

**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, April 28, 2016**

CALL TO ORDER

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

ROLL CALL

Present: Chairman Green
Treasurer Merv Aronoff
Secretary Robert Brooks
Commissioner Carol Hack
Commissioner Marc Jeffries
Commissioner Paul Karmo

Staff Present: Jennifer Tucker, Executive Director
Joe Ketchum, Parks Superintendent
Kelly Hyer, Recreation Supervisor
Michael Patton, Chief of Police

Absent: Commissioner Fiszman-Kirsch

Public: 2

PUBLIC FORUM

None

PRESENTATION AND APPROVAL OF 2015 FINANCIAL AUDIT BY PLANTE & MORAN, PLLC

Stacey Reeves, Plante & Moran made a presentation to the commission of the 2015 Financial Audit. She was accompanied by Daniel Block. Ms. Reeves stated that Parks and Recreation Commission received an unmodified auditor's opinion on its financial statement, meaning it is without any qualifiers or modifications. It is the best that you can get from your auditors. The financial statements represent the hard work the Parks and Recreation staff does throughout the year. The letter from Plante & Moran is its opinion on the Parks and Recreation financial statements while the graphs give a representation of the financial statement. Ms. Reeves noted that the Parks and Recreation Commission is in a cost sharing plan for the retirement system between the Township and Parks and Recreation employees; additional opinion assertions need to take place as how those costs and liabilities are determined and split between the Township and the Parks and Recreation Commission. Those are in process and substantially complete but the Township audit team has not completed those procedures. They do not expect any changes in what the Commission is seeing in tonight's presentation.

Mr. Block provided an overview of the graph package. The graphs are a pictorial statement of the Parks and Recreation financial statements. Mr. Block said that overall general fund revenues increased between 2014 and 2015 by about 3%, mainly due to the increase in taxable value. Mr. Block said that property taxes

increased from 2012 to 2013 related to the restorative millage; from 2013 on, there have also been inflationary increases. In regards to property tax revenues, the history shown on the graph is from 2008 to 2015 with the peak in 2009; it started to decline through 2012, but they are now back at the 2009 level.

General Fund Expenditures, from 2014 to 2015 there is a 5% increase mainly due to capital outlays. Administration and General Services expenditures have declined over the years which is a testament that the increases in revenue that were obtained are being used related to the parks and recreation operations, which is according to the Commission's mission. General Fund Expenditures broken down: By Category, personnel expenditures are approximately 50% of expenditures, which is expected because the Parks and Recreation Commission provides a service; further broken down by Activity, over 50% of expenditures are related to Parks and Recreation operations.

Commissioner Jeffries said Executive Director Tucker and staff should be commended as they have done an extraordinary job in recognizing and implementing the improvements to the parks that the community expects.

Mr. Block continued by discussing General Fund Balance. In 2015 the fund balance in total increased by about \$700,000 and he considers 65.9% of operating expenditures to be a healthy level. In 2015 the GASB 68 was implemented but the calculation does not affect the General Fund; it affects the Full Accrual Fund. Chairman Green asked, when looking at personnel costs of under 48% for West Bloomfield Parks and Recreation Commission, what is typical of other municipalities? Ms. Reeves said in many cases personnel costs can be 70-80% and it is always the largest component of cost structures.

APPROVAL OF AGENDA

Motion by Treasurer Aronoff, second by Commissioner Hack, to approve the agenda as presented.

Ayes: All
Nays: None
Absent: Fizman-Kirsch
Motion Carried, 6-0

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 March 14, 2016 Special Meeting and the March 24, 2016 Regular Commission Meeting.
- B. Approval of the March Financial Reports.
- C. Approval of prepaid expenditures in the amount of \$316,225.95. Expenditures in the amount of \$100,419.50 and credit card refunds totaling \$2,749.50 for the month of March 2016.
- D. Communications - None

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

Ayes: All
Nays: None
Absent: Fizman-Kirsch
Motion Carried, 6-0

STAFF REPORT

Executive Director Tucker reported that April began with the retirement of Steve Booker, Park Technician after more than 26 years of service. Mr. Booker was honored with a retirement party on April 1, 2016 at Coyote Grill. Family and friends along with Steve's coworkers were in attendance. Among many talents and past times, Steve loves to cook. He was given certificates to Williams and Sonoma, Henry Ford cooking classes and Highland House Restaurant from the WBPRC Staff.

At the March meeting, the Commission approved the hiring of the human resource consultant, Human Capital, LLC. WBPRC Staff met with representatives of Human Capital on April 13th to review the upcoming contractual relationship and time line. Allison Tierney, HR Specialist will primarily be the representative for Human Capital that will be in our office on Monday and Wednesdays while we are getting through the initial review of our HR processes. The financial office at the Recreational Activities Center has been rearranged to accommodate our HR consultant, accounting consultant and our accounts payable clerk in one office.

