

Regular Board Meeting – June 28, 2017

## RESOLUTION SUMMARY

<b>Resolution</b>	<b>Description</b>	<b>Byers</b>	<b>Doneghy</b>	<b>Savage</b>	
<b>Resolution No. 47-17</b>	Authorization to Request Funding through the U.S. Department of Justice (“DOJ”) for Community Oriented Policing Services Hiring (“COPS”) Program	2 <sup>nd</sup>	Motioned		Approved
<b>Resolution No. 48-17</b>	Authorization to Purchase Two (2) Maintenance Trucks	Motioned	2 <sup>nd</sup>		Approved
<b>Resolution No. 49-17</b>	Designation of Law Enforcement Personnel	2 <sup>nd</sup>	Motioned		Approved
<b>Resolution No. 50-17</b>	Contract Approval, Metroparks Blue Creek North Perimeter Trail, 7035 Providence Road, Whitehouse, Ohio 43571	Motioned	2 <sup>nd</sup>		Approved
<b>Resolution No. 51-17</b>	Gift of Easement to ODOT, Anthony Wayne Bridge Dehumidification Building, Middlegrounds Metropark	2 <sup>nd</sup>	Motioned		Approved
<b>Resolution No. 52-17</b>	Contract Approval, Oak Openings Riparian Restoration Design-Build Project	Motioned	2 <sup>nd</sup>		Approved
<b>Resolution No. 53-17</b>	Approval of Amendment of the 2017 Certificate of Estimated Resources and Appropriations Measure	2 <sup>nd</sup>	Motioned		Approved
<b>Resolution No. 54-17</b>	Ratification of Schedule of Payables	Motioned	2 <sup>nd</sup>		Approved
<b>Resolution No. 55-17</b>	Declaring It Necessary to Renew an Existing 1.4 Mill Tax Levy for the Purpose of Operating, Improving, Conserving and Protecting Wildwood, Pearson, Oak Openings, Side Cut, Swan Creek, Secor, Middlegrounds, Westwinds, Blue Creek, Fallen Timbers Battlefield & Fort Miamis, Wiregrass Lake, Howard Marsh, Toledo Botanical Garden, Farnsworth, Providence and Bend View/Canal Land Metroparks and Acquiring, Operating, Improving, Conserving and Protecting New Metropark Lands and Requesting the County Auditor to Certify the Total Current Tax Valuation of the Metropolitan Park District of the Toledo Area and the Dollar Amount of Revenue That Would Be Generated by That Renewal Levy	Motioned	2 <sup>nd</sup>		Approved
<b>Resolution No. 56-17</b>	Approval of Memorandum of Agreement between Toledo Botanical Garden Board Inc., and Metropolitan Park District of the Toledo Area	Motioned	2 <sup>nd</sup>		Approved

*The mission of Metroparks of the Toledo Area is to conserve the region's natural resources by creating, developing, improving, protecting, and promoting clean, safe, and natural parks and open spaces for the benefit, enjoyment, education, and general welfare of the public.*



**Board Minutes**

**METROPOLITAN PARK DISTRICT OF THE TOLEDO AREA**

**WEDNESDAY, JUNE 28, 2017, 8:30 A.M.**

**ROCHE DE BOUT – FARNSWORTH METROPARK**

**Commissioners Present:**

Scott Savage, President  
Lera Doneghy, Vice President  
Fritz Byers, Vice President

David D. Zenk, Executive Director  
David Smigelski, Legal Counsel

Staff present: Matt Cleland, Jill Molnar, Cathy Marinelli, Scott Carpenter, Sherri Romanski, Emily Ziegler, Tim Schetter, Jon Zvanovec, Trish Hausknecht, Allen Gallant, Felica Clark, Amy Mossing, Heather Mosqueda, Dawn Dickerson, Patty Morgenstern, Anthony Amstutz, Joe Fausnaugh, Shannon Mann, Brian Hopkins, Kelly Griffin, Ruth Griffin, Doug Carr, Chris Smalley, and Heather Norris.

**1. NON-RESOLUTION BOARD ITEMS**

President Scott Savage called the meeting to order at 8:35 a.m.

Mr. Savage led the Pledge of Allegiance.

**2. CONSENT AGENDA ITEMS**

Mr. Savage reported there were a couple of amendments to the consent agenda and requested removal of the recognition of retired ranger Tom Shumaker. Mrs. Lera Doneghy indicated that, in the May 31, 2017 meeting minutes, there was no action taken within the executive session. With these changes, Mr. Fritz Byers made a motion for approval of the consent agenda, as well as the disposition of the minutes for the regular Board meeting held on May 31, 2017. This motion was seconded by Mrs. Doneghy and approved.

