

Board Agenda Item  
May 25, 2016

## **ADMINISTRATIVE – 1**

### Resolution Honoring Karen Lindquist upon Her Retirement from the Fairfax County Park Authority

#### ISSUE:

Seeking approval of the resolution to honor Karen Lindquist for nearly three decades of outstanding service to the Park Authority and the residents of Fairfax County.

#### RECOMMENDATION:

The Park Authority Director recommends approval of the resolution honoring Karen Lindquist.

#### TIMING:

Board action is requested on May 25, 2016.

#### BACKGROUND:

Karen Lindquist began working for the Park Authority in 1989 as a Museum Program Assistant, and after several advancements over the years, she retires from the agency as the Historic Preservation Specialist for the Resource Management Division.

By 1991 Ms. Lindquist had taken on the role of Volunteer Coordinator at Kidwell Farm at Frying Pan Farm Park, and she was named Acting Manager of the Historic Property Rental Service (HPRS) in 1993. The next year, she was assigned permanently to that position. In that role she had the chance to give patrons an opportunity to make their own history by renting historic buildings ranging from Cabell's Mill and Dranesville Tavern to the Stone Mansion and Wakefield Chapel for the special events in their lives.

In 2008 Ms. Lindquist became a Historic Preservation Specialist. As a member of the team that developed the first agency Cultural Resource Management Plan, Lindquist helped to promote a culture of resource stewardship in the county and to continue the agency's mission to protect cultural resources for past and future generations.

She also introduced the concept of a Resident Curator Program (RCP) to the Park Authority. The RCP program that is currently being launched will allow the Park Authority to rehabilitate and maintain under-utilized historic properties at little cost to the county.

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Throughout her career at the Park Authority, Lindquist has shown a passion for the preservation of historic buildings, structures and landscapes that will serve as a legacy to her efforts long after her retirement.

ENCLOSED DOCUMENTS:

Attachment 1: Resolution

STAFF:

Kirk W. Kincannon, Director

Sara Baldwin, Deputy Director/COO

Aimee L. Vosper, Deputy Director/CBD

Cindy Walsh, Director, Resource Management Division

Judy Pedersen, Public Information Officer

***WHEREAS**, Karen Lindquist has provided 27 years of outstanding service to the Fairfax County Park Authority, advancing from a Museum Program Assistant to her role as Historic Preservation Specialist for the Resource Management Division; and,*

***WHEREAS**, Ms. Lindquist served as the manager of the Historic Property Rental Service, making historic buildings ranging from Cabell's Mill, Dranesville Tavern, the Stone Mansion, and Wakefield Chapel available to the public as a backdrop to the special events in their lives; and,*

***WHEREAS**, she served as part of the team for the development of the first agency Cultural Resource Management Plan to promote the culture of resource stewardship in the county and to continue the agency's mission to protect cultural resources for present and future generations; and,*

***WHEREAS**, Ms. Lindquist introduced the concept of a Resident Curator Program to the Park Authority to rehabilitate and maintain under-utilized historic properties at little cost to the Fairfax County taxpayers and sat on the program's Consultant Committee; and,*

***WHEREAS**, she has consistently shown a passion for the preservation of historic buildings, structures, and landscapes in Fairfax County that will serve as a testament to her efforts on behalf of the county's history long after her retirement;*

***NOW, THEREFORE, BE IT RESOLVED** by the Fairfax County Park Authority Board that it expresses appreciation and thanks to*

***Karen Lindquist***

*For dedicated and outstanding contributions to the Park Authority and the residents of Fairfax County.*

*Adopted by the Fairfax County Park Authority Board on May 25, 2016*

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*Michael W. Thompson, Jr.*  
*Secretary*

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*William G. Bouie*

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## **ADMINISTRATIVE – 2**

### Approval of Minutes – May 11, 2016, Park Authority Board Meeting

#### ISSUE:

Approval of the minutes of the May 11, 2016, Park Authority Board meeting.

#### RECOMMENDATION:

The Park Authority Director recommends approval of the minutes of the May 11, 2016, Park Authority Board meeting.

#### TIMING:

Board action is requested on May 25, 2016.

#### FISCAL IMPACT:

None

#### ENCLOSED DOCUMENTS:

Attachment 1: Minutes of the May 11, 2016, Park Authority Board meeting to be provided prior to the meeting.

#### 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  
May 11, 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\***

**Guests:** Elizabeth Teare, County Attorney

**PUBLIC COMMENT**

Speakers: Trevor Lowing  
Cathy Ledec  
Deborah Fraser

Subject: Land Acquisition – Lorton Area  
Healthy Parks Healthy People Initiative  
Preserving the Community Recreation  
Greenspace behind the Lincolnia Senior  
Center.

**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

- a) consult with legal counsel concerning Virginia Code §15.2-2302.04 and to receive legal counsel regarding specific legal matters; and
- b) discuss or consider the acquisition of real property for a public purpose, or the disposition of public property, where discussion in an open meeting would adversely affect the

bargaining position or negotiating strategy of the public body pursuant to Va. Code Ann. Section 2.2-3711 (A)(3); seconded by Mr. Quincy and approved by all members present, Messrs. Alcorn and Khan were absent.

### **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 Messrs. Quincy and Vajda and approved by all members present, Messrs. Alcorn and Khan were absent.