Director Tucker stated that the entire full time staff attended CPR training in conjunction with the fire department so they are equipped to handle any type of emergency in the parks. Director Tucker also reported that she was invited to be a guest speaker at the University of Michigan for a graduate class of architectural engineers; they were interested in the path she has taken to get where she is today and they have asked her to return at another time to speak again.

Parks and Recreation hosted 200 5th graders from Sheiko Elementary School for Earth Day. Naturalist Lauren Azoury did an interpretive talk on rain gardens and gave interactive watershed demonstrations. A CISMA logo has now been developed as part of the grant that was received. Through the grant they were able to hire a coordinator at 20 hours per week who will be housed at Oakland County Parks and will help Parks and Recreation administer the grant. Director Tucker reported that Parks and Recreation is going to be one of the award winners at the Michigan Week celebration. She invited the commissioners to attend a breakfast on May 20th where she will be receiving the Stewardship Award, which is the first time this award will be presented.

Parks Superintendent Ketchum reported that staff continues to do spring cleanups at the parks. They have installed 60 yards of hardwood mulch in various beds and tree rings.

All parking lots have been swept and vacuumed removing excess salt and debris from the winter. This also included vacuuming the permeable parking lot at Marshbank Park.

Staff applied the first round of fertilizer and weed control at various park sites. They used to contract this service out, but now it is done in-house which is more efficient and environmentally friendly. All the Parks staff are commercial applicator certified through the State of Michigan.

All snow removal equipment has been removed, serviced and stored for the summer.

Playgrounds have been opened, swings reinstalled, and 120 yards of wood fiber safety surfacing has been installed.

Water wells have been chlorinated and put back in service at Bloomer Park, Community Sports Park, Marshbank Park and Karner Farm for the 2016 season. The water service at Drake Sports Park was turned on and all park restrooms are now open and in operation. The well at the Community Sports Park has been upgraded with new Variable Frequency Drive or VFD. The VFD allows the pump to run more efficiently saving electricity and reducing wear on the plumbing system.

Staff removed the bubbler system in Cass Lake around the canoe/kayak dock at Marshbank Park and it is now open for use. Secretary Brooks said there is great ingenuity by staff in repurposing equipment and

designing equipment for use in the parks. Such ingenuity demonstrates the WBPRC's care and commitment about the environment.

Recreation Supervisor Hyer reported the Sneak Peek event that kicked off summer registration was a success with 61 families in attendance and \$1300 in sales. She stated the Senior Resource Group trips have been very well received.

Parks and Recreation had an Earth Day Celebration. The evening portion was a free public special event; The Outdoor Play Area opened for the season and there were stations in the Nature Room and at the Outdoor Play Area with about 145 people in attendance.

Touch a Truck planning is finishing up with 18-20 trucks, 6 food trucks and 3 inflatable bouncers.

Mother Daughter Tea will be held Sunday, May 15 at the Family Aquatic Center. Naturalist Lauren will be presenting a program on attracting butterflies to your yard and the participants will make a butterfly feeder and participate in a butterfly release, as well as receiving a milkweed plant to take home.

This weekend is the 2nd Annual Dog Adoption event, in partnership with Coldwell Banker. There will be about 100 dogs brought to the event.

Upcoming Events and Activities:

Touch a Truck	May 6
Mother/Daughter Tea	May 15
National Trails Day Walk	June 4

Commissioner Jeffries commended staff for the Summer Guide saying it was very impressive and the recreation programming looks outstanding.

ITEMS FROM THE OFFICERS

A. Items from the Chairperson

Chairman Green thanked staff for their hard work. He noted that maintaining 580 acres of parks land and putting on recreation programs for the community while keeping personnel costs to under 48% is not easily done.

B. Items from the Secretary

Secretary Brooks said the ingenuity from staff amazes him, and that ingenuity shows when you go into the parks and onto the trails.

C. Items from the Treasurer

Treasurer Aronoff said the Commission and the community appreciate staff's hard work and when speaking to residents many have commended the great work that Parks and Recreation does.

COMMITTEE REPORTS

A. Executive: Report from Chairman Green

Chairman Green stated the committee met on April 28, 2016 and discussed the April meeting agenda; Strategic Plan Update; Partnership Fundraiser with the WB Police Fundraiser; MDNR

Invasive Species Grant Update and the Michigan Week Breakfast. The next meeting is scheduled for May 11th at 6 pm.