**3. CONSIDERATION OF REPORTS FROM DIRECTOR AND EMPLOYEES OF THE DISTRICT FOR BOARD REVIEW**

**A. David Woodward, NORTH Design, LLC – Metroparks Toledo Marketing Plan**

Mr. David Woodward reviewed the process NORTH Design has utilized over the past few months in developing Metroparks' new marketing plan. One of the biggest components about which Mr. Woodward wanted to remind Metroparks is the core mission and focus on the natural aspects of the park district.

As NORTH began to develop the plan, it identified Metroparks' current organizational structure as one area that should be addressed. NORTH has proposed a shift within the marketing department that would include

a Director of Public Relations, a Director of Marketing, and positions that would support these efforts, which also would include supporting the new Director of Philanthropy. In addition, it is vital for all departments within Metroparks to work with the marketing department to ensure consistent messaging whether verbally and/or in print.

The foundation of the plan includes six key areas on which Metroparks needs to focus regarding a marketing/communications plan. Mr. Woodward identified these six key areas as follows:

- #1 Brand Building
- #2 Foundation Support
- #3 Special Events and Programming
- #4 Signature Projects
- #5 Partnerships
- #6 Destination Marketing

Mrs. Doneghy inquired whether there would be new staff hired within the new organizational structure. Mr. Dave Zenk explained that the new structure would utilize current employees by realigning them and pushing them in different ways, along with the creation of one new position. Mr. Scott Carpenter has been charged with all of these areas previously, but with the growth of social media and internal marketing within Metroparks, this restructuring is necessary to handle the many changes. The new structure will allow the new team to determine the best way to message internally and externally.

Mr. Byers thanked NORTH for all of its dedication to this process. Mr. Byers stated that branding is very important, and he discussed two separate points to help integrate Metroparks further. The first point is that Metroparks' goals are reflected in its mission and its vision; Metroparks' mission speaks to the desire to preserve and conserve natural resources. Mr. Byers stated that this mission is why Metroparks' Board of Park Commissioners and staff do all of this work. NORTH's focus on connecting each individual in the community with the splendors in Metroparks is essential. The second point is that Metroparks needs to communicate effectively, not only as individuals but collectively regionally -- Metroparks hopes to integrate why it does what it does with leaders and throughout the country. This is integral to what Metroparks' Board of Park Commissioners believes. This structure is a great foundation for these goals.

Mr. Savage reflected on the work that Mr. Carpenter has done over the years and the notion of showing versus telling. The process of implementing the new marketing plan will take the emotions that Mr. Carpenter has used and bring them to a larger audience while having more assistance in telling a story. The discussion regarding Metroparks' signature projects includes broadly talking about the growth story, while also recognizing priorities beginning to bubble to the surface. While Metroparks might not have these details solidified yet, it is on to something. Mr. Savage stated that Metroparks' centrality to quality of life is something it could communicate more effectively. Mr. Woodward commented that Metroparks should be subtle with its messaging in the community, and appropriately strategic within the leadership in the community. Metroparks needs to have the proper amount of exposure because its natural resources should not change over the next 100 years.

## B. 2017 Levy Discussion

Mr. Carpenter provided an overview of the levy survey results from the survey conducted in April 2017. This presentation is in preparation for the Board of Park Commissioners' determination as to what levy amount Metroparks will place on the ballot in November 2017.

One of the key takeaways from the survey is that it is important to maintain clean, safe, and natural parks for Metroparks' voters.

Virtually without any messaging, 48.7% of individuals polled stated they would vote for a levy increase. Once messaging was added to the survey, that rate went up to 66%. The greatest support was for a renewal levy which came in at 84%.

Mr. Savage stated that determining the amount for the levy is the Board of Park Commissioners' second greatest charge aside from hiring the Executive Director, and it involves considerable fiscal responsibility. The Board of Park Commissioners, along with Metroparks' staff, values the trust of the community. Mr. Savage reported that the Board takes this decision quite seriously. Mr. Byers stated that these results are heartfelt and gratifying and are a demonstration of Metroparks' history as a repository of trust within the community. He further stated that the community can trust Metroparks fiscally and that Metroparks knows how to spend funds appropriately and diligently in support of its mission. Mr. Byers stated that Metroparks is operating within the renaissance happening in Toledo and evaluating where on the scale it will fall. The Board of Park Commissioners has the proxy of the community to be excellent and world class, and the Board's challenge is to be an efficient and effective marshal and steward. Mr. Byers stated that the responsible thing to do in respect to the community is to operate the way Metroparks has and noted that most favored renewal of Metroparks' levy at the current rate.

Mrs. Doneghy stated that the Board of Park Commissioners recognizes it needs to do what is best for the community because of the trust it has with them. The bottom line is that Metroparks really should continue at the same mileage; it is inherent for Metroparks to continue to serve the community the way it has.