### **ACTION FROM CLOSED SESSION**

No action was necessary.

### **ADMINISTRATIVE ITEMS**

ADMIN-1 Approval of Minutes of the April 27, 2016, Park Authority Board Meeting  
Mr. Thompson made a motion to approve the minutes of the April 27 2016, Park Authority Board meeting; seconded by Mr. Quincy. The motion carried by all members present. Messrs. Alcorn and Khan were absent.

### **ACTION ITEMS**

A-1 Adoption – Sponsorship Policy  
Deputy Director/CBD, Aimee Vosper, presented the item for review. Following discussion it was decided to bring the item back on May 25, 2016, for review and action.

### **INFORMATION**

I-1 Fairfax County Park Authority Lines of Business  
Aimee Vosper presented the Sponsorship Policy and provided the timeline for review, adoption, hiring of the Sponsorship Manager, and launch the program in the fall.

She indicated that the County Attorney's Office had extensively reviewed the policy and would be adding an additional statement with regard about Parks tax exempt status.

Mr. Bouie noted that the National Park Service (NPS) issued its Sponsorship package recently and he recommended that Parks take a look at it to make sure that its policy lines up with NPS. He asked that staff review the NPS package and provide the board a status when the next board package is published, which will provide the board the opportunity to ask questions before adoption.

Mr. Kincannon noted that staff had extensive discussion with the County Attorney's office and Bond Counsel regarding the limitations relating to tax exempt bonds.

Mr. Vellucci expressed his concern that the director would have the authority to terminate the sponsorships and not the board.

Ms. Cortina inquired if the sponsorships and naming rights could be run through the Park Foundation.

Ms. Wolf wanted to ensure that the sponsorships and naming rights were not historically or culturally inappropriate.

After further discussion, the chairman asked staff to bring the policy with the additional information back to the board on May 25 for review and approval.

#### **CHAIRMAN'S MATTERS**

- Mr. Bouie had nothing to report.

#### **DIRECTOR'S MATTERS**

- The Fairfax County Park Authority led the way for the 10<sup>th</sup> anniversary of Culmore Multicultural Community Day, "Building a Strong Community", on Saturday, April 2, 2016, at Woodrow Wilson Library in Falls Church. The event drew more than 500 people of all ages and cultures representing Culmore community.

The event has a two-fold purpose: to raise public awareness of county programs and services and to build collaboration among agencies and organizations seeking to serve the diverse community.

The day's activities were kicked off by Board of Supervisors Vice Chairman Penny Gross who welcomed the community to the event. Performers on the main stage featured multicultural dancers performing music and folklore dance traditions of Peru. "Monarca In Flight" provided a dramatic aerial dance with acrobatic moves. A free soccer clinic and mini-games were held on the turf field led by coaches from Hispanics Against Child Abuse and Neglect (HCAN).

Over 35 businesses, non-profits, and government agencies from the community participated, providing information, public safety education, free refreshments, food, and entertainment. Partner agencies who provided activities and a wealth of information about services to the community included Alternative House, Neighborhood and Community Services (NCS), Fairfax County Fire and Rescue and Police, and the Fairfax County Sheriff's Office who provided free fingerprinting identification for children.



Organized by the Fairfax County Park Authority and the Culmore Multicultural Day Planning Committee, the event was underwritten by donations and sponsorships including Stein Sperling Attorneys who provided pizzas for volunteers, Coca Cola Refreshments which donated over 400 bottles of water and juice to event, and INTotal Health (INOVA Hospital) which brought the Fun Bus equipped with activities for kids to play. La Comunidad Cristiana Renacer donated gift food baskets and James Lee Center donated 100 hotdogs. Numerous other local businesses and individuals provided free prizes throughout the day.

- The third annual Pirate Fest at Lake Fairfax Park was a great success with almost 2,500 visitors and a little over \$20,000 in net revenue. The combined efforts of Resource Management, Park Services, and Park Operations Divisions transformed the area around Lake Fairfax into a pirate port of call, complete with two pirate ships! Increased living history and entertainment, an easier admissions system and additional food vendors gave festival goers a great opportunity to enjoy a beautiful sunny day and learn more about Fairfax County's rich cultural history.
- The Fairfax County Park Authority is pleased to announce that "Go Ape" has been awarded a contract to develop, build, and operate a high ropes course at South Run RECenter. The development will begin within 30 days with an anticipated opening date of March 2017, of course subject to weather events.

This course will soar through the tree tops within this district park in a manner that will provide both fun and stewardship messages along the way. Go Ape hosts more than 15 sites throughout the country and is anxious to provide this new adventure in Fairfax County Parks.

- Chanel 9 recently did a video shoot to celebrate 10 years at Clemyjontri Park and is planning to air the package tomorrow morning during The Great Day Washington show tomorrow, May 12, between 9 and 10 a.m.
- Mr. Kincannon called attention to Washingtonian Magazine's park wars. Parks has two of four parks in the quarterfinals. Burke Lake Park could be pitted against Clemyjontri Park in the semi-finals.

## **BOARD MATTERS**

- Mr. Vajda had nothing to report.
- Ms. Wolf had nothing to report.
- Mr. Vellucci thanked the board for approval of the Mastenbrook Grant for Friends of Royal Lake Park. The equipment should go on order soon with receipt and installation by Late July/early August.