B. Finance: Report from Treasurer Aronoff

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

C. Strategic Planning

Commissioner Karmo stated the committee met and reviewed the Revised Action Plan and Steps Forward; reviewed Howard Rosenberg's Comments and Suggestions and discussed Whether or Not to Interview Township Officers and Elected Officials. The next meeting is scheduled for May 5th at 5 pm.

UNFINISHED BUSINESS

None

NEW BUSINESS

A) Consideration to Approve of the Request for Proposal for Branding and Marketing of West Bloomfield Parks and Recreation Commission

Executive Director Tucker reported that the WBPRC Staff is recommending, in conjunction with their strategic planning process, to request quotes from marketing professionals to create a rebranding plan. This would include an updated logo with graphic design guidelines, color palette and tagline. An implementation guideline is also included in the request. From the initial research, costs for rebranding have a wide range. Requesting quotes is a place to start the process. Staff is basing this recommendation on the following factors:

- 1) In order to mark the implementation of the strategic planning process of refining our goals and mission, the update of our marketing plan including logo and what is communicated to our residents is a natural next step.
- 2) Our current logo is very hard and expensive to reproduce and therefore it is often omitted. Our embroidered uniform shirts do not have the logo due to the cost is doubled with its inclusion. The logo is hard to manipulate promotional items as well. We want our logo everywhere and our current one is not meeting our marketing needs.
- 3) The West Bloomfield Parks and Recreation Commission began using the current art deco inspired heron logo in 1996. At that time the Heron rockery in West Bloomfield preserve was thriving and supported 110 nests. Today, the herons have left that nesting site (which is very typical of their nesting patterns). There are a few nests that have been spotted within natural areas of the Township but the population is greatly diminished. Therefore, the logo represents a species that is not that prevalent in the park areas. We need a logo that accurately reflects our mission and values.

The proposal for rebranding and marketing in and of itself will not impact the budget. However the cost estimate that will be derived from this process could be an item that appears on a later 2016 agenda or included in the 2017 Budget Request. Parks Superintendent Ketchum added that the parks signs have all been difficult to maintain with their current colors and they are very dated. They are in need of replacement but they do not want to replace them before the rebranding occurs.

Commissioner Jeffries asked if concepts for this rebranding can be requested in the RFP. Director Tucker agreed that could be done. Treasurer Aronoff suggested a contest with West Bloomfield Township residents for a new logo. Director Tucker said a contest may be a good idea to help determine what the residents think best represents the park system. Commissioner Jeffries suggested staff narrow the concepts down to two or three and then have residents pick their favorite.

Motion by Commissioner Jeffries, seconded by Commissioner Karmo to approve the request for proposals for Rebranding and Marketing of WBPRC.

Ayes: Aronoff, Brooks, Green, Hack, Jeffries, Karmo

Nays: None

Absent: Fisman-Kirsch

Motion Carried, 6-0

B) Consideration to Approve the Purchase of a portable lift

Parks Superintendent Ketchum stated that staff received three quotes for the purchase of a Niftylift Model #TM34TG Towable Lift Boom. The purchase of this boom lift will enable staff to safely work above ground when installing light fixtures, painting, trimming trees and repairing fences. Today, staff either has to use ladders, rent a lift or contract out the work.

Staff is recommending the Commission approve the quote from Eagle Rentals Inc. for the amount of \$22,650. This new piece of equipment comes with a one year parts and labor warrant.

Motion by Commissioner Jeffries, seconded by Commissioner Hack to approve the purchase of a Niftylift Model #TM34TG Towable Boom Lift from Eagle Rentals Inc. for the amount of \$22,650.00.

Ayes: Aronoff, Brooks, Green, Hack, Jeffries, Karmo

Nays: None

Absent: Fisman-Kirsch

Motion Carried, 6-0

ITEMS FROM THE TOWNSHIP LIAISON

None

PUBLIC FORUM

Police Chief Patton stated that during the Audit presentation essential services was discussed and he believes the significant and wonderful contribution and programs that Parks and Recreation makes to the Township certainly qualifies the Commission as an essential service.

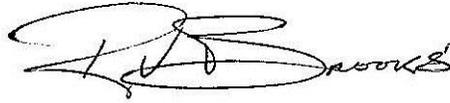
ANNOUNCEMENTS

Commissioner Hack said the Michigan Week breakfast is May 20th and starts at 7:15 am. The West Bloomfield Police benefit concert is June 23rd.

ADJOURNMENT

There being no further business before the Commission, Treasurer Aronoff made a motion to adjourn, and unanimously supported. The meeting was adjourned at 8:15 PM.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "H. Brooks". The signature is stylized with large, overlapping loops and a cursive style.

Secretary

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.)