

**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, June 30, 2016**

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 Carol Hack
Commissioner Fiszman-Kirsch
Commissioner Paul Karmo

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

Michael Patton, Chief of Police

Absent: None

Public: Commissioner Marc Jeffries
Howard Rosenberg, Township Liaison
Sally Wenczel
Dan Navarre

PUBLIC FORUM

None

APPROVAL OF AGENDA

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

**Ayes: All
Nays: None
Absent: Jeffries
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 May 26, 2016 Regular Commission Meeting.

- B. Approval of the May Financial Reports.
- C. Approval of prepaid expenditures in the amount of \$263,339.79. Expenditures in the amount of \$60,162.33 and credit card refunds totaling \$1,921.00 for the month of May 2016.
- D. Communications: None

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

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

Consideration to Approve Proclamation for “July as Parks and Recreation Month”

Chairman Green read aloud the proclamation for July as Parks and Recreation Month.

Motion by Treasurer Aronoff, second by Commissioner Fiszman-Kirsch, to approve the Proclamation for “July as Parks and Recreation Month”.

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

STAFF REPORT

Executive Director Tucker reported that The WBPRC and the West Bloomfield Police Foundation Fundraiser, Concert for a Cause, was held on June 23rd. The Police Foundation and West Bloomfield Parks and Recreation partnered together for the event. This was a fundraiser for the Police Foundation. There were 248 tickets sold, 35+ Silent Auction items donated and 4 large auction items. Fire Chief Flynn did an outstanding job as the Auctioneer. There were 25 partners and sponsors of the event with Special Guests Steve Acho, Karen Newman, Kyle Johnson and MC Mojo in the Morning.

WBPRC has an opportunity to reduce energy costs and expenses. Through a partnership with DTE we are embarking on changing over Drake Sports Park, the RAC, Marshbank Garage and Marshbank Lodge to LED lighting. Through DTE, we are able to buy the supplies at wholesale and receive an additional 10% off all exterior lighting if we participate in the month of June. The bulbs are warranted for 5 years from date of purchase. The material costs for this project will be paid back by the savings that we will see in energy bills in two years.

Executive Director Tucker reminded residents to exercise their right to vote in the August 2nd primary election. There is a Millage Renewal on the ballot. It will cost, for the taxable value of \$100,000 in your home, \$38.92.

Parks Superintendent Ketchum reported that the Parks Department is at full staff, running 7 days a week from 7:00 am to 10:30 pm.

Staff micro-mowed the West Bloomfield Trail, Nature Preserve Trail, and the Bloomer Park Trail cutting back brush and vegetation. West Bloomfield has a work sharing program with the City of Orchard Lake and one of the activities they share is micro-mowing. They have an Arborist on staff who assists West Bloomfield Parks Department. The work sharing program also includes joint purchasing when it comes to

tree or road salt purchases. The City of Orchard Lake and West Bloomfield Parks Department also help each other when it comes to big projects; it is a great cooperation between the two cities and is a great use of tax payer dollars.

The Tow Lift was delivered June 24th with staff receiving training the same day. Superintendent Ketchum thanked the Commission for purchasing the Tow Lift for the Parks Department. Staff will be practicing on the machine in the service yard before it is taken out into real life situations. The Tow Lift will also be used in the Work Sharing program by helping the City of Orchard Lake place banners at 14 Mile and Orchard Lake Road. The GMC 3500 Parks Operation Truck was delivered on June 20th.

Staff is working on the ADA accessible addition to the Dog Park. They hope to complete the project by the middle of July. Superintendent Ketchum emphasized that anyone with a disability is welcome to use the new addition; there are no stickers needed to prove you have a disability.

Recreation Supervisor Hyer reported that the parks, camps and FAC are fully staffed. The Recreation Department has started new online ticket discount sales for Cedar Point and the Detroit Zoo. There is a link on the Parks and Recreation website. This will allow West Bloomfield residents to receive a substantial discount to both venues.

The Recreation Department recently underwent extensive training with the Camp and Aquatic teams. Training was done at the Fire Department and also at the Family Aquatic Center. There are 30 hours of mandated training which is required due to camp licensing. Staff underwent training in policies, procedures, techniques to work with staff and kids, and also had team building exercises.

The outdoor pool was opened to the public three weeks ago with the Big Splash event. There were close to 400 participants. Parks and Recreation Go Fish event at Marshbank Park was a sell out and the new sponsor was BW3. Hunters of the Sky also sold out and staff was happy to see a mix of families and adults attend the event.