Mr. Savage also agrees in support for the renewal, and stated that seeking a renewal is not settling in the least. Metroparks' current long range plan assumes renewals of current levies, and its philanthropic plan is in the early beginnings. Mr. Savage first became involved with the park district 12 years ago when he chaired the land acquisition levy. This involvement allowed him to go out into the community to support connectivity. It is prudent, appropriate, and exciting to humbly ask the voters in the fall to support the renewal of the 1.4m levy.

Mr. Byers offered and moved for adoption of the following resolution, with a second by Mrs. Doneghy:

Resolution No. 55-17 - Declaring It Necessary to Renew an Existing 1.4 Mill Tax Levy for the Purpose of Operating, Improving, Conserving and Protecting Wildwood, Pearson, Oak Openings, Side Cut, Swan Creek, Secor, Middlegrounds, Westwinds, Blue Creek, Fallen Timbers Battlefield & Fort Miamis, Wiregrass Lake, Howard Marsh, Toledo Botanical Garden, Farnsworth, Providence and Bend View/Canal Land Metroparks and Acquiring, Operating, Improving, Conserving and Protecting New Metropark Lands and Requesting the County Auditor to Certify the Total Current Tax Valuation of the Metropolitan Park District of the Toledo Area and the Dollar Amount of Revenue That Would Be Generated by That Renewal Levy

In the form to accept the existing in the 1.4m tax levy, Mr. Byers is humbly asking for the community's support in the fall for a 1.4m Levy Renewal.

After discussion and upon unanimous vote the resolution was declared duly adopted and recorded in the appendix to these minutes.

#### C. Sherri Romanski, Comptroller – Treasurer's Report

The budget vs. actual reports for the general fund and all funds reflect 5 months of activity for the year. This month's activity is very similar to last month – expenditures far exceed revenue. Again, this is due to timing of real estate tax revenue for the first half of the year. Expenditures are trending as expected, with nothing unusual to note. Seasonal items should pick up next month.

No changes in fund advances and no outstanding debt.

Investment ledger – one CD matured and the proceeds were used it to purchase another.

Then and Now Report – two items require certification by the Board.

Mr. Byers noted in the narrative of the Treasurer's Report that utilities are down for the month. Mr. Byers inquired as to where this is expected to be by year-end. Ms. Romanski stated that it is hard to project, but

she expects that Metroparks will be over budget in this line item by year-end. Mr. Cleland stated that any overages will be within the scope of the entire budget.

4. BOARD APPROVAL OF CONTRACTS, DEEDS, AGREEMENTS, ETC.

- A. Mrs. Doneghy offered and moved for adoption of the following resolution, with a second by Mr. Byers:

Resolution No. 47-17 Authorization to Request Funding through the U.S. Department of Justice (“DOJ”) for Community Oriented Policing Services Hiring (“COPS”) Program

Mr. Byers inquired if it was a three (3) year commitment. Mr. Joe Fausnaugh said yes, and that Metroparks will cover the 4th year. Mr. Allen Gallant reported that Metroparks could add an additional ranger.

After discussion and upon unanimous vote the resolution was declared duly adopted and recorded in the appendix to these minutes.

- B. Mr. Byers offered and moved for adoption of the following resolution, with a second by Mrs. Doneghy:

Resolution No. 48-17 – Authorization to Purchase Two (2) Maintenance Trucks

Mr. Fausnaugh stated that Metroparks is using the state pricing contract to purchase these trucks and that he reached out to other dealers to compare costs. In this case the price was \$1,000.00 less per truck under the state pricing contract.

After discussion and upon unanimous vote the resolution was declared duly adopted and recorded in the appendix to these minutes.

- C. Mrs. Doneghy offered and moved for adoption of the following resolution, with a second by Mr. Byers:

Resolution No. 49-17 – Designation of Law Enforcement Personnel

Mr. Fausnaugh introduced Brian Hopkins and Shannon Mann, Metroparks’ new part-time rangers.

After discussion and upon unanimous vote the resolution was declared duly adopted and recorded in the appendix to these minutes.

- D. Mr. Byers offered and moved for adoption of the following resolution, with a second by Mrs. Doneghy:

Resolution No. 50-17 – Contract Approval, Metroparks Blue Creek North Perimeter Trail, 7035 Providence Road, Whitehouse, Ohio 43571

This is a rec-trail funded project, which is a state program. This eventually will connect to Wabash Cannonball Trail, along with connecting to Blue Creek in its entirety.

After discussion and upon unanimous vote the resolution was declared duly adopted and recorded in the appendix to these minutes.

- E. Mrs. Doneghy offered and moved for adoption of the following resolution, with a second by Mr. Byers:

Resolution No. 51-17 – Gift of Easement to ODOT, Anthony Wayne Bridge Dehumidification Building, Middlegrounds Metropark

Mr. Tom King, of ODOT, provided an overview of this structure, which matches the Roundhouse Pavilion at Middlegrounds. ODOT is asking the Board of Park Commissioners to donate this easement, and, in exchange, Metroparks will be able to utilize the building.