He thanked Gayle Hooper for providing him with a wonderful synopsis of the Lake Accotink Sustainability Study on Monday, May 2. Staff has also presented to Supervisors Cook, Herrity, and McKay.

On Monday, May 16, the Lake Accotink Sustainability Public Meeting will be held at Kings Glen Elementary School in Danbury Forest off of Braddock Road.

On Monday, May 9, DPWES held a Pardon Our Dust Meeting for Royal Lake Dredging Project and was attended by about 120 residents and Friends. The lake drawdown has started. DPWES is monitoring water level to determine optimum date/time for the Mussel Rescue Party. Several Friends groups will be supporting Friends of Royal Lake to include, Friends of Accotink Creek, Friends of Lake Accotink Park, Friends of Long Branch Stream Valley, Friends of Woodglen Lake and Friends of Oak Hill Park. The mussels must remain in the Pohick Watershed and will be relocated to Huntsman and/or Woodglen Lakes. Everyone is invited to be a part of the Mussel Rescue Party.

Mr. Vellucci thanked Barbara Nugent and Judy Pedersen for the press release that went out about Monday, May 30, Memorial Day and Park facilities that will honor military members with free admission. Given the number of veterans on the board, and that May is also Military Appreciation Month, this is the right thing to do. On behalf of the county's veterans, he extended a note of thanks.

As a Navy vet, Mr. Vellucci announced one of the most important nautical events scheduled each year on the eastern seaboard – Sunday, June 5, the annual Cardboard Boat Regatta at Lake Accotink Park.

As the Awards Committee Chairman he noted the need to submit nominations for the annual

- Elly Doyle Service Awards
- Sally Ormsby Environmental Stewardship Award
- Mayo Stuntz Cultural Stewardship Award
- Harold L. Strickland Partnership and Collaboration Award

Awards should be submitted by the end of May to Judy Pedersen. Staff will help support write-ups as needed. Talk to your supervisors, your Friends groups, civic/community associations and neighbors.

Mr. Vellucci was happy to hear that Parks was working with DPWES on a Memorandum of Agreement /Understanding. He asked when the board might see a draft of the agreement. Kirk noted it would be in September. One of his key concerns is the wording dealing with Friends groups.

Mr. Vellucci's Soapbox issue: DPWES' dredging meeting brought up the issue of the mute swan at Royal Lake which brought up the fact that the state has a Mute Swan Management Plan and that he sincerely believes that the Fairfax County Park Authority should have an

Encroachment Management Plan. He has been working with Sara Baldwin on wording and he intends to reintroduce a motion at the next board meeting on May 25.

- Ms. Cortina acknowledged the Oak Marr RECenter Renovation & Addition Park Team Members by name: Dave Bowden, John Lehman, Deb Garris, Monika Szczepaniec, Eric Inman, Cecil Hardee, Davood Majidian, Dale Willingham, Ray Miller, Ron Pearson, Brian Laws, Monica Phillips, Kirt Chase, Jennifer Elgas, Gary Logue, Jim Lear, and Mike Baird.

She also acknowledges Hughes Group Architects: Wayne L. Hughes, AIA Principal; Amado Fernandez, AIA Principal; and Eliel Alfon, AIA Principal

- Mr. Thompson had nothing to report.
- Mr. Quincy had nothing to report.
- Ms. Godbold had nothing to report.
- Mr. Batten reported that the Lake Accotink Park Master Plan Revision public meeting would be held on Monday, May 16, at Kings Glen Elementary School in Springfield at 7 p.m. and invited everyone to participate.

He thanked whoever was responsible for getting the new chairs.

- Mr. Gorham recognized the great job staff did at SpringFest at the Lorton Workhouse. It's getting better every year.  
He thanked Dave Bowden for the wonderful presentation he provided regarding the study of what to do with the Mount Vernon RECenter and for fielding all of his calls.

## **ADJOURNMENT**

There being no further business and without objection Mr. Bouie called the meeting to a close at 9:20 p.m.

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Michael W. Thompson, Jr., Secretary

Minutes Approved at Meeting  
on May 25, 2016

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Kirk W. Kincannon, Director

Park Authority Board Minutes prepared by

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Barbara J. Gorski, Administrative Assistant

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## **DISCUSSION - 1**

### Dominion Virginia Power Transmission Rebuild of Belvoir-Gum Springs Double Circuit 230 kV Lines #204 and #220 Adjacent to Huntley Meadows Park, Muddy Hole Farm Park and Mount Vernon Woods Park (Lee and Mount Vernon Districts)

#### ISSUE:

Dominion Virginia Power (DVP) has filed an application with the Virginia State Corporation Commission (SCC) to rebuild their Belvoir-Gum Springs Double Circuit 230 kV Lines #204 and #220. Park staff has identified potential cultural and natural resource impacts to Huntley Meadows Park and Historic Huntley Park based on DVP's proposed rebuild of the transmission lines.

#### TIMING:

Board discussion is requested on May 25, 2016, prior to completion of SCC review process.

#### BACKGROUND:

Huntley Meadows Park is a 1,554-acre natural resource park located in the Hybla Valley area of Fairfax County. The majority of the parkland was acquired in 1975 when the United States government declared the land as surplus. The park features a visitor center, 50+ acre wetland, ½-mile wetland boardwalk, wildlife observation tower and platform, forests, meadows, and an interpretive trail network. The wetland is ideal wildlife habitat for beaver, otter, heron, ducks, grebes, rails, many songbird and butterfly varieties, as well as a host of other animals. A \$3,000,000 project to restore the wetlands to a hemi-marsh condition was completed in 2013.

