

Board Agenda Item
May 11, 2016

CLOSED SESSION:

- a) Consultation with legal counsel and briefings by staff members or consultants pertaining to actual or probable litigation, and consultation with legal counsel regarding specific legal matters requiring the provision of legal advice by such counsel pursuant to Virginia Code § 2.2-3711(A) (7).
- b) Discussion or consideration of the acquisition of real property for a public purpose, or of the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body pursuant to Virginia Code § 2.2-3711 (A)(3)
 - 1. Proffer Legislation, Code of Virginia §15. -2303.04
 - 2. Planning and Development Quarterly Project Status Report

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Board Agenda Item
May 11, 2016

ADMINISTRATIVE – 1

Approval of Minutes – April 27, 2016, Park Authority Board Meeting

ISSUE:

Approval of the minutes of the April 27, 2016, Park Authority Board meeting.

RECOMMENDATION:

The Park Authority Director recommends approval of the minutes of the April 27, 2016, Park Authority Board meeting.

TIMING:

Board action is requested on May 11, 2016,

FISCAL IMPACT:

None

ENCLOSED DOCUMENTS:

Attachment 1: Minutes of the April 27, 2016, Park Authority Board

STAFF:

Kirk W. Kincannon, Director
Sara Baldwin, Deputy Director/COO
Aimee L. Vosper, Deputy Director/CBD
Barbara J. Gorski, Administrative Assistant

**Fairfax County Park Authority
Board Meeting
April 27, 2016**

The Chairman called the meeting to order at 7:30 p.m. at 12055 Government Center Parkway, Room 941, Fairfax, Virginia.

Board Members:

William G. Bouie, Chairman
Ken Quincy, Vice Chair
Michael W. Thompson, Jr., Secretary
Walter Alcorn**
Edward R. Batten, Sr.
Mary Cortina
Maggie Godbold
Linwood Gorham
Faisal Khan*
Frank S. Vajda
Anthony J. Vellucci*
Grace Han Wolf

Staff Present:

Kirk W. Kincannon, Director
Sara Baldwin, Deputy Director/COO
Judy Pedersen, PIO
David Bowden
Todd Johnson
Barbara Nugent
Cindy Walsh
Janet Burns
Bobbi Longworth

Absent*

Late Arrival**

Guests: Peter Andreoli, County Attorney
Janet Weaver

AGENDA CHANGES

Chairman Bouie indicated that following the Public Comment Session he would entertain the Administrative Items before moving on to Closed Session.

PUBLIC COMMENT

Speaker: Ann Brokaw
Julie Benashaur

Topic: Marmota Farm
Marmota Farm

ADMINISTRATIVE ITEMS

ADMIN-1 Resolution Honoring Janet Weaver upon Her Retirement from the Fairfax County Park Authority
Mr. Quincy made a motion to approve the resolution honoring Janet Weaver; seconded by Mr. Thompson The motion carried by all members present; Messrs. Vellucci, Khan, and Alcorn were absent.

ADMIN-2 Adoption of Minutes of the April 13, 2016, Park Authority Board Meeting
Mr. Quincy made a motion to approve the minutes of the April 13, 2016, Park Authority Board meeting; seconded by Thompson. The motion carried by all members present. Messrs. Vellucci, Khan, and Alcorn were absent.

CLOSED SESSION

At 7:50 p.m. Mr. Thompson made a motion to go into closed session pursuant to Va, Code Ann. Section 2.2-3711(7) to consult with legal counsel concerning U. S. v. County of Fairfax, et al., C. A. No. 78-862-A, and to receive legal counsel regarding specific legal matters in that case; seconded by Mr. Quincy and approved by all members present, Messrs. Vellucci, Khan, and Alcorn were absent.

[Mr. Alcorn arrived at 8 p.m.]

CERTIFICATION OF CLOSED SESSION

Mr. Thompson made a motion to certify that, the members of the Board certify that to the best of each member's knowledge that only public business matters lawfully exempted from the open meeting requirements of the Virginia Freedom of Information Act, and only such public business matters that were identified in the motion by which the closed hearing was convened were heard, discussed, or considered in the closed meeting; seconded by Mr. Quincy and approved by all members present, Messrs. Vellucci and Khan were absent.