After discussion and upon unanimous vote the resolution was declared duly adopted and recorded in the appendix to these minutes.

- F. Mr. Byers offered and moved for adoption of the following resolution, with a second by Mrs. Doneghy:  
Resolution No. 52-17 – Contract Approval, Oak Openings Riparian Restoration Design-Build Project

Dr. Schetter stated the initial thought process was to do this in-house; however, based on current capacity, it was determined to obtain proposals from outside firms to improve efficiencies and utilizing the current staff to focus on on-going projects. We received two good proposals from firms that demonstrated that they were capable of performing the work. After scoring each proposal using an objective scoring matrix, Dave Resource Group's proposal was clearly the strongest due to a more innovative design for floodplain capacity restoration, a more ecologically-focused approach to streambank restoration, and the utilization of much greater quantities of native trees and shrubs throughout the restoration project.

Mr. Savage inquired as to what type of insurance is required. Dr. Schetter reported that the contractor has to guarantee two (2) years of woody vegetation with an 80% survival rate. Mr. Byers asked if Metroparks will have to expend all of the funds by 2018, and whether it will have the ability to hold out funds for that phase. Dr. Schetter stated that there is no holdout for 2019, but that Metroparks would be relying on the contractor's reputation. Mr. Byers inquired if there is anything Metroparks could add to the contract for the second phase. Mr. Matt Cleland responded that Metroparks would have to check on the grant language to ensure no provisions. Dr. Schetter stated that there is a small group of companies that offer these types of services and that Metroparks has worked with this contractor in the past. It is a highly reputable contractor and he has no reservations.

After discussion and upon unanimous vote the resolution was declared duly adopted and recorded in the appendix to these minutes.

- G. Mrs. Doneghy offered and moved for adoption of the following resolution, with a second by Mr. Byers:  
Resolution No. 53-17 – Approval of Amendment of the 2017 Certificate of Estimated Resources and Appropriations Measure

After discussion and upon unanimous vote the resolution was declared duly adopted and recorded in the appendix to these minutes.

- H. Mr. Byers offered and moved for adoption of the following resolution, with a second by Mrs. Doneghy:  
Resolution No. 54-17 – Ratification of Schedule of Payables

After discussion and upon unanimous vote the resolution was declared duly adopted and recorded in the appendix to these minutes.

## 5. BOARD INITIATED TOPICS AND DISCUSSION

## 6. EXECUTIVE SESSION

At 10:22 a.m., President Scott Savage made a motion to recess into executive session to consider the items that qualify for consideration in executive session. Mr. Zenk stated that the purpose of the executive session was to discuss public employment and land acquisition pursuant to Ohio R.C. §121.22(G)(1) and (2). Mr. Savage asked if there was any discussion and reported, under Ohio R.C. §121.22, that a roll call vote on this motion is necessary. Ms. Jill Molnar conducted a roll call vote of the commissioners.

ROLL CALL

Mrs. Doneghy – Yes

Mr. Byers – Yes

Mr. Savage – Yes

Ms. Jill Molnar reported, upon roll call vote, that the motion passed, and the Board recessed into executive session.

The Board adjourned executive session at 11:13 a.m. and resumed back into regular session at 11:15 a.m.

Mr. Byers reported there was discussion of a Memorandum of Agreement (MOA) between Toledo Botanical Garden (TBG) and Metropolitan Park District of the Toledo Area to ensure TBG's viability into the future. Mr. Byers stated that this could not have happened without TBG's Board President Jennifer Scroggs and Vice President Mike Parker and that Mr. Byers is very thankful to them. Mr. Byers also expressed his deepest thanks for their commitment to the community. Mrs. Scroggs expressed her thanks for the opportunity for Metroparks to continue what TBG currently offers. She stated that TBG looks forward to working with Metroparks with regard to programming, as well as TBG Grows, for what they offer to the community. In order to move forward, the MOA needs to be approved via a Board resolution.

Mr. Savage thanked Mrs. Scroggs for all of their hard work, and said he is glad to be a part of this and is excited for the future.

Mr. Byers offered and moved for adoption of the following resolution, with a second by Mrs. Doneghy:

Resolution No. 56-17 – Approval of Memorandum of Agreement between Toledo Botanical Garden Board Inc., and Metropolitan Park District of the Toledo Area

After discussion and upon unanimous vote the resolution was declared duly adopted and recorded in the appendix to these minutes.

Mr. Byers made a motion to adjourn the Board meeting at 11:19 a.m., which was seconded by Mr. Savage and approved.

\_\_\_\_\_  
Scott Savage, President

Attest: \_\_\_\_\_  
David D. Zenk, Executive Director

DDZ/kjm  
6/28/2017