



FAIRFAX COUNTY PARK AUTHORITY



B O A R D A G E N D A

March 24, 2021

5:00 PM (virtual)

ADMINISTRATIVE ITEM

(CW) ADMIN-1 Adoption of Minutes – March 10, 2021, Park Authority Board Meeting

INFORMATION ITEM

(CW) I-1 Virtual Programming (with presentation)

DISCUSSION ITEM

(CW) D-1 Events Management During COVID-19 (with presentation)

**CHAIRMAN'S MATTERS
DIRECTOR'S MATTERS
BOARD MATTERS**

CLOSED SESSION

ADJOURNMENT



If ADA accommodations are needed, please call (703) 324-8563. TTY (703) 803-3354

Board Agenda Item
March 24, 2021

ADMINISTRATIVE – 1

Adoption of Minutes – March 10, 2021, Park Authority Board Meeting

ISSUE:

Adoption of the minutes of the March 10, 2021, Park Authority Board meeting.

RECOMMENDATION:

The Park Authority Acting Executive Director recommends adoption of the minutes of the March 10, 2021, Park Authority Board meeting.

TIMING:

Board action is requested on March 24, 2021.

FISCAL IMPACT:

None

ENCLOSED DOCUMENTS:

Attachment 1: Minutes of the March 10, 2021, Park Authority Board Meeting

STAFF:

Sara Baldwin, Acting Executive Director
Aimee L. Vosper, Deputy Director/CBD
Barbara J. Gorski, Administrative Assistant

**Fairfax County Park Authority
Board Meeting
March 10, 2021**

Chairman Bouie called the meeting to order at 5:03 p.m.

In order to conduct this meeting wholly electronically and to effectuate both the emergency procedures authorized by FOIA and the Emergency Ordinance, there were actions that needed to be taken prior to conducting business.

Audibility of Members' Voices

Chairman Bouie conducted a roll call vote to ensure that each member's voice could be heard and to state the location from which they were participating in the meeting.

Board Member Participating:

Dr. Abena Aidoo
Ken Quincy, Vice Chair
Dr. Cynthia Jacobs Carter
Maggie Godbold*
Linwood Gorham
Timothy Hackman, Treasurer
Ron Kendall
Faisal Khan
Kiel Stone
Michael Thompson, Secretary
James Zook
William G. Bouie, Chairman

Location:

Residence in Lee District
Residence in Providence District
Residence in Lee District
Residence in Sully District
Residence in Mount Vernon District
Residence in Dranesville District
Residence in Mason District
Residence in Providence District
Residence in Braddock District
Residence in Springfield District
Residence in Springfield District
Residence in Hunter Mill District

*Late Arrival

Mr. Bouie made a motion that each member's voice may be adequately heard by each other member of this board; seconded Mr. Thompson. The motion carried by all members present; Ms. Godbold was absent.

Need for an Electronic Meeting

[Ms. Godbold arrived at 5:07 p.m.]

Mr. Bouie made a motion that the State of Emergency caused by the COVID-19 pandemic makes it unsafe for this board to physically assemble and unsafe for the public to physically attend any such meeting, and that as such, FOIA's usual procedures, which require the physical assembly of this Board and the physical presence of the public, cannot be implemented safely or practically. He further moved that this board may conduct this meeting electronically through a dedicated video conference line, and that the public may access this meeting by simultaneous

live video streamlining or by calling into the telephone number that has been properly noticed; seconded by Mr. Thompson. The motion carried unanimously.

[This meeting was held electronically and was live streamed at publicinput.com and was accessible via audio by dialing 855-925-2801 and entering the code provided in the meeting announcement.]

Need to Dispense with FOIA's Usual Procedures to Assure Continuation of Operations

Mr. Bouie made a motion that the Park Authority certifies that all matters on the March 10, 2021, board agenda address the State of Emergency itself, are statutorily required or necessary to continue operations and the discharge of this board's lawful purposes, duties, and responsibilities; seconded by Mr. Thompson. The motion carried unanimously.

ADMINISTRATIVE ITEMS

ADMIN-1 Resolution Honoring Keith Tasaka upon His Retirement from the Fairfax County Park Authority

Mr. Bouie made a motion to approve the resolution honoring Keith Tasaka upon his retirement from the Fairfax County Park Authority; seconded by Mr. Quincy. The motion carried unanimously.

ADMIN-2 Adoption of Minutes – February 24, 2021, Park Authority Board Meeting

Mr. Bouie made a motion to adopt the minutes of the February 24, 2021, Park Authority Board meeting; seconded by Mr. Quincy. The motion unanimously.

ACTION ITEMS

A-1 Approval of Fee Adjustments to the Published Fee Schedule for 2021

Mr. Duray made a brief