ITC Walks are continuing and to date they have logged over 1000 miles. Another walk was added on August 2nd.

Outdoor Pool hours and prices for summer permits are on the website. Resident passes are sold out and 10 nonresident passes are being allowed.

Commissioner Fizman-Kirsch asked why the permit program is such a success this year. Supervisor Hyer said increased marketing has helped and a lot depends on the weather. Another reason for the success this season is that permit holders have guaranteed access one hour early. She said that after listening to resident suggestions and comments, they may be offering food during the week. Commissioner Fizman-Kirsch suggested approaching the sponsors and asking if they may want to sell prepackaged foods. Supervisor Hyer said there are three vending machines at the pool selling ice-cream, drinks and snacks. Those machines now take credit cars and \$20 bills.

Upcoming Events and Activities:

Kids Komotion Concert	June 23 pm, 7/21 am, 8/18 pm
Track and Field Meet	June 29
Concert Series	7/13 – 8/10
Independence Celebration at the Pool	7/2
Patriotic Picnic for Seniors	7/12

ITEMS FROM THE OFFICERS

A. Items from the Chairperson

Chairman Green wished everyone a happy 4th of July weekend. He asked residents to take extra precautions when lighting fireworks due to the extreme dry weather conditions we have been having.

B. Items from the Secretary

Secretary Brooks congratulated staff on the outstanding teamwork putting on Concert for a Cause. He also said kudos to the Parks Department in the work sharing program with Orchard Lake.

C. Items from the Treasurer

Treasurer Aronoff said there have been many accidents when using the new roundabouts in the Township. He suggested cars in the roundabout watch the cars that are supposed to yield to the cars in the circle as it may prevent accidents.

COMMITTEE REPORTS

A. Executive: Report from Chairman Green

Chairman Green stated the committee met on June 16, 2016 and discussed the June meeting agenda; Strategic Plan Update and the Millage Update. The next meeting is scheduled for July 12th or 14th at 5 pm.

B. Finance: Report from Treasurer Aronoff

Treasurer Aronoff stated the committee met before tonight's meeting and discussed and reviewed May 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 on June 13, 2016 and discussed the Vision Statement Draft, Mission Statement Draft and the Conceptual Park Plans for Karner Farm Park, Drake Sports Park and Township Community Center and Campus.

UNFINISHED BUSINESS

None

NEW BUSINESS

A) Consideration to Approve a Bid Proposal for the Community Sports Parks Fencing Project.

Parks Superintendent Ketchum reported that staff is recommending the approval of the bid to remove existing fence and install new fencing at the Community Sports Park from American Fence. The current fencing is 30 years old and needs to be replaced. Sealed bids were requested from eight fence contractors with a pre bid mandatory meeting on site in which three companies attended. Bids are as follows:

American Fence & Supply Co	\$161,690.00
Nationwide Construction Group	\$164,887.00
Future Fence Company	No Bid

Staff is recommending the Commission approve the bid from American Fence and Supply Company for the amount of \$161,690.00. American Fence has performed work for the Commission in the past and staff is satisfied with the quality of their work. This work comes with a 1 year parts and labor warranty. He believes there is a 5-10 year warranty for the fence and the posts. Staff will be coming back to the Commission at a later date with pricing for netting and also shade structures.

Motion by Secretary Brooks, seconded by Treasurer Aronoff to approve a Bid Proposal for the Community Sports Park Fencing Project.

Ayes: Aronoff, Brooks, Fizman-Kirsch, Green, Hack, Karmo
Nays: None
Absent: Jeffries
Motion Carried, 6-0

B) Consideration to Accept the Resignation of Commissioner Mark Jeffries

Executive Director Tucker reported that it is bittersweet to part ways with Commissioner Jeffries; he has been an asset for the amount of time he has been on the Commission. Township Liaison Rosenberg said the Commission must make a motion to accept the resignation and then the Township Board will also vote on accepting the resignation at their next meeting.

Commissioner Green read a Proclamation Honoring Marc Jeffries.