The Huntley Historic Site is one of thirteen designated Historic Districts in Fairfax County. The Huntley Historic Site is a three-acre park containing the manor and supporting structures (brick privy and root/ice house), along with a later tenant house and cultural landscape features. The Huntley Manor House, built circa 1815, is listed on the National Register of Historic Places and the Virginia Land Marks Register. A \$2,500,000 project for restoration of the historic main house and dependencies was completed in 2011.

An existing DVP transmission line is located in an existing DVP easement at the southern boundary of Huntley Meadows Park. The DVP easement is also adjacent to the northern boundaries of Muddy Hole Farm Park and Mount Vernon Woods Park (Attachment 1). DVP filed an application with the SCC to rebuild the existing

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transmission line within the current easement in December of 2015. DVP proposes to rebuild the transmission line from its Fort Belvoir Substation near the southwest corner of Huntley Meadows Park to its Gum Springs Substation near the southeast corner of Huntley Meadows Park. The majority of the 2.6 mile project is contained within the current DVP Easement at the southern end of Huntley Meadows Park.

DVP's rebuild project proposes to remove 21 existing wooden H-frame structures, 21 existing wooden two-pole braced post structures, four existing double circuit weathering steel towers, and two double circuit three-pole wooden H-frame structures located between the Belvoir and Gum Springs Substations. The wood pole section of these lines was originally constructed in the late 1960s. DVP proposes replacing these existing structures with 15 weathering steel double circuit monopole structures, two weathering steel double circuit two-pole structures, and one galvanized steel double circuit guyed two-pole structure. In total, DVP proposes to remove 48 existing structures and replace the existing structures with 18 new structures. The existing wood structures are approximately 60 foot in height while new steel structures are proposed at a height of approximately 120 feet. DVP has anticipated a completion date of December 2016.

The Office of the County Attorney on behalf of the Fairfax County Board of Supervisors filed a Notice of Participation as a Respondent in regards to the DVP proposal with the SCC in March 2016. County staff including Park Authority staff have reviewed DVP's proposed project and identified potential impacts to natural and cultural resources based on DVP's proposal. Karen Sheffield, Park Manager for Huntley Meadows Park and Historic Huntley provided direct testimony to the SCC on May 4, 2016, outlining the potential impacts to Historic Huntley and Huntley Meadows Park based on information provided by DVP including:

- Height of proposed structures impact to the viewshed of Historic Huntley.
- Construction impact to a cultural feature known as the double ditches that served as a boundary between George Washington's Mount Vernon Estate and George Mason IV's property at a location near or on the southern property boundary of Huntley Meadows Park.
- The proposed height of the new power lines poses a potential risk of injury or death to bird life in the area. Potential for electrocution of birds due to transmission lines.
- Construction related to the placement of the new structures will impact existing wetlands and rare plants located in the current easement.
- Strong concerns that the rare forested coastal plain depression swamp that abuts the easement along the length of the northern side will be impacted either during construction or with the tree trimming/on-going maintenance needed to make the project successful for on-going/future customer services.

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In addition the Friends of Huntley Meadows Park (FOHMP) and the Friends of Historic Huntley (FOHH) filed a Notice of Participation as a Respondent with the SCC and provided independent testimony to the SCC regards the DVP proposed project. Additional impacts identified in the FOHMP and FOHH testimony include:

- Potential construction impact to an old north-south oriented road bed crossing the easement which dates from the late to early 20<sup>th</sup> century.
- Potential construction impact to an area of World War II era earthworks probably constructed for ballistics training or testing associated with adjacent Fort Belvoir.
- Potential construction impact to George Washington's tumbling dam and mill race across Dogue Creek adjacent to the Dominion Power Line easement or perhaps within the easement where it crosses Dogue Creek. This is the mill race that ran to his Grist Mill, now part of the Mount Vernon Estate and a National Historic Register Site.
- Potential impact due to the introduction of concrete that may leech toxins into the wetlands.
- Potential impacts with nesting birds.

FOHMP and FOHH also requested that the SCC require DVP to:

- Undertake full consideration of alternatives before construction of the Rebuild project begins.
- Fully evaluate the environmental consequences of the construction of the Rebuild project.
- Fully evaluate the rare plant locations in the easement in order to avoid them.
- Determine in consultation with appropriate stakeholders the best approach to avoid the large birds from collision and/or mortality as a result of its Rebuild Project.
- Determine in consultation with appropriate stakeholders the best methods to retain the viewshed of Historic Huntley and protect the historic double-ditch remains.
- Assure that only non-toxic materials are used in the Rebuild Project and that DVP and its contractors follow basic rules of conduct in construction practices as outlined in Respondents' testimony.

DVP has also approached Park Authority staff with a request to use Muddy Hole Farm Park as a construction access and staging area for the project outside the SCC review process. Staff from the Office of the County Attorney along with Park Authority staff will be on hand to discuss the proposed project with the Park Authority Board and to answer questions regards identified impacts and the SCC process going forward.