ACTION FROM CLOSED SESSION

C-1 United States v. County of Fairfax et al, Civil Action No. 78-862A

Mr. Thompson made a motion that the Park Authority Board authorize and direct the Director, or his designee, and the Office of the County Attorney to execute all documents necessary for the Park Authority to join in motions to reopen the case of U. S. v. County of Fairfax, et al., CA-78-862, and to modify and partially vacate the Consent Decree in that case; seconded by Mr. Quincy. The motion carried. Mr. Alcorn abstained and Messrs. Vellucci and Khan were absent.

Mr. Batten disclosed that his daughter is an attorney for the Justice Department. She does not reside with him and there should be no conflict.

ACTION ITEMS

- A-1 Scope Approval – Playground Replacement and Related Work at Hidden Pond Park and South Run District Park (Springfield District)
Mr. Thompson made a motion to approve the project scopes for design and installation of replacement playground equipment and related work at Hidden Pond Park and south Run District Park; seconded by Mr. Quincy. The motion carried by all members present; Messrs. Vellucci and Khan were absent.
- A-2 Approval – Piney Branch Stream Valley Land Dedication Request – SP 2016-BR-002 (Braddock District)
Mr. Mr. Thompson made a motion to approve the dedication of approximately 16.9886 acres of land to the Park Authority as part of the Special Permit application for SP 2016-BR-002 (Expectation Church, Inc.); seconded by Ms. Cortina. The motion carried by all members present; Messrs. Vellucci and Khan were absent.
- A-3 Approval - Staff Recommendation for Land Dedication as part of the Rezoning, Proffer Condition Amendment, & Special Exception Application PCA B-715 / RZ 2015-MV-015/ SE 2015-MV-030, Bock Farm (Mount Vernon District)
Mr. Gorham made a motion to approve the of the staff recommendation for dedication of approximately 6.9 acres of land as part of the Rezoning, Proffer Condition Amendment, & Special Exception Application PCA B-715 / RZ 2015-MV-015/SE 2015-MV-030, Bock Farm; seconded by Mr. Batten. The motion carried by all members present. Messrs. Vellucci and Khan were absent.
- A-4 The Turner Farm Park – Mastenbrook Volunteer Matching Fund Grant Program Request – Analemma Society (Dranesville District)
Ms. Wolf made a motion to approve the Mastenbrook Volunteer Matching Fund Grant Program request from the Analemma Society in the amount of \$20,000 to purchase a telescope and mounts for use in the new roll top observatory at The Turner Farm Park; seconded by Mr. Cortina. The motion carried by all members present; Messr. Vellucci and Khan were absent.
- A-5 Royal Lake Park – Mastenbrook Volunteer Matching Fund Grant Program Request – Friends of Royal Lake (Braddock District)
Mr. Thompson made a motion to approve the Mastenbrook Volunteer Matching Fund Grant Program Request from the Friends of Royal Lake in the amount of \$16,343 to purchase and install replacement outdoor fitness equipment at Royal Lake Park; seconded by Ms. Cortina. The motion carried by all members present; Messrs. Vellucci and Khan were absent.
- A-6 Approval -Green Spring Gardens Master Plan Revision for Approval (Mason District)
Mr. Vajda made a motion to approve the Green Spring Gardens Master Plan Revision; the motion carried by all members present. Messrs. Vellucci and Khan were absent.

INFORMATION ITEMS**I-1** Patriot Park North at Willow Springs Park (aka Lincoln Lewis Vannoy) Draft Master Plan Public Comment Meeting

No action necessary.

CHAIRMAN'S MATTERS

- Mr. Bouie thanked everyone for the kind words and accolades for winning the 2015 Katherine K. Hanley Public Service Award. He thanked staff and his fellow compatriots that joined him in a great event. He said he was blown away and honored by the event. It was good to know that he followed another awardee, Mr. Alcorn, who previously won the same award. From the bottom of his heart Bill thanked everyone again.
- The Board of Supervisors passed the budget. The general fund budget did not get cut. The item with regard to the arts collection was cut out of the bond funding, but conversations will continue around that topic during the course of the year. Hopefully, it will be included in the FY 2018 budget.
- The Green Team is about to get started. Mr. Bouie reminded the board members to submit names of team members to Judy Pedersen for their respective districts if they had not done so already.

