

**PROCEEDINGS OF
CHARTER TOWNSHIP OF WEST BLOOMFIELD
PARKS & RECREATION COMMISSION
West Bloomfield Township Hall Boardroom
West Bloomfield, Michigan**

**Thursday, September 29, 2022
7:00 PM**

APPROVED

CALL TO ORDER

The meeting was called to order at 7:00 PM by Chairman Brooks. Chairman Brooks named Commissioner Erich as acting Secretary for the meeting.

ROLL CALL

Present: Chair Robert Brooks
Treasurer Terrance Adams
Commissioner Merv Aronoff
Commissioner David Barash
Commissioner John Erich
Commissioner Sally Wenczel

Staff Present: Joe Ketchum, Interim Executive Director
Kelly Hyer, Recreation Superintendent
Chris Frey, Parks Superintendent
Meagan Tehako, Marketing Director

Excused Absent: Secretary Vincent Kirkwood
Pat Helson, Administrative Assistant

Public: Earnestina Moore

PLEDGE OF ALLEGIANCE

PUBLIC FORUM - Earnestina Moore, candidate for the West Bloomfield School Board, spoke to the Commission and to the West Bloomfield public regarding her credentials and background. She spoke of her hope to be elected to the West Bloomfield School Board in the upcoming election on November 8, 2022. Her platform consists of curriculum, school safety, social/emotional learning, and district enrollment.

APPROVAL OF AGENDA

Motion by Commissioner seconded by Commissioner Aronoff to approve the agenda, seconded by Commissioner Barash.

Ayes: 6

Nays: 0

Absent: 1

Motion Carried: 6-0

CONSENT AGENDA

Items A through H 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 Regular Commission Meeting, August 25, 2022.
- B) Approval of August Revenue and Expense Report.
- C) Approval of Prepaid Expenditures in the amount of \$227,903.35.
- D) Approval of Expenditures paid by Check in the amount of \$96,845.23.
- E) Approval of Credit Card Refunds totaling \$7887 for the month of August 2022.
- F) Receipt of the August Cash Balance.
- G) Acceptance of Resignation of Executive Director, Jennifer Tucker.
- H) Approval of Interim Executive Directory, Joe Ketchum.

Motion by Commissioner Aronoff, seconded by Commissioner Barash to approve items A through H on the Consent Agenda.

Ayes: 6

Nays: 0

Absent: 1

Motion Carried: 6-0

Introduction of Interim Executive Director Ketchum. Chairman Brooks welcomed Joe Ketchum back as Interim Executive Director. Interim Executive Director Ketchum thanked the Commission for the opportunity, privilege, and honor to serve the Commission and expressed his gratitude for the great staff that he would be relying on and was looking forward to the challenge.

ITEMS FROM THE TOWNSHIP LIAISON - Chairman Brooks relayed that Supervisor Kaplan was unable to attend.

STAFF REPORT

Interim Executive Director Ketchum reported that the WBPRC has hired an HR Firm, C4IOE, to help grow, retain staff, and assist with staff organization and reorganization. Staff held focus meetings for a week on needs, wants, and how to grow the organization. Staff had a teambuilding event at the RAC with a pancake breakfast, pickleball tournament, and an IT Tech Talk. Interim Executive Director Ketchum reported that the West Bloomfield Library was having power issues, but that electricity would be restored the next day. Superintendent Frey reported on the work the Parks Staff had to do after strong storms came through the area. He commented that there was debris and damage to almost every park property. Staff had to clear trails, clean up branches and debris. He appreciated that the staff dropped what they were doing and had all the properties cleared and cleaned up within a couple of days after the storm. Superintendent Frey also informed the Commission how the shade covers, and windscreens installed at the ball fields and sport courts reacted just as they were designed to do and there was no damage to them. Following the storms and heavy rains, Staff identified areas on some trail surfaces that had to be repaired due to washouts or being in low, wet areas. Superintendent Frey let the Commission know that work was completed, as planned, on the Bloomer Park Boat Launch. The contractors came and completed the heavy concrete work on the boat launch ramp. In response to a question from Commissioner Erich, Superintendent Frey

answered that the work on the Drake parking lot lights has begun, and installation was to be completed soon.

Superintendent Hyer updated the Commission on Senior services and activities. There was an 8.5% increase in walking participants, who completed 29 walks, with 232 regular participants that walked 5,790 miles. Participants will be walking 3 times a week for eight weeks in the Brisk Weather Walk. Superintendent Hyer also gave reports and updates on several projects and events. She commented that 300 people attended the first Pollinator Event. Oakland Astronomy brought equipment to the camp out and allowed participants to use equipment to view the sky. DEI 101 is coming up in partnership with the Diversity Task force on October 6th and Trick or Treat Trail is close to selling out on October 23rd. The Senior Health Expo is being held at Abbott in partnership with Henry Ford Health.

