



Washtenaw County Parks and Recreation Commission

MINUTES OF MEETING

Date: March 14, 2023

Time: 2:00 p.m.

Location: Parks Administration, 2230 Platt Road, Ann Arbor, MI 48104

Members Present: Patricia Scribner, WCPARC President; Janis Bobrin, Vice President; Dan Ezekiel, WCPARC Treasurer; Robert Marans, JoAnn McCollum, Brenda McKinney, Evan Pratt and Katie Scott

Members Absent: Yousef Rabhi and Robert Joerg

Staff Present: Coy Vaughn, Director; Meghan Bonfiglio, Deputy Director; Ginny Leikam, Superintendent of Park Planning and Natural Areas; Jason Brooks, Manager of Finance and Administration; and Ann Ziolkowski, Communications Manager.

1. Call to Order

Ms. Scribner called the meeting to order at 2:00 p.m.

2. Pledge of Allegiance

3. Approval of Minutes

The minutes of the February 14, 2023, regular meeting was included with the agenda material. Staff presented updated minutes to reflect the nomination and approval of the Vice Chair position during election of officers.

It was moved by Ms. McCollum and seconded by Mr. Ezekiel to approve the minutes of the February 14, 2023, regular meeting as presented. All ayes, the motion was approved.

4. Public Comment

None.

5. Communications, Projects & Activities

Ms. Leikam introduced Matthew Bertrand who started work for Parks in November 2022 as the new volunteer coordinator. Mr. Bertrand provided background on his career and updates on his projects.

Mr. Vaughn reported on the communications, projects, and activities for the month of February 2023. He noted that communications are formatted differently to reduce the paper printouts but staff will continue to provide links to all the articles.

It was moved by Mr. Marans and seconded by Ms. Bobrin to accept and file the Communications, Projects & Activities for the month of February 2023, as submitted. All ayes, the motion was approved.

6. Financial & Recreation Reports – February 2023

A. Financial Reports

Mr. Brooks reported on the financials and stated that the total for the claims for the month of February 2023 was \$768,758.22. He also provided an update on the Parks fund and Natural Areas Funds along with the fund balance status for each.

It was moved by Mr. Marans and seconded by Mr. Pratt to approve the claims for the month of February 2023 as submitted. All ayes, the motion was approved.

Mr. Brooks provided the fund balance report. This is the slower time of year, but revenues are coming in as expected for this time of year. Investments are higher than expected. The fund balance was reduced by an accrual for the amount paid for the Staebler Farm building on a December, 2022 invoice. We will be ramping up with seasonal hiring which will be noted on future reports. Mr. Brooks noted that there was not much activity on the NAPP funds, and only one closing.

It was moved by Mr. Pratt and seconded by Ms. McCollum to receive and file the financial reports for February 2023 as submitted. All ayes, the motion was approved.

B. Recreation Reports

Mr. Brooks presented the Recreation Reports for the month of February 2023. He added that Diane Carr would provide a more detailed summary of the Recreation Center, but we are seeing an uptick in memberships.

It was moved by Mr. Ezekiel and seconded by Ms. Bobrin to receive and file the Recreation Reports for the month of February 2023. All ayes, the motion was approved.

7. Old Business

A. NAPP – Lippert Property – Revised Sales Contract Amount

Ms. Leikam presented background information on the Lippert property. The property has been a longtime priority for acquisition. The Commission approved a sales contract for \$297,000 in 2020. Due to a number of outstanding family issues in 2020, the family was not able to move forward with the sales contract at the time. The appraisal has been updated and the family is now ready to move forward. The updated appraisal value is \$320,000. NATAC approved the updated sales contract amount at their March 2023 meeting.

Mr. Ezekiel inquired about reaching out to Northfield Township to see if they would be willing to contribute towards the purchase of the property. Staff responded that will do so and will bring back with final budget.

It was moved by Ms. Bobrin seconded by Mrs. Ezekiel to authorize a sales contract for the Lippert property as identified in attached maps in the amount of \$320,000, contingent upon completion of all necessary due diligence investigation and final approval of the Washtenaw County Parks and Recreation Commission. All ayes, the motion was approved.