DIRECTOR'S MATTERS

- On behalf of Park Authority staff, Mr. Kincannon congratulated Mr. Bouie on receipt of the Kate Hanley Award.
- The Park Authority is once again a partner in the SpringFest/Earth Day event at the Lorton Workhouse Arts Center on Saturday, April 30, from 10 a.m. to 4 p.m. This year's theme is healthy people, healthy planet. For the first time the health strides expo is being combined with stewardship education to showcase to the community that full spectrum of programs and activities offered by the Park Authority. Mr. Kincannon encouraged everyone to come by and visit.
- The National Association of County Park and Recreation Officials (NACPRO) announced that the Spring Hill Expansion and Renovation Project has been selected as a recipient of the 2016 NACPRO Award in the Park and Recreation Facility Class II category (Population over 500,000). The award will be presented at the NACPRO Awards Banquet in Long Beach, California, on Sunday, July 24, 2016.

Congratulations to the Award Winning Team:

Spring Hill RECenter Renovation & Addition Team Members:

John Lehman, Isabel Villarroel, Melissa Emory (PDD)
Davood Majidian, Dale Willingham, Alan Crofford, Ron Pearson (POD)
Brian Laws, Monica Phillips, Marcellous Cooper, John Bartok, Gary Logue (PSD)
Jim Lear, Mike Baird (ASB, FMB)

Hughes Group Architects:

Wayne L. Hughes, AIA Principal
Amado Fernandez, AIA Principal
Eliel Alfon, AIA Principal

- Mr. Bouie announced that the NACPRO Award in the Professional Lifetime category is being presented to Harold Strickland. The presentation of awards will be held in Long Beach, California, on Sunday, July 24, during the National Association of Counties Conference.

Congratulations to Mr. Strickland, it's a well-deserved award.

Mr. Bouie thanked Ms. Pedersen for helping to put that together to ensure that Mr. Strickland is properly recognized.

BOARD MATTERS

- Mr. Gorham congratulated Mr. Bouie on his award.

He thanked Dave Bowden and his team for the multiple meetings and good work and presentations they put together for the users of the Mount Vernon RECenter. He has heard nothing but praise from the community on what it has seen.

- Mr. Batten congratulated Mr. Bouie, who has accomplished so much since he has joined this august body. He added that the agency gets a lot of reflection from Mr. Bouie's sunshine. With that said, he thanked Mr. Bouie.

Mr. Batten indicated that he was exceptionally happy about Mr. Strickland's award and would reach out to him.

As always, Mr. Batten encouraged the board to assist in finding suitable members for the Park Foundation Board.

- Ms. Godbold extended congratulations to Mr. Bouie and to Mr. Strickland.
- Mr. Vajda congratulated Mr. Bouie.
- Ms. Wolf congratulated Mr. Bouie.

- Mr. Alcorn congratulated Mr. Bouie.
- Ms. Cortina stated that she was there when Mr. Bouie received his award and she was very happy to be there. It was like a Park love-fest. He received two standing ovations.

When the Board of Supervisors were asked in the panel format what their favorite places were in Fairfax County many were smart enough to judge the climate of the room mentioned various parks and their favorite amenities were the cardboard boat regatta, etc.

She particularly like what Supervisor McKay said. He said that Huntley Meadows is where he goes as his oasis to get away from hustle and bustle. She continued that that really is the truth about parks, people love the parks because they really are a place to reconnect with nature. Parks are a very important of the lives of many people.

Ms. Cortina also acknowledged the Park Authority in obtaining a LEED certification for the renovation at the Oak Marr RECenter. This achievement demonstrates that environmental leadership is not restricted to certain departments or job titles within the Park Authority but can be carried out anywhere in the organization. As the primary architects and developers of the park system, the P&D team and the companies they hire have one of the largest public impacts in the county. Incorporating sustainability and environmental design considerations into their work reduces the impacts of park development on the environment and accrues benefits to the county for decades to come. She looks forward to more LEED certified projects in the county and especially at the Park Authority. Well done FCPA team and a special thanks to Dave Bowden for his excellent leadership.

