

**PROCEEDINGS OF
CHARTER TOWNSHIP OF WEST BLOOMFIELD
PARKS & RECREATION COMMISSION REGULAR MEETING
West Bloomfield Township Hall Boardroom
4550 Walnut Lake Road
West Bloomfield, Michigan 48323
Thursday, January 26, 2017**

CALL TO ORDER

The meeting was called to order at 7:00 PM by Chairman Green

ROLL CALL

Present: Chairman Joseph Green
Treasurer Merv Aronoff
Secretary Robert Brooks
Commissioner Fizman-Kirsch
Commissioner Michele Hembree
Commissioner Jerry Sukenic
Commissioner Sally Wenczel

Staff Present: Jennifer Tucker, Executive Director
Joe Ketchum, Parks Superintendent
Kelly Hyer, Recreation Superintendent
Meagan Kurnat, Marketing Coordinator

Absent: None

Public: 1

PUBLIC FORUM

None

RECOGNITION OF A DONATION FROM NOTH FARMINGTON WEST BLOOMFIELD BASEBALL

Executive Director Tucker stated this organization has a long history with West Bloomfield Parks and Recreation, playing on the baseball fields and bringing people into the parks. They have also donated field material to keep the baseball fields in pristine condition. Director Tucker said this is a valuable donation to WBPRC and we are very thankful for the contribution. Parks Superintendent Ketchum thanked North Farmington West Bloomfield Baseball for their contribution and support to WBPRC and noted their organization is run entirely by parent volunteers.

PROCLAMATION IN HONOR OF THE RETIREMENT OF NANCY KEENER

Chairman Green read the Proclamation honoring Nancy A. Keener on her retirement from the Commission. Secretary Brooks stated that Nancy Keener was one of the reasons why he joined this Commission and he wishes her the best in her retirement.

APPROVAL OF AGENDA

Motion by Treasurer Aronoff, second by Commissioner Fizman-Kirsch, to approve the agenda as presented.

Ayes: All
Nays: None
Absent: None
Motion Carried, 7-0

CONSENT AGENDA

Items A through D are Consent Agenda matters considered to be routine by the Commission and enacted by one motion unless a member of the Commission wishes to discuss one of the topics.

- A. Approval of Minutes from the December 15, 2016 Regular Commission Meeting.
- B. Approval of the December Financial Reports.
- C. Approval of prepaid expenditures in the amount of \$411,109.92. January expenditures in the amount of \$60,744.42 relating to 2016. January expenditures in the amount of \$8,185.27 relating to 2017. Credit card refunds totaling \$355.01 for the month of December 2016.
- D. Communications: Thank you note from former Commissioner Carol Hack

Motion by Treasurer Aronoff, second by Commissioner Fizman-Kirsch to approve the Items A through D on the Consent Agenda.

Ayes: All
Nays: None
Absent: None
Motion Carried, 7-0

STAFF REPORT

Executive Director Tucker reported that the Human Resources audit report is being worked on and revised. Staff has been working on the employee manual including file procedures and job description updates.

The deadline for the full time Naturalist job application is set for January 11. Lauren Azoury, Park Naturalist, is assisting in finding a replacement for her position and has given us very good guidance of where and when to post this position to attract the most qualified candidates. We received 31 qualified applications. We have narrowed the interview pool to 8 well qualified individuals and the interview process begins January 23.

The Mparks Annual Conference is January 31 – February 3 in Grand Rapids. The WBPRC Leadership Team will be attending a preconference session called “Discovering and Optimizing Team Talent” lead by Donna Gardner, President of Gardner Group. This session and the balance of the conference are sure to be educational and will better our already fantastic WBPRC staff.

It is an exciting time at WB Parks! We are forming our brand standards including everything from the staff uniforms to what font style we are using in public documents. Marketing Coordinator Meagan Kurnat is present tonight and will be giving a Rebranding Presentation to the Commission.

Parks Superintendent Ketchum reported that staff has been cutting and trimming trees at Drake Sports Park, RAC, Marshbank and Karner Farm. Staff will continue to trim trees through the winter months.

The plow trucks are going to green and red lights instead of orange. It was found that the green lights show up better in the snow thereby reducing accidents.

Staff is taking inventories of supplies and will be placing an order for cleaning supplies for the 2017 season.

Staff is performing yearly inspections on all fire extinguishers and fire suppression systems throughout the parks system. Staff recently attended Oak Wilt training as it has become a big problem in Oakland County.

Recreation Superintendent Hyer reported that 2016 was an exciting year to close out. December was unusually busy due to the implementation of ReCPro, however daily operations were maintained in addition to the intense software implementation.

Superintendent Hyer presented photographs of the recent PLARN drop-in program and stated there are additional drop-in programs for coloring, ping-pong, line dancing and open game room. She added that Parks and Recreation can host Nature Birthday Parties. In 2016, they held 19 Nature birthday parties servicing a total of 567 people.

The swim lesson program has been rebranded with new class titles and more accurate descriptions. Skills each class will learn will match up with the age groups.

Upcoming Events and Activities:

| | |
|---------------------------------|--------------|
| Polar Party | 1/28 |
| Pirate's Gold Rush at the Pool | 2/11 |
| Snowshoe with your Sweetie | 2/12 |
| Valentine Day Holiday Party 50+ | 2/13 |
| Daddy Daughter Dinner Dance | 2/25 or 2/26 |

Commissioner Sukenic asked if there are defibrillators on the trail networks. Superintendent Ketchum said there are none on the trail system as there is the issue of expense and being open to the public and open to vandalism or theft. He noted there are defibrillators within the parks system and added that the trails have markers that help to identify location in an emergency.