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FISCAL IMPACT:

None

ENCLOSED DOCUMENTS:

Attachment 1: Project Location Map

STAFF:

Kirk W. Kincannon, Director

Sara Baldwin, Deputy Director/COO

Aimee L. Vosper, Deputy Director/CBD

Judy Pedersen, Public Information Officer

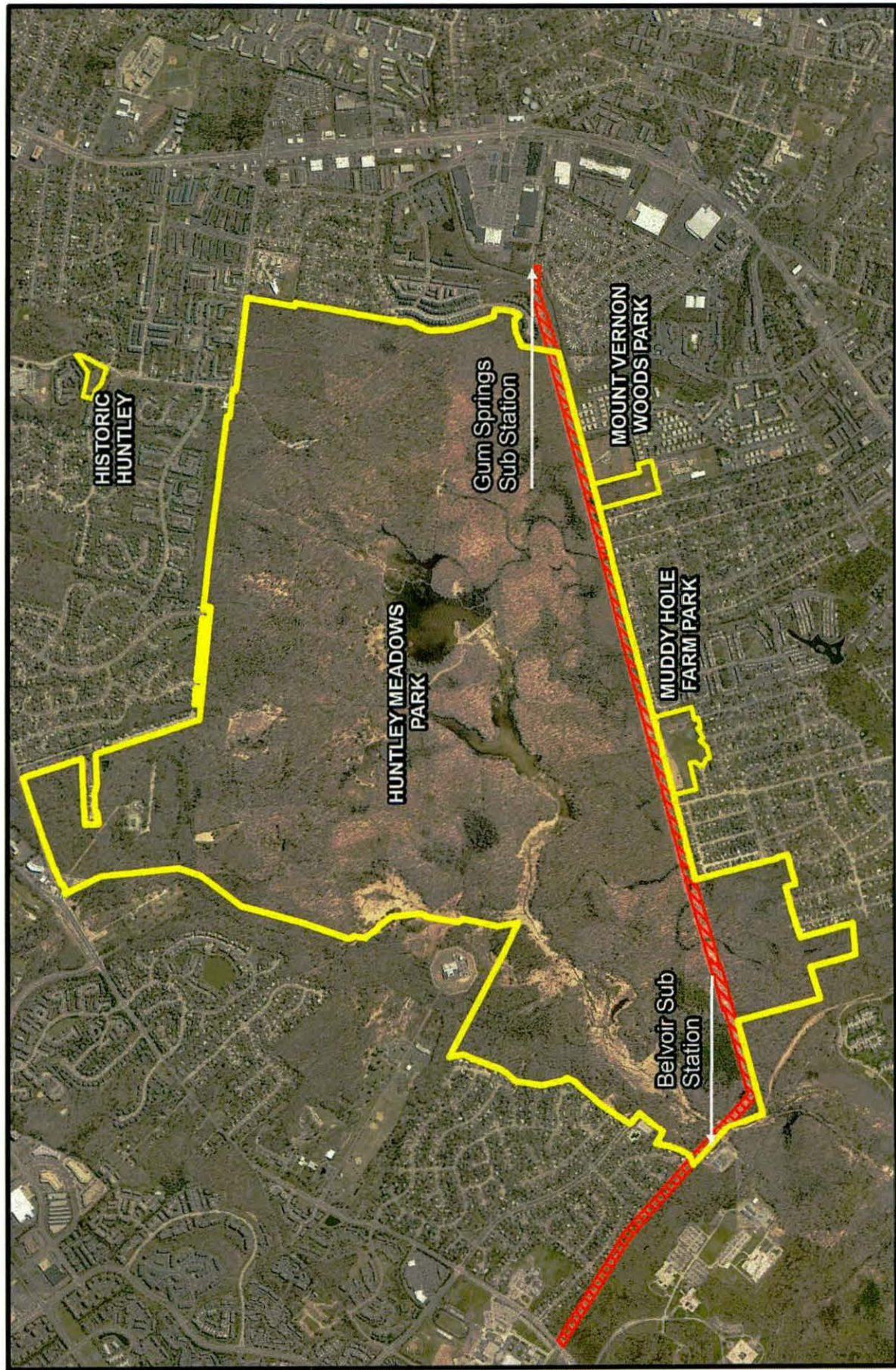
David Bowden, Director, Planning and Development Division

Cindy Walsh, Director, Resource Management Division

Karen Sheffield, Park Manager, Huntley Meadows Park and Historic Huntley, Resource Management Division

Cynthia McNeal, Land Management Section Supervisor, Planning and Development Division





Huntley Meadows Park - Dominion Virginia Power Easement

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**ACTION – 1**

Approval - 2016 Park Bond Category Allocations

ISSUE:

Approval of the 2016 Park Bond category allocations.

RECOMMENDATION:

The Park Authority Director recommends that the Park Authority Board approve the percent distribution of the \$94,700,000 2016 Park Bond into the following categories: Natural and Cultural Resource Stewardship 8.12%, Land Acquisition and Open Space Preservation 7.39%, Park Renovations and Upgrades 56.16%, and New Park Development 28.32%.

TIMING:

Board action is requested on May 25, 2016, to support the public information process for the 2016 Bond Resolution.

BACKGROUND:

The 2016 Park Bond referendum in the amount of \$107M was approved during the Board of Supervisor's approval of the FY2017-2021 Capital Improvement Program on April 26, 2016. \$94.7M of the \$107M Park Bond will be allocated to the Fairfax County Park Authority with the remaining balance of \$12.3M allocated to the Northern Virginia Regional Park Authority (NVRPA).