Ms. Cortina extended congratulations to the FCPA team and the architects as mentioned in director's matters.

- Mr. Thompson reported that the Resident Curator Project Team held its last meeting on Monday, April 25. All the steps and documents for the development phase of the curator program were approved on Monday night. He thanked Denise Dressel who spearheaded the entire process; Cindy Walsh for keeping them on track and the volunteers from the organizations as well as staff throughout the county.

Architectural Review Board

John Burns
Chris Daniel

County Attorney's Office

Sara Silverman
Dan Robinson

History Commission

Elisa Murray
Bob Beach

County Risk Management

Len Clark

Department of Planning and Zoning

FCPA Board

Mike Thompson

Linda Blank

Department of Finance

Jo Gilbert

FCPA

Denice Dressel

Alan Crofford

Facilities Management Department

Mike Lambert

Dave Bowden

Janet Burns

Connie Weyant

Judy Pedersen

Brian Williams, formerly with P&D

Liz Crowell

Cindy Walsh

A presentation will be made to the Park Authority Board in the near future on promises that have been made, including the website, and the process that will go through the resident curators. In less than one year the team was able to accomplish what it believed would take close to two years. The program was well-thought through, in some cases meticulously gone over in some detail for some of those documents. He concluded by thanking everyone again for their hard work.

He congratulated MR. Bouie for receiving the award. He deserves it. It was interesting that while he got a standing ovation, but it was more interesting watching all those that came over to shake his hand and have their picture taken with him. Mr. Bouie's recent induction into the Detroit Softball Hall of Fame was also mentioned.

The Board of Supervisors adopted the alternate funding arrangements suggested by the Athletic Council for turf field renovation. This sets in place funding for renovation of all the turf fields in Fairfax County except for Fairfax County Public School system's stadium fields. It's important to know that the Board of Supervisors continues to show its support to the athletic community and the Park Authority in that while it has already put some funds toward this project it added an additional \$500,000 per year of general fund money. This is money that will not show up in any PowerPoint or budget documents to show what the Board is doing to support the Park Authority. This is additional money that will be administered through Neighborhood and Community Services throughout the year. With this program the Board of Supervisors will put \$500,000 and the community will put up \$500,000 to make sure there is a secured process for renovating these fields.

- Mr. Quincy congratulated Mr. Bouie adding that the award is well-deserved.

Mr. Quincy attended the LEED Silver Certification at Oak Marr RECenter. He seconded Ms. Cortina's comments regarding the certification. This award was also well-deserved and is a tribute to Dave Bowden's staff and all the contractors as well as the Oak Marr staff who had to put up with all the renovation.

Mr. Quincy congratulated Barbara Nugent, Monica Phillips, and staff for their successful management of the Healthy Strides 10K-5K. There were several hundred runners. It was a success and the weather was good. John Berlin was taking photographs, but Mr. Quincy was uncertain as to where they will appear.

- Mr. Bouie asked Dave Bowden if Parks was right on schedule at ten years with the synthetic turf fields' renovations. Mr. Bowden indicated that two have been renovated; two will be renovated; and nine are scheduled for the next year.

ADJOURNMENT

There being no further business, Mr. Bouie called the meeting to a close at 8:23 p.m.

Michael W. Thompson, Jr., Secretary

Minutes Approved at Meeting
on May 11, 2016

Kirk W. Kincannon, Director

Park Authority Board Minutes prepared by

Barbara J. Gorski, Administrative Assistant

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Board Agenda Item
May 25, 2016

ACTION - 1

Adoption – Policy 307 Sponsorship

ISSUE:

Adoption of the Sponsorship Policy establishing guidelines that govern the approval of sponsorship agreements involving Park Authority assets.

RECOMMENDATION:

The Park Authority Director recommends adoption of the Sponsorship Policy 307.

TIMING:

Board action is requested on May 25, 2016.