Marketing Manager Meagan Tehako gave the Commission an update on marketing activities happening at the WBPRC. In April, a marketing assistant was hired, Abby Burgess, which has been a big boost to allow for more marketing opportunities. Social media has been focusing on monthly themes that correspond with events happening during that month. Marketing has also been tracking top links that show them what residents are interested in seeing and learning more about. Marketing Manager Tehako also reported that their regular email marketing campaign goes out to around 31,000 residents. She talked about sponsorship opportunities that are available to local businesses to get involved with the community activities and that 2023 opportunities are listed on the website. Meagan reported on sponsorship revenues for the Commission. Commissioner Barash commented that the marketing team is doing an amazing job and he commented on the inspiring video that Abby created for the Connect Staff. He asked if West Bloomfield Parks videos could be linked to local real estate links, which Meagan said could be investigated. He also thanked Interim Executive Director Ketchum for returning.

ITEMS FROM THE OFFICERS

A. Items from the Chairperson

Chairman Brooks expressed his gratitude to the staff, how impressed he is with the staff and how they are so thoughtful, caring, and dedicated to their work. He commented the staff is second to none and the best Commission on which he has ever served. Chairman Brooks thanked Meagan for her work.

B. Items from the Secretary

Acting Secretary Erich held comments for the website redesign to be discussed later.

B. Items from the Treasurer

Treasurer Adams thanked the Executive Board for their leadership during the interim time before Interim Executive Director Ketchum came on board.

COMMITTEE REPORTS

Executive: Chairman Brooks

Chairman Brooks stated they met for a special session on September 1, 2022, at 4pm. Present were himself, Secretary Kirkwood, Treasurer Adams, and Interim Finance Manager, Stephanie Smith. Items discussed were HR matters, Interim Executive Director selection and Agreements, Authorization of Hours for Chair during July, and August.

Chairman Brooks reported the Executive Committee met at 3pm on September 15, 2022. Present were himself, Secretary Kirkwood, Treasurer Adams, Interim Executive Director Ketchum, Superintendent Frey, Superintendent Hyer, and Interim Finance Manager Smith. They discussed several items, including the agenda for tonight's meeting, the website bid, SMART millage on the November 8, 2022, ballot, and attending the ribbon cutting ceremony at West Bloomfield Middle School. The Committee also were

updated on several ongoing projects, including the Schulak Farm-Lease, RAC Feasibility Report, leases, and the Township Board presentation. Their next scheduled meeting is October 3, 2022, at 5pm.

Finance: Report from Treasurer Adams

Treasurer Adams indicated the Finance Committee met Thursday, September 29, 2022, at 6:00pm. Present were himself, Commissioner Aronoff, Commissioner Barash, Superintendent Frey, and Interim Finance Manager Smith. The Committee assessed the budget to actual spending for the month ending August 30, 2022. This included the divisions of administration, recreation, parks, transportation, and the Commission. The Committee was also provided revenues associated with property taxes, recreation, and other sources of income. The committee was satisfied with positive results and reported they are under budget year to date. Through August, the Commission was approximately \$1,800,000 under budget. The committee reviewed invoices, vouchers, and prepaid expenses for the month. The committee reviewed agenda items for tonight's meeting. Any questions or concerns were addressed and satisfied. The next meeting is scheduled prior to the regular Commission meeting on October 27, 2022, at 6pm, prior to the monthly Commission meeting.

Strategic Planning: Report from Commissioner Wenczel

Commissioner Wenczel reported that the Strategic Planning Committee did not formally meet but that there had been discussions with West Bloomfield Parks Staff and Commissioners regarding the Schulak lease.

NEW BUSINESS

A. Consideration to Approve the Quote for the Website Redesign

Presented by Marketing Manager Meagan Tehako, the website redesign would be very user friendly and more mobile user friendly. She reported that 70% of the current website traffic is mobile device generated. While the current website is responsive to mobile devices, it is not designed for it. Responding to questions from the Commissioners, Marketing Manager Tehako answered that 434 Marketing has been in business for over 10 years and came with good references. Being more ADA compliant, the website would have the ability to change color contrast, allow for font size changes to make documents more readable, and include photo descriptions. The WBPRC would have to availability to customize the website and RecPro would still be available for purchasing tickets.

Motion by Commissioner Wenczel second by Commissioner Barash to award the Website Redesign Bid to 434 Marketing in the amount of \$22,500 plus and additional fee of \$4,800 for technical support and website hosting.

Ayes: 6

Nays: 0

Absent: 1

Motion Carried: 6-0

PUBLIC FORUM - Commissioner David Barash spoke to the Commission and public regarding the Free Bikes 4 Kidz (FB4K) donation event happening October 3 to October 15. The public is encouraged to donate new and used bikes to FB4K and they can be dropped off at West Bloomfield Fire Department Station #5 at 5425 W. Maple Road.

ANNOUNCEMENTS

Chairman Brooks spoke to the Commission and public about supporting the upcoming Oakland Transit Millage on November 8, 2022. He encouraged approval of the millage as it will replace the SMART millage and continue to provide rides to seniors and people with disabilities.

ADJOURNMENT

There being no further business before the Commission the meeting was adjourned at 8:11PM

Reviewed by,
Acting Secretary John Erich

(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.)