Through Committee of the Whole discussions held with the Park Authority Board over the last few months a general allocation of bond funds was discussed to be allocated between the following categories: Natural and Cultural Resource Stewardship, Land Acquisition and Open Space Preservation, Park Renovations and Upgrades, and New Park Development. (Attachment 1) The following allocation is consistent with discussions at these workshops:

Natural and Cultural Resource Stewardship	8.12%
Land Acquisition and Open Space Preservation	7.40%
Park Renovations and Upgrades	56.16%
New Park Development	28.32%

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In May, the Board of Supervisors will take an action on a resolution requesting the Circuit Court of Fairfax County, Virginia to order an election on the question of contracting a debt, borrowing money and issuing bonds of the county, in addition to the parks and park facilities for the purpose of providing funds, with any other available funds, to finance the cost of parks and park facilities. The approved category allocations will be included in the ballot question and will be reviewed and approved by the Department of Justice following the Board of Supervisors action.

FISCAL IMPACT:

None

ENCLOSED DOCUMENTS:

Attachment 1: Bond Project Category Definitions

STAFF:

Kirk W. Kincannon, Director

Aimee L. Vosper, Deputy Director/CBD

Sara Baldwin, Deputy Director/COO

Cindy Walsh, Director, Resource Management Division

Barbara Nugent, Director, Park Services Division

Todd Johnson, Director, Park Operations Division

David Bowden, Director, Planning and Development Division

Sandy Stallman, Manager, Park Planning Branch

**2016 BOND CATEGOREY DEFINITIONS:**

The following definitions are formulated to provide guidance in determining the classification of projects. It is not intended that these full definitions are provided on the referendum ballot. As specific projects are proposed, these definitions will help the agency place them in the capital project category that best aligns with its primary purpose.

**Land Acquisition and Open Space Preservation** – Costs related to the acquisition of parkland and/or parkland rights and preservation of open space including easements, that are obtained through a variety of methods including fee simple purchase of real property for park use and related costs; acquisition of trail easements and other types of easements and agreements and related acquisition costs; costs related to acceptance of dedications and donated properties; and structure demolition costs.

**New Park Development** – Planning, design and/or construction of new park facilities where none existed before to meet new demand or to provide additional functionality or enhance planned capacity to an existing facility or site. Examples include the addition of athletic fields or event pavilions to an existing park or the planning, design and/or construction of new park facilities and/or new infrastructure to support future park development. Upgrades could also include RECenter expansions that support expanded programming and facility capacity.

**Park Renovations and Upgrades** – Planning, design and/or construction, including capital repair and replacement, to improve existing park facilities to maintain designed capacity or retrofit obsolete facilities and bring them up to contemporary standards and codes. Renovations can extend the design life of facilities and can include infrastructure additions and modifications. Under this definition, Americans with Disabilities Act (ADA) projects would be in the renovation category, as well as heating, ventilation and air condition (HVAC) replacements, infrastructure repairs (such as entrance roads, parking lots, sidewalks, utilities and bridges), site amenity replacements and systems, life cycle maintenance. Upgrades to existing projects include scope, design and construction of new athletic field lighting or irrigation or conversion of natural turf field to a synthetic turf field.

**Natural and Cultural Resource Stewardship** – Planning, design and/or construction of capital projects which carry out the Park Authority's stewardship mission, supports the approved Natural and Cultural Resource Management Plans and/or County's environmental or cultural resource initiatives. Stewardship projects include capital projects that promote the protection, enhancement, interpretation and education of natural, cultural and general park resources. Improvements may include new or major renovation projects such as historic structure stabilization, preservation or rehabilitation, stewardship education facilities, historic and archaeological collections support facilities, exhibit space, museums, environmental enhancement projects.

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## **ACTION - 2**

### 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.

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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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<b>Policy 307</b>	<b>Title:</b> Sponsorship	
<b>Date Approved:</b> <a href="#">Click here to enter a date.</a>	<b>Last reviewed:</b> <a href="#">Click here to enter a date.</a>	
<b>Objective:</b> 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



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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.



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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 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. **Approval includes evaluation by legal counsel of the sponsorship agreement for compliance with applicable federal and state tax laws.** Park Authority Board approval is required for sponsorships in which the Park



## FAIRFAX COUNTY PARK AUTHORITY POLICY MANUAL

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.

### 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.

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### **References:**

Policy 105 Partnerships  
Policy 511 Fundraising

# SPONSORSHIP POLICY

## FOLLOW-UP DISCUSSION

Fairfax County Park Authority

May 25, 2016



# QUESTIONS FOR DISCUSSION

# DISTINCTION BETWEEN SPONSORSHIPS AND DONATIONS OR PARTNERSHIPS

- Language proposed to streamline the definition paragraph of the policy
- Change one statement to broaden the phrase “promotional materials” to “benefits of commensurate value that help achieve marketing objectives”

## Discussion:

- These language changes clarify the scope

# RECOMMENDATION : ACCEPT CHANGES

## Paragraph to Read:

This policy relates only to sponsorship and not to other fundraising, donations, or partnership activities, which are addressed by Policy 511 Fundraising and Policy 105 Partnerships respectively. For purposes of this policy, 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 benefits of commensurate value that help it achieve marketing objectives. 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 necessarily aid in achieving marketing objectives.