ITEMS FROM THE OFFICERS

A. Items from the Chairperson

Chairman Green welcomed everyone back from the holidays and wished everyone a Happy New Year.

B. Items from the Secretary

Secretary Brooks thanked staff for attending the United We Walk MLK Program at the WBHS; the walkers were served hot chocolate from Parks and Recreation at walk conclusion.

C. Items from the Treasurer

Treasurer Aronoff stated he is going to miss Nancy Keener very much and thanked her for the contributions she made to Parks and Recreation. He also wished everyone a Happy New Year and encouraged residents to get outside and exercise.

COMMITTEE REPORTS

A. Executive: Report from Chairman Green

Chairman Green stated the committee met on January 12, 2017 and discussed the January 26th Commission Meeting Agenda; Splash Pad project update; Rebranding tag line, Meeting date change for September; Mparks Annual Conference; Sponsorship issue and the 20127 Park Summit April 10th and 11th. The next meeting is scheduled for February 8^h at 6 pm.

B. Finance: Report from Treasurer Aronoff

Treasurer Aronoff stated the committee met before tonight's meeting and discussed and reviewed December invoices, vouchers and the monthly budget status. They also reviewed the Commission's meeting items for tonight's meeting.

UNFINISHED BUSINESS

None

NEW BUSINESS

A) WBPRC Rebranding Presentation

Marketing Coordinator Meagan Kurnat presented the new WBPRC logo and rebranding plan. She stated they have picked out a color for the WBPRC logo; navy blue and a lighter green. The tag line will be "The Nature of Community" which they believe fits what the West Bloomfield Parks and Recreation is as a brand and what they want to move towards. There is a new website address, WBParks.org. The new website is focused on mobile because half of the web traffic is coming from cell phones or tablets. The ReCPro integration is complete and very mobile friendly. The transition to the new web address is complete although the old address will still work.

Ms. Kurnat stated the new park entrance signs are a big part of the rebranding process. The goal is to have bid specs finalized in February so construction can be underway before the summer season kicks off. Staff is working on new uniforms, colors and embroidery styles as well as the redesign for business cards and name badges. Vehicle decals are also being redesigned. Letterhead and envelopes have been ordered. Staff is working with Oakland County on update parks maps. The first print piece that will be mailed out is the Camp Guide which will be mailed out February 20th. Staff will be undergoing training as there are brand standard guides and to make sure everyone has a good understanding of how to represent the organization. Everything is planned to be rolled out on February 15th. She encouraged the commissioners to talk to the residents about the rebranding!

Secretary Brooks said the website is beautiful and he encouraged potential sponsors to look at the new website. Treasurer Aronoff asked if WBPRC is subscribed to Google ads or if the organization just shows up with a generic word search. Ms. Kurnat said a generic search is working and the website pops right up. Chairman Green said he loves the new logo and thinks the staff has done a great job on the rebranding. Commissioner Wenczel said the new logo is easier to reproduce, it is fresh, and looks wonderful.

B) Consideration to Approve the Rescheduling of the September WBPRC meeting to September 14, 2017.

Executive Director Tucker stated that the September WBPRC meeting is currently scheduled on September 28, 2017. That week is also the National Parks and Recreation Conference. Key staff will be attending that

conference including the Executive Director. They would like to reschedule that meeting to September 14, 2017 at the Recreational Activities Center.

Motion by Commissioner Fizman-Kirsch, seconded by Treasurer Aronoff to approve rescheduling of the September WBPRC meeting to September 14, 2017 at the Recreation Activities Center at 4640 Walnut Lake Road.

Ayes: All
Nays: None
Absent: None
Motion Carried, 7-0

ITEMS FROM THE TOWNSHIP LIAISON

Township Liaison Warshay said there has only been one January meeting as there is not a lot going on. The Board voted against adopting use of plain English in its documents. The first February meeting will include a discussion of the cell tower at Shenandoah Country Club and also pay increases for full time elected officials. Mr. Warshay also extended congratulations to Nancy Keener on her retirement.

Commissioner Sukenic asked what is going on with the repairs in the Township Hall Boardroom. Mr. Warshay said there was some water damage which cost the Township a considerable amount of money. They are upgrading the sound and video at the same time repairs are made. They are anticipating another 6 weeks until repairs are complete.

PUBLIC FORUM

Commissioner Hembree said she is part of the Michigan Week committee and asked residents to look out for information on this activity. Chairman Green said he would miss working with Nancy Keener. Superintendent Hyer said Ms. Keener worked great with staff and was a bright spot in everyone's day; she was inspirational and energetic and passionate about her work.

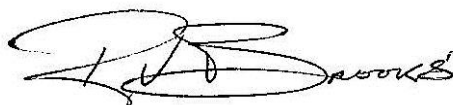
ANNOUNCEMENTS

None

ADJOURNMENT

There being no further business before the Commission, Treasurer Aronoff made a motion to adjourn, and unanimously supported. The meeting was adjourned at 7:55 P.M.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'R. Brooks', written over a horizontal line.

Secretary Robert Brooks

Pamela St. Peter
Recording Secretary

(As a permanent record, an audio tape of this meeting in its entirety is on file and will remain at the Parks and Recreation offices where it may be heard.)