

**PROCEEDINGS OF
CHARTER TOWNSHIP OF WEST BLOOMFIELD
PARKS & RECREATION COMMISSION SPECIAL MEETING
Conference Room
4640 Walnut Lake Road
West Bloomfield, Michigan 48323
Tuesday, March 14, 2016**

CALL TO ORDER

The Meeting was called to order at 6:30 PM by Chairman Green,

ROLL CALL

Present: Chairman Joe Green
Treasurer Merv Aronoff
Commissioner Margie Fiszman-Kirsch
Commissioner Carol Hack
Commissioner Marc Jeffries
Commissioner Paul Karmo

Staff Present: Jennifer Tucker, Executive Director
Kelly Hyer, Recreation Supervisor
Joe Ketchum, Parks Superintendent

Absent: Secretary Robert Brooks

Public: None

PUBLIC FORUM

None

APPROVAL OF AGENDA

Motion by Commissioner Jeffries and seconded by Commissioner Hack, to approve the agenda.

Ayes: All
Nays: None
Absent: Secretary Robert Brooks
Motion Carried, 6-0

STRATEGIC PLANNING WORKSHOP

Johnson Hill Land Ethics Studio made their presentation to the Commission regarding the Strategic Plan status up to this point in time. Their spokesmen, Mark Robinson discussed a Summary of Observations and Feedback from various groups and individuals they had

communication with in reference to the needs and requests for improving our park system and activities programs.

They reviewed perceptions, facilities, aspirations and how our parks are an integral part of social interaction. Our parks are significantly lacking updating and diversity.

Specific areas for improvement affect different aspects of each park and our trail.

Studies showed that the most popular places in our community are Marshbank Park and the West Bloomfield Trail.

There is significant activity competition within our Township from other locations such as the Jewish Community Center and Shenandoah Country Club, each having functions that draw many of the residents to.

The conversation covered proposed strategies for growth and development including partnership with school systems and organizations like the Henry Ford Hospital campus in West Bloomfield and the Jewish Community Center.

We considered transformations for our community where changes to or elimination of specific parks and programs would take place.

Branding will be a very important part of our future. We must develop a new and uniform logo that will make a unique impression on our resident's.

The group acknowledged spots where residents meet and how we can expand our operations and area land to attract more people so that the local citizens will be involved in more indoor and outdoor events to keep them busy and having fun. We want our community to be active, not quiet.

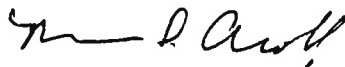
PUBLIC FORUM

None

ADJOURNMENT

There being no further business before the Commission, Chairman Green made a motion to adjourn, and unanimously supported. The meeting was adjourned at 9:15 p.m.

Respectfully Submitted,



Acting Secretary