Treasurer Aronoff said that Commissioner Jeffries has been a great friend and contributed a lot to the Parks and Recreation Commission and the community. Commissioner Fizman-Kirsch commended Commissioner Jeffries on his ability to make difficult situations into win-win situations for all parties involved. She wished him the best of luck. Commissioner Karmo agreed that Commissioner Jeffries had a way of keeping things civilized during his time as Chairperson and knew how to push things in the right direction to push the sides together. Commissioner Hack said Commissioner Jeffries has been a part of West Bloomfield for many years and in many ways, not just part of the Commission. Secretary Brooks said the service of Commissioner Jeffries to the community is an excellent example of how the citizens should care about where they live and how they interact with the community. Chairman Green said Commissioner Jeffries has been a mentor and friend and will be missed.

Dan Navarre congratulated Commissioner Jeffries for his years of service on the Commission and said the Township will really miss him in his role as both a Commissioner and leader in the community. Township Liaison Rosenberg reported that the Township Board has unanimously approved a Proclamation Honoring Marc Jeffries and thanked him for his friendship and years of service.

Commissioner Mark Jeffries said he had a great team to work with and has enjoyed every minute of his journey while working with everyone. While things were smooth when they got to the Commission meetings, a lot of work happened behind the scenes to make it look that way. He thanked every person in the organization stating it is an awesome team and system.

Motion by Secretary Brooks, seconded by Commissioner Hack to Accept the Resignation of Commissioner Mark Jeffries.

Ayes: Aronoff, Brooks, Fizman-Kirsch, Green, Hack, Karmo
Nays: None
Absent: Jeffries
Motion Carried, 6-0

C) Consideration to Recommend the Appointment of Sally Wenczel for the WBPRC Vacancy

Executive Director Tucker reported that within 45 days of a vacancy on the West Bloomfield Parks and Recreation Commission, a candidate must be recommended by the Commission and then appointed by the West Bloomfield Township Board. We are fortunate to have a qualified candidate that can step into the condition.

Commissioner Fiszman-Kirsch said she met and spoke with Ms. Wenczel and she had a lot of enthusiasm to be more involved in her community. Treasurer Aronoff said Ms. Wenczel is very enthusiastic about nature and attuned to physical fitness and health which is a good combination for a member of the Commission.

Sally Wenczel introduced herself to the Commission. She gave a brief background of her personal and work history and said she looks forward to having a hand in creating the community and environment for her young daughter.

Motion by Commissioner Fiszman-Kirsch, seconded by Treasurer Aronoff to Approve the Appointment of Sally Wenczel for the WBPRC Vacancy.

Ayes: Aronoff, Brooks, Fiszman-Kirsch, Green, Hack, Karmo
Nays: None
Absent: Jeffries
Motion Carried, 6-0

C) Consideration to Approve a Bid Proposal for Branding and Marketing of West Bloomfield Parks and Recreation Commission.

Executive Director Tucker reported that in May, they sought out companies to submit a proposal to rebrand West Bloomfield Parks and Recreation Commission. The scope of the service outline in the RFP included the creation of a new logo (including color palette and end-user guidelines), tag line creation as well as an implementation plan.

After reviewing all seven of the proposals submitted ranging from \$3,975 to \$17,500 members of the Administration team met with three finalists. The top three companies that were interviewed for consideration:

Identity	\$8,350	7 weeks
Geektown	\$6,425	Not Included
Berline	\$3,975	16 weeks

WBPRC Administration recommends that we contract with Identity to create a new logo for WBPRC, as well as a rebranding implementation plan. Director Tucker said what set Identity apart was their passion in doing their jobs.

Meaghan Kurnat, Marketing Coordinator stated that Identity has a fantastic reputation in the industry; Legoland and SeaLife Aquarium are some of their newest clients.

Commissioner Fiszman-Kirsch asked: what are the deliverables the Commission will be receiving from the bid? Ms. Kurnat said they will receive the logo as well as brand guidelines such as colors and fonts; if anyone receives any type of communication from anyone on the WBPRC staff they will know they are all under the same organization. The final deliverable is a tag line. Secretary Brooks asked for the Heron

