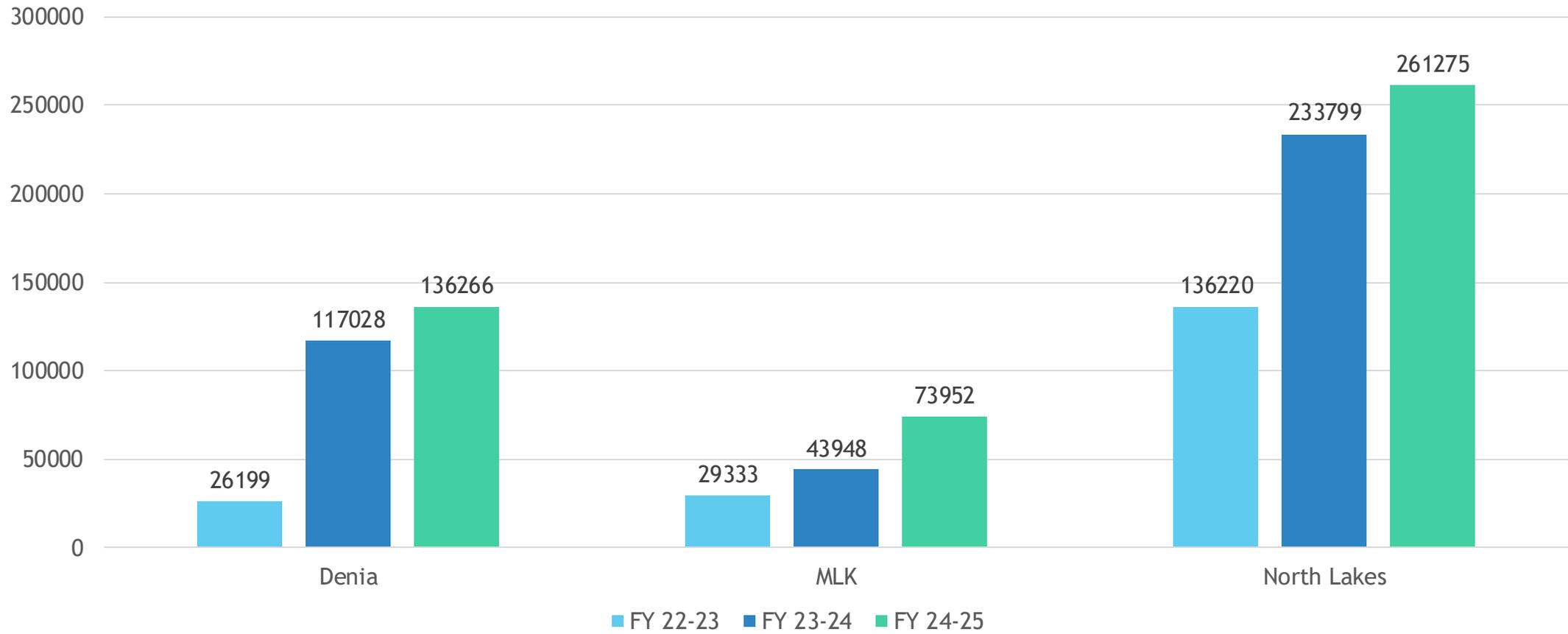
03/02/2026



REC-26-004



Participation - Door Counters



Revenue Comparison



Memberships

Valid at all Recreation Centers

Membership Totals	FY 24-25	FY 25-26 (as of 2/11/26)
Rec Pass	584	386
Gym Memberships	3145	2039
Group Exercise	3619	2250
American Specialty Health	122	82
Optum	1254	1008
Tivity Health (SilverSneakers)	830	657

*Unique individuals with a membership for one month or longer

Fitness Programs

- ▶ Senior Fitness
- ▶ Personal Training
- ▶ Specialized Fitness
- ▶ Outdoor Fitness



Opportunities for Growth

Denia

- Increase overall participation
- Enhance group exercise offerings
- Increase youth and teen programs

MLK

- Increase contracted program offerings
- Increase specialty camps
- Increase partnerships/maximize volunteer base

North Lakes

- Ongoing program assessment
- Continuous innovation and adaptation to trends
- Continue to expand outdoor programming



Challenges

Denia Rec. Center

- Location
- Limited Storage
- Community Involvement
- Staff Retention

MLK Jr. Rec. Center

- Participation in programs and events
- Community Programs
- Limited Storage

North Lakes Rec. Center

- Programming Space
- Limited Storage

Upcoming Events

- ▶ Women's History Month Celebration, March 21
- ▶ Spring Break Camps, March 9-16
- ▶ Teen Twilight Egg Hunt, April 4
- ▶ Asian Heritage Month Celebration, May 2
- ▶ Summer Camps, May 26 - Aug. 7





Questions?

Denia Rec Center

Robbie Johnson, Supervisor
(940) 349-8574

Martin Luther King, Jr. Rec Center

Cheyron Brown, Supervisor
(940) 349-8576

North Lakes Rec Center

Alicia McDaniel, Supervisor
(940) 349-7764