# GENERAL GUIDELINES FOR SPONSORSHIPS

The statement “The following types of sponsors are not acceptable”

## DISCUSSION:

- Suggests that the entities are only sponsors, not sponsorships

## RECOMMENDATION:

- Include in statement – “sponsorships”

The statement should read:

“The following types of sponsors/sponsorships are not acceptable”

# GENERAL GUIDELINES FOR SPONSORSHIPS

Overall question:

Where is it identified in the policy who deems the goods/businesses/services inappropriate or inconsistent with the Park Authority?

## DISCUSSION:

- Initial screening by staff using guidelines will determine movement forward.
- All sponsorships to be approved by either the PA Director or the PA Board.

## RECOMMENDATION:

- Leave language as-is

# GENERAL GUIDELINES FOR SPONSORSHIPS

The Following types of sponsors are not acceptable:

Alcoholic beverages, except where approved by the Park Authority Board

Question:

- Should the PAB ever approve a sponsorship involving alcoholic beverages?

Discussion:

- Alcoholic Beverages are one of the biggest sponsor spenders nationwide
- Review through NRPA and VRPS shows many other municipalities and departments allow sponsorships

# RECOMMENDATION : ALCOHOLIC BEVERAGE SPONSORSHIPS

- Leave language as-is.
- Decisions can be made on a case by case review by the PAB

# GENERAL GUIDELINES FOR SPONSORSHIPS

Change the statement: “Entities that practice or promote discrimination on the basis of race, color, national origin, sex, age or disability”

## DISCUSSION:

- Add the word “religion”
- Conform to the County’s EEO statement
  - “Fairfax County is an Equal Opportunity Employer that does not discriminate on the basis of race, color, sex, creed, religion, national origin, age, disability, genetic information, veterans’ status or disabled veterans’ status”

# RECOMMENDATION : CHANGE LANGUAGE

- Revise language to read:

“Entities that practice or promote discrimination on the basis of race, color, sex, creed, religion, national origin, age, disability, genetic information, veterans’ status or disabled veterans’ status”

# GENERAL GUIDELINES FOR SPONSORSHIPS

The Following types of sponsors are not acceptable:

Entities that promote practices that if they took place in the County would violate U.S. or state law"

Question:

- Should this include entities that the PAB deems socially irresponsible- ie, legal elsewhere, but not in the US or Virginia?

Discussion / RECOMMENDATION:

- Allow County Attorney to weigh-in on this issue

# ADMINISTRATION AND APPROVAL

Question: How was the \$100,000 approval guideline determined?

## DISCUSSION:

- Original consultant's recommendation based on best practices
- Reviewed by PAB October 2014

## RECOMMENDATION:

- Leave level of approval as-is



# NAMING RIGHTS

Question: Should naming rights be granted for a long duration (5-10 yrs?)

Discussion:

- Naming rights in a program for 5-10 yrs could risk over-commercializing the facility to the detriment of the PA and its image and vision.
- All naming rights must be reviewed by the County Attorney and approved by the Park Authority Board.
- 5-10 yrs. is a typical range and is needed to provide sufficient benefit to be marketable to the sponsor community.

# RECOMMENDATION: NAMING RIGHTS DURATION

- Leave language as-is :
  - The duration of temporary naming rights for parks, buildings or facilities shall not be less than 5 yrs, nor exceed 10 yrs.

# TERMINATING SPONSORSHIPS

Question: Should termination of sponsorships be made by the PA Director or by the PA Board?

Discussion:

- Given the potential for non-based operational termination and the potential for litigation, termination should be by a Board decision.
- Given the speed at which a termination may be necessary, the PA Director should have the ability to terminate a sponsorship.

# RECOMMENDATION: TERMINATING SPONSORSHIPS

Revise Language to read:

A decision to terminate a sponsorship shall be made by the PA Director under consultation with the Park Authority Board Chairman and the County Attorney where necessary.

# NEXT STEPS

- Revise Policy based on Board Discussion of May 25, 2016
- Allow final review by CAO
- Adopt Policy at the PAB June 22, 2016 meeting
- Advertise for Sponsorship Manager July/August 2016
- Hire SM by September/October 2016
- Develop and launch Sponsorship Program Winter 2016/2017

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**ACTION – 3**

Stratton Woods Park – Mastenbrook Volunteer Matching Fund Grant Program Request – Northern Fairfax County Babe Ruth (Hunter Mill District)

RECOMMENDATION:

The Park Authority Director recommends approval of the Mastenbrook Volunteer Matching Fund Grant Program request from Northern Fairfax County Babe Ruth in the amount of \$6,332.57 to install batting cages at Stratton Woods Park, as presented to and reviewed by the Park Operations Committee on May 11, 2016.

**ACTION – 4**

Clermont and Lee District Parks – Mastenbrook Volunteer Matching Fund Grant Program Request – Pioneer Baseball League (Lee District)

RECOMMENDATION:

The Park Authority Director recommends approval of the Mastenbrook Volunteer Matching Fund Grant Program request from Pioneer Baseball League in the amount of \$20,000 to install batting cages at Clermont and Lee District Parks, as presented to and reviewed by the Park Operations Committee on May 11, 2016.