theme to continue because other groups within the Township use the Heron as focal points. Ms. Kurnat said during meetings with Identity, staff has stressed keeping the history of the WBPRC alive and she believes they understand the importance of that. Commissioner Karmo said with the Strategic Planning Process going on, he hopes there is a degree of communication with Identity about what the goals are with Strategic Planning so there is continuity and consistency throughout. Ms. Kurnat said she has shared the Strategic Plan with these organizations and that they want to be consistent with this plan. Ms. Kurnat said Identity understands that WBPRC wants their brand to represent all the values and mission statement that is being laid out within the Strategic Plan; she sees them as working hand in hand together. Commissioner Fizman-Kirsch asked why staff is recommending the most expensive company of the three bids. Ms. Kurnat said Identity's bid fell right in the middle of all the bids received. The difference between the lowest bid and Identity is not substantial enough to warrant the difference in the level of professionalism. She believes it is a fair price and the company's capability is far and above the other two bids received. Treasurer Aronoff asked what other logos or identities they have done. Ms. Kurnat said Identity has done a rebranding for Lathrup Village and also worked with Detroit Country Day. Commissioner Karmo asked if this was budgeted for last year. Director Tucker said this was not budgeted, but it was definitely intentional as being part of the Strategic Plan; she knows the Commission is very eager to move forward with that, which is why staff came before the Commission with the RFP, to make sure this is something the Commission wanted to move forward with.

Township Liaison Rosenberg agreed that the Heron logo should be consistent across all the Township platforms. He then recommended to the committee who looks at this to refer to the new Town Center Task Force ordinance that was put in place June 1st because there are new sign regulations for the Town Center District which is incorporating the Heron logo in common areas. Marc Jeffries said this proposal complements the Strategic Plan process, the RFP was previously approved and the Commission expected quotes to come in for branding and marketing. He urged the Commission to approve the bid proposal.

Motion by Commissioner Hack, seconded by Commissioner Fizman-Kirsch to Approve a Bid Proposal for Branding and Marketing of West Bloomfield Parks and Recreation Commission.

Ayes: Aronoff, Brooks, Fizman-Kirsch, Green, Hack, Karmo
Nays: None
Absent: Jeffries
Motion Carried, 6-0

D) Consideration to Approve the Oakland County Blanket Bid Contract to Contract with Plantwise, LLC for Phragmites Treatment.

Executive Director Tucker reported that Plantwise is a native landscapes and ecological restoration firm that currently holds a blanket contract with Oakland County for invasive treatment. Staff recommends utilizing this consultant and contract pricing for invasive species treatment. We worked with this contractor in 2015 and had great results. The areas to be treated include Marshbank, Schulak Farm, Drake Sports Park, Karner Farm, and the Township Civic Center along with 12.9 miles of road right of way.

\$10,550 will be expended for invasive species treatment and \$6,500 in Michigan Invasive Species Grant funds/OCRC grant dollars will be reimbursed for a net cost of \$4,050. We have \$35,000 budgeted for conservation.

Motion by Treasurer Aronoff, seconded by Commissioner Hack to Approve the Oakland County Blanket Bid Contract to Contract with Plantwise, LLC for Phragmites Treatment.

Ayes: Aronoff, Brooks, Fizman-Kirsch, Green, Hack, Karmo
Nays: None

Absent: Jeffries
Motion Carried, 6-0

ITEMS FROM THE TOWNSHIP LIAISON

Howard Rosenberg, Township Liaison reminded residents there is a primary election on August 2nd and to make sure they vote a party line, otherwise the vote is forfeited. He also urged residents to vote for the Parks Renewal Millage. Absentee ballot applications are available on the Township website and also at the Township offices. He also reported that the Township Board approved a proposal to increase water and sewer rates, effective July 1st. Water rates are increasing by 7% and sewer rates are increasing 5%; this is just a pass-through of a rate increase from Detroit Water and Oakland County Water Resource Commission for sewer.

Trustee Rosenberg also reported that the Township Board approved a contract with the OCRC to pay for their part of the Orchard Lake and Maple Road intersection improvements. Bids were opened Wednesday. Commissioner Fiszman-Kirsch said that every major road in the Township is under construction and it is nearly impossible to navigate through the Township.

PUBLIC FORUM

None

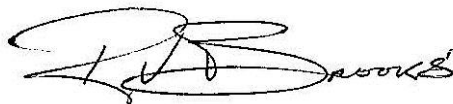
ANNOUNCEMENTS

Treasurer Aronoff spoke as Chairman of the Finance Committee and reported that Commissioner Fiszman-Kirsch has agreed to be part of the Finance Committee after the departure of Commissioner Jeffries.

ADJOURNMENT

There being no further business before the Commission, Treasurer Aronoff made a motion to adjourn, and unanimously supported, the meeting was adjourned at 8:35 PM.

Respectfully Submitted,



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.)