BACKGROUND:

The Park Authority has evaluated the establishment of a Sponsorship Policy and implementation of a Sponsorship Program. In 2010, the Park Authority contracted with a marketing firm to research the potential in developing a Sponsorship Program to further the financial sustainability of the Agency. That study, the Octagon/CEG Sponsorship Report, was presented to the Park Authority Board in January 2011.

The study concluded that to successfully capitalize on the sponsorship opportunities FCPA will need to put in place an effective structure and process for pursuing and activating ideas. The Park Authority Board expressed a need to assess public sentiment regarding sponsorship in parks. In 2012 the Park Authority completed the Corporate Sponsorship Survey and determined that there was widespread support for sponsorship between corporations and FCPA. The Sponsorship study recommended that the Park Authority move ahead with a Sponsorship Program. Under the “Expand Alternative Resources” objective in the 2014-2018 Strategic Plan, the need to develop a sponsorship and advertising program is identified specifically to help in securing non-traditional funding sources and in-kind services that supplement and further enhance the Park Authority programs, services, facilities and mission.

At the Board meeting on October 22, 2014, the Park Board reviewed the draft Sponsorship Policy. The Policy has since been reviewed by the County Attorney’s Office and is presented to the Board for adoption.

Board Agenda Item
May 25, 2016

FISCAL IMPACT:

None

ENCLOSED DOCUMENTS:

Attachment 1: Policy 307 – Sponsorship

STAFF:

Kirk W. Kincannon, Director

Aimee L. Vosper, Deputy Director/CBD

Sara Baldwin, Deputy Director/COO

Bobbi Longworth, Executive Director Park Foundation

Barbara Nugent, Director, Park Services Division

Nick Duray, Marketing Manager, Park Services Division

	<h2 style="text-align: center;">FAIRFAX COUNTY PARK AUTHORITY POLICY MANUAL</h2>
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Policy 307	Title: Sponsorship	
Date Approved: Click here to enter a date.	Last reviewed: Click here to enter a date.	
Objective: Implement FCPA Policy on Sponsorships		

Purpose: To establish guidelines that govern the approval of sponsorship agreements involving Park Authority assets.

Policy Statement: It is the policy of the Park Authority to actively seek sponsorships from corporations, nonprofit organizations and other entities for its events, programs, facilities, parks and planned facility improvements. The purpose of such sponsorships is to create mutually beneficial partnerships that help the Park Authority to achieve the following objectives:

1. generate revenue streams to support the Park Authority in furthering its mission;
2. expand or improve Park Authority service delivery;
3. encourage and enhance the public's use and enjoyment of the FCPA system;
4. establish partnerships which promote and elevate the Park Authority's brand and create relevant, authentic and compelling associations.

Distinction between Sponsorships and Donations or Partnerships

There is a difference between a sponsorship and a donation or partnership. A sponsorship is a mutually beneficial exchange between the Park Authority and the sponsoring entity where the sponsor contributes cash or in-kind products and services in exchange for promotional materials recognizing the value of that contribution. Donations may be designated for a purpose, but are without detailed restrictions or expected benefits in exchange for the gifting of financial or in-kind resources. Partnerships may confer a benefit on the partnering entity, but do not aid in achieving marketing objectives. This policy relates only to sponsorship and not to other fundraising or partnership activities, which are addressed by Policy 511 Fundraising and Policy 105 Partnerships respectively.

General Guidelines for Sponsorships

Acceptable sponsorships must meet the following criteria:

1. All sponsorships must be compatible with the Park Authority mission.
2. Sponsorship benefits will not impact the park users' experience or overly commercialize the park environment. Sponsorship benefits will comply with Park



FAIRFAX COUNTY PARK AUTHORITY POLICY MANUAL

Authority design standards, facility aesthetics and visitor experience in the setting in which they are placed.

3. Sponsorships benefits provided by the Park Authority will not exceed the value of sponsorship benefits received.
4. Sponsorships cannot be made conditional on Park Authority performance outcomes.

The following types of sponsors are not acceptable.