**ACTION – 5**

Scope Approval – South Run District RECenter - Americans with Disabilities Act Renovation of the Family Changing Room, Men’s and Women’s Locker Rooms (Springfield District)

RECOMMENDATION:

The Park Authority Director recommends approval of the project scope to renovate the family changing room, men’s and women’s locker rooms at South Run District RECenter to achieve compliance with the Americans with Disabilities Act (ADA), as presented to and reviewed by the Planning and Development Committee on May 11, 2016.

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**ACTION – 6**

Scope Approval – Installation of Synthetic Turf on Field #6, at Pine Ridge Park (Mason District)

RECOMMENDATION:

The Park Authority Director recommends approval of the project scope to design, permit, and install synthetic turf at Pine Ridge Park Field #6, as presented to and reviewed by the Planning and Development Committee on May 11, 2016.

**ACTION – 7**

Scope Approval – Monticello Park Phase I Development (Braddock District)

RECOMMENDATION:

The Park Authority Director recommends approval of the project scope to design and construct Phase I improvements to Monticello Park, as presented to and reviewed by the Planning and Development Committee on May 11, 2016.

**ACTION – 8**

Approval – Renaming and Reclassification of McLean High Park (Dranesville District)

RECOMMENDATION:

The Park Authority Director recommends renaming and reclassifying McLean High Park from a local park to a resource-based park and renaming it to “Saucy Branch Park,” as presented to and reviewed by the Planning and Development Committee on May 11, 2016.



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## **ACTION – 9**

### Request to use the Revenue & Operating Fund Stabilization Reserve

#### ISSUE:

As of March 31, 2016, it is projected that the Revenue & Operating Fund will have a positive net revenue position. Subsequent extended weather related impacts in late April and into early May have presented indications of a downturn in revenue that may necessitate the use of the revenue reserve fund due to a negative year end position.

#### RECOMMENDATION:

The Park Authority Director recommends approval to use up to fifty percent of the Revenue & Operating Fund Stabilization Reserve (ROFSR) per the established Park Authority guideline that was adopted June 25, 2014.

#### TIMING:

Board action is requested on May 25, 2016, in order to allow coordination with the Fairfax County Department of Management and Budget to move funding from the reserve to the operating budget.

#### BACKGROUND:

As of March 31, 2016, the Revenue & Operating Fund is projected to have a positive net revenue position at year end. In April and May, the region was faced with a string of record breaking rain which impacted the operations and revenue collection of our revenue fund facilities. At this time it is uncertain whether the revenue fund will be able to fully recover to a positive year end net revenue position. As a result, for planning purposes, staff requests approval to use the ROFSR, should it be necessary, in an amount needed to ensure a positive net revenue position at year end. Staff continues to implement cost control and reduction measures to curtail expense spending.

#### FISCAL IMPACT:

The current balance of the ROFSR is \$2,212,966. Per policy, the Park Authority may use up to fifty percent of the balance, but no more than necessary to bring the net revenue to a positive position.

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ENCLOSED DOCUMENTS:  
None

STAFF:  
Kirk W. Kincannon, Director  
Sara Baldwin, Deputy Director/COO  
Aimee L. Vosper, Deputy Director/CBD  
Janet Burns, Senior Fiscal Manager  
Michael P. Baird, Manager, Capital and Fiscal Services

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**INFORMATION – 1**

Quarterly Project Status Report

As presented to and reviewed by the Planning and Development Committee on May 11, 2016.

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## **DISCUSSION – 2**

### Encroachment Management Plan

Park Authority Board to discuss the Resolution presented by Board Member Vellucci on developing an Encroachment Management Plan.

The Resolution outlines the need and desire to create an Encroachment Management Plan to more actively and aggressively address encroachment infractions upon Park Authority property and directs the Director to develop this plan.

### ENCLOSED DOCUMENTS:

Attachment 1: Resolution

### STAFF:

Kirk W. Kincannon, Director  
Sara Baldwin, Deputy Director/COO  
Aimee L. Vosper, Deputy Director/CBD

**Motion: Adoption of a Fairfax County Park Authority (FCPA) Encroachment Management Plan.**

Whereas the Fairfax County Park Authority is the single largest real property owner in Fairfax County with over 23, 500 acres and 420 park facilities located throughout the county in each of the magisterial districts for the benefit of Fairfax County citizens; and,

Whereas the Fairfax County Park Authority Board has a fiduciary responsibility for the stewardship of the public lands that it has been entrusted with;

Whereas some citizens whose property borders Park Authority property have taken it upon themselves to encroach upon Park Authority property which is public land, causing varying degrees of ecological, environmental, and physical damage; and

Whereas the Fairfax County Park Authority has taken various measures to limit encroachment and educate the public regarding encroachment with limited effectiveness, to wit, Park Authority Regulations §1.15 Protection of Park Property, Sub-Paragraph B. Encroachments, and, <http://www.fairfaxcounty.gov/parks/resource-management/archives/encroachment.htm>; and

Whereas the number of encroachment infractions have increased some 15 %, over each year or 9 additional cases each of the past 10 years indicating an alarming trend for the potential of even greater ecological, environmental, and physical damage to public lands;

Be it now resolved that the Fairfax County Park Authority Board, seeking to provide proper stewardship of the public lands it has been entrusted with hereby directs the Director, Fairfax County Park Authority to develop a Fairfax County Park Authority Encroachment Management Plan to more actively and aggressively address encroachment infractions upon Park Authority property.