B. MLM Marketing Update

Ms. Carr provided an update on the MLM Recreation Center and is feeling optimistic on the membership outlook. She provided an overview on recreation and peak sales for MLM. Typically, the peak sales occur in late December to late February as well as in September and October when kids go back to school after the summer.

While 25% of facilities failed during pandemic, there is a new surge in growth. Full-service centers reported in January that membership is back to 75% of pre-pandemic levels. Usage and membership are not the same, so usage is back to levels pre-2020, but lower membership (the 18% that don't use facility). In addition, she reported that MLM traditionally sees 2 out of 10 new members who join, fail to utilize the facility. Staff is working on retention efforts including volunteer opportunities and still offer hybrid workout option given the demographics of the membership.

WCPARC has been lenient on the memberships that have allowed to remain on hold due to COVID and has been working with Ann on new membership processes, including tours, follow ups, and communications including more opportunities for membership orientation; fitness challenges; health and wellness coaching to design program for members. In addition, staff has been working with the naturalists to offer new programs to connect CFP and MLM.

There was a discussion amongst Commissioners around offering scholarships for facility use and program participation. Ms. Carr responded that some facilities add an option to their registration which allows the registrant to donate additional monies into a "fund" for scholarship use. This could be utilized at MLM and could be especially important for the swim lessons. Ms. Carr added that the AAPS is planning on closing the middle school pools to build a natatorium and indicated that the demand for swim lessons need may become greater in the future.

Ms. Ziolkowski provided an update on the marketing initiatives for MLM. She explained that the project to improve the exterior signage was being led by Mr. Vaughn and Mr. Sanderson. She also mentioned new programs, mindfulness walks, Earth Day at CFP, and cross-promoting events. Email marketing is hitting a 66% open rate, which is high. She discussed focusing on internal messaging – banners with changing news; new bulletin boards; 2 new TVs with Rec Center specific messaging. Ms. Ziolkowski reported on collaborating with MLM leadership to work on development of a packet for new members as well as a targeted marketing post card to be sent to folks within a ½ mile radius; realtors or landlords to handout information.

C. Other Old Business

None.

8. New Business

A. B2B – North Territorial to Boyce Rd. Project (CS3)

Mr. Vaughn sent an email to the commission prior to the meeting that another bid was received, but due to technical problems with County email system, it was not reviewed with the other bids. To allow time to review and address any questions, staff recommends tabling the decision to award until the April meeting. A question was asked about what, if any, impact this delay will have on the construction timeline. Staff responded that the work is not anticipated to start until June 2023 with completed anticipated by June 2024.

It was moved by Ms. Bobrin seconded by Ms. McCollum to table the decision on the contract until the April 2023 meeting due to issues with bidding process. All ayes, the motion was approved.

B. B2B – Wiley to Parker Rd. Project (CD2)

It was moved by Ms. Bobrin, seconded by Ms. McCollum to table the decision on the contract until the April 2023 meeting due to issues with bidding process. All ayes, the motion was approved.

C. Other New Business

None.

9. Commissioners / Directors Comments

Mr. Vaughn provided follow-up from last meeting regarding committees for the east side recreation center. He reported that there is still a need to complete due diligence and title work before an offer can be made to the schools. A breakdown of the committees was handed out to the Commissioners.

On February 17, Ms. McCollum met with Mr. Vaughn, Ms. Harris and 2 parents about the summer playground program. It was a good meeting with feedback from kids who were in the camps. She noted it was good to hear directly from parents.

10. Adjournment

Mr. Marans moved; seconded by Ms. Scott to adjourn at 3:07 PM. All ayes, the motion was approved.

Washtenaw County will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio of printed materials being considered at the meeting, to individuals with disabilities at the meeting upon 7-day notice to Washtenaw County. Individuals requiring auxiliary aids or services should contact the County of Washtenaw by writing or calling the following: Human Resources, 734-994-2410, TTD# 734/994-1733.