1. Political candidates, political parties or other entities whose primary purpose in engaging in sponsorship is non-commercial speech.
2. Tobacco products.
3. Alcoholic beverages, except where approved by the Park Authority Board.
4. Sexually explicit materials or businesses and other goods/businesses/services deemed inappropriate for promotion to a family audience.
5. Entities that practice or promote discrimination on the basis of race, color, national origin, sex, age or disability.
6. Entities that promote practices that if they took place in the County would violate U.S. or state law.
7. Any other sponsor deemed inconsistent with the mission of the Park Authority or Fairfax County Government.

General Provisions for Sponsor Recognition

1. Sponsorship benefits will be provided pursuant to a Sponsorship Agreement between the Park Authority and the Sponsor.
2. The Park Authority will work with the Sponsor in creating the sponsorship benefits. The Park Authority retains final approval over the content, placement, appearance, and wording of all benefits provided to sponsors. Any physical form of on-site recognition will be done in a way that minimizes impacts on the park user's experience and park operations.
3. The Park Authority must approve in writing the use of its logos and all other marketing associations by Sponsors for their use. All such uses by the Sponsor



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must be associated with the specific sponsorship and are prohibited for any other use.

4. Sponsorship does not imply endorsement of the sponsor or its goods or services by the Park Authority or the County.
5. A sponsorship agreement shall not confer on any sponsoring entity an enforceable right, entitlement, or other property interest of any sort relating to the use, possession or control of any Park Authority assets, except as to a limited and non-exclusive right to use Park Authority logos/marketing associations or other intellectual property which may be authorized in the sponsorship agreement.
6. A sponsorship agreement shall not confer on any sponsoring entity the power to direct or control management and operation of any Park Authority facility or program or otherwise limit the discretion to operate a Park Authority facility or program in a manner that comports with applicable laws, best practices or the Park Authority's best interests.

Administration and Approval

The process for obtaining sponsorships shall be administered by the Fairfax County Park Authority in coordination with Park Foundation staff. The Park Authority is authorized to enter into negotiation with prospective sponsors for park assets deemed eligible by agreement of the Park Authority and Park Foundation.

Sponsorships shall require an approved sponsorship agreement that contains the following:

1. Details of the exchange of benefits, including a description of all fees, products, services, in-kind services or other benefits provided to the Park Authority by the sponsor, and all marketing rights and benefits provided by the Park Authority to the sponsor.
2. Term of the agreement and termination provisions.
3. Signatures by authorized representatives of the Park Authority and the sponsor.

The level of approval required for sponsorship agreements is based on the amount and complexity of benefits exchanged. Park Authority Board approval is required for sponsorships in which the Park Authority receives benefits valued at \$100,000 or greater. Sponsorships with a value under \$100,000 are approved by the Park Authority Director or designee.



FAIRFAX COUNTY PARK AUTHORITY POLICY MANUAL

Naming Rights

Temporary naming rights may be conferred as one form of a sponsorship benefit for events, programs, parks, buildings (existing or planned) or facilities (existing or planned). Naming rights granted for events or programs are a short-term benefit, existing only for the duration of the program, while naming rights for parks, buildings or facilities are of longer duration. This section of the policy provides the following additional guidance for temporary naming rights granted as a sponsorship benefit for parks, buildings or facilities.

1. A temporary naming right may be granted for parks, buildings or facilities provided the fiscal benefit derived by the Park Authority is commensurate with the value of the specific park asset involved.
2. All naming rights agreements for parks, buildings or facilities must be approved by the Park Authority Board.
3. The duration of temporary naming rights for parks, buildings or facilities shall not be less than five years, nor exceed 10 years.
4. Names assigned to parks, buildings or facilities under a temporary naming right agreement should normally be the shortest name possible, and should incorporate the current Park Authority recorded name.

Terminating Sponsorships

The Park Authority reserves the right to terminate an existing sponsorship agreement should conditions arise during the term of the sponsorship that result in it conflicting with this policy or if that sponsorship no longer supports the best interests of the Park Authority. A decision to terminate shall be made by the Director or the Park Authority Board in accordance with the approval levels described in this policy.

References:

Policy 105 Partnerships
Policy 511 Fundraising

Board Agenda Item
May 11, 2016

PRESENTATION

P-1 Fairfax County Park Authority Lines of Business

Park Authority Director Kirk Kincannon will provide the Lines of Business presentation given to the Board of Supervisors on March 4, 2016.