

**PROCEEDINGS OF
CHARTER TOWNSHIP OF WEST BLOOMFIELD
PARKS & RECREATION COMMISSION SPECIAL MEETING
West Bloomfield Marshbank Park Lodge
2805 Hiller Road
West Bloomfield, Michigan 48324
Monday, October 17, 2016**

CALL TO ORDER

The meeting was called to order at 6:20 PM by Chairman Green

ROLL CALL

Present: Chairman Joseph Green
Treasurer Merv Aronoff
Secretary Robert Brooks
Commissioner Carol Hack
Commissioner Fiszman-Kirsch
Commissioner Paul Karmo
Commissioner Sally Wenczel

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

Absent: None

Public: Michele Dickens, identity branding
Mark Robinson, Mark Johnson, Tyler Sprague -Johnson Hills , Land Ethics,
Strategic Plan contractor
Greg Holcombe, Urban Innovations (Sub Contractor for JHLE)

APPROVAL OF AGENDA

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

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

PUBLIC FORUM

None

REVIEW OF BRANDING DEVELOPMENT

Meagan Kurnat, Marketing Coordinator reviewed the process and approach to the WB Parks logo and branding strategy. She was supported with comments also coming from Kelly Hyer, Recreation Superintendent. Meagan introduced Michele Dickens of “identity” who was contracted to create our logo possibilities and guided by our Staff and Commission inputs. Michele Dickens presented the two final recommendations supported by the WB Parks staff. The ground rules of not introducing color into the logos and having several displays for various usages was explained to the group. Jennifer Tucker added some words as to why identity was selected and a preamble as to her thoughts on the process. The discussion that pursued focused on reproducibility, visual presence, conciseness of the logo or mark. Option one considered the “monogram”, was discussed in terms of lower case lettering, weighting of the wb, and letter overlap as primary concerns. The group agreed that the plus symbol used between the words parks + recreation should be reconsidered. Option two considered the “motif of activities” came across as more whimsical and direct but had a dated feel as expressed by many. Discussion resulted: (Fizman-Kirsch) Was the Township consulted for an opinion? (Kelly Hyer) No, because the P&R is a separate legal entity and should not be bound by Twp logo or coordination.

A motion was made by Commissioner Carol Hack and seconded by Commissioner Paul Karmo to accept Option number one – the “monogram”. A roll call vote was called by Chairman Joe Green.

Ayes: Brooks, Green, Hack, Karmo, Wenczel
Nays: Aronoff
Abstention: Fizman-Kirsch
Absent: None
Motion Carried, 5-2

REVIEW OF THE STRATEGIC PLAN

Jennifer Tucker, Executive Director stated the purpose of the review was to look at the format and contents to gain any additional commission inputs before finalization by JHL. Her general assessment was that the flow is much improved and better aligned to Staff needs for usefulness. The process flow was that each Commissioner give comments from their individual reviews.

Commissioner Carol Hack – Asked that Karner / Bloomer Parks be updated based upon what is capable within code / deed restrictions. Was pleased to see so many ideas previously thought of being addressed with greater definition in this plan. She liked the idea of therapeutic pool at RAC vs. FAC. She was a bit surprised at comment of newest park play structures being dated. FAC repurposing was ideal as presented.

Commissioner Sally Wenczel – Likes the expansiveness of trail access shown on p.29. She would like to see consideration given as to how to keep the RAC as a natural setting. Splash Pad vs. FAC would be a great improvement and reconstruction of our facilities from where they are is key component in building community trust! Art works could be placed in the central areas of the WB main usage areas along with the RAC providing common recreation themes. Without WB having a prominent downtown setting, the RAC could serve as a prominent 3rd place. The RAC should not be considered a major disruption by the Township but an enhancement (Commissioner Paul Karmo). Maintaining a watershed should be led by P&R to underscore our conservationist stand (JLH).

Commissioner Fiszman-Kirsch – Likes the term “Graceful Obsolescence”, does not like the graphic on pages 6 & 54 because of sketch simplicity, believes that partnerships are good, and wants to see inclusiveness as a key to success. Overall the visions of possibilities are very well exhibited. The timelines seem to be superimposed and easily understood (section 6.1).

Commissioner Robert Brooks – stated that Ownership and Implementation of this plan is most important, therefore Staff ownership and constant usage with referral to the concepts is key. Good work done by JLH.

Chairman Joseph Green – funding availability is key to doing these visionary activities. Millage ideas should be added to p.64 to help perform the necessary activities. On p.53, Friends of Park foundation could be further researched. Mark of JLH recommended using Oakland County foundations in existence vs. forming anew for donations. It was noted that the Library has a millage in perpetuity vs. the P&R’s renewable mileage. Therefore, Mark suggested the energy we establish with initial changes should be used to explore external funding.

Treasurer Merv Aronoff - grants should be pursued after exhausting the millages and also potentially bonds. Booth Park in Birmingham should remain a visionary goal and example. Could Karner Park be used for hay rides? Splash Pad for FAC is a good option and idea where we should move forward quickly. The Strategic Plan should be used to make forward looking decisions.

Commissioner Paul Karmo – a priority specific timeline should be added and used for decision making. Moving forward with successful projects will breed trust.

Joe Ketchum, Parks Superintendent – priorities in the past are key with the proper understanding to move forward. Momentum will come from seen successes by our community. Attractions are needed for growing our Township as a great place for families with children.

Jennifer Tucker, Executive Director addressed the group stating that we must work strategically with the TWP Development office. Mark of JLH added that “we must light the fuses” and that branding is a great start. The Next Steps in the process are: 1) Staff feedback, 2) Incorporate comments expressed, and 3) Conclude inputs at Friday - Oct. 21st Staff Meeting.

Tyler Sprague of JLH – presented a mock-up pamphlet that could be used externally as a public piece.

JLH recommendations – Revisit the plan by actionable items in one year after release and subsequent annual anniversaries – contrast against the plan efforts completed. Most importantly **Use It** as a living / working document.

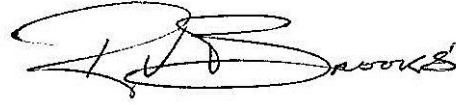
ANNOUNCEMENTS

Nov. 10th at 7pm there will be a review with a Splash Pad contractor (Corey) following the Exec Comm meeting.

ADJOURNMENT

There being no further business before the Commission, Secretary Robert Brooks made a motion to adjourn, and unanimously supported. The meeting was adjourned at 8:18 PM.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "R. Brooks", with a stylized flourish at the end.

Secretary

Robert Brooks
Recording Secretary (acting in absence of Pamela St. Peter)

(As this was a Special Meeting there is no audio tape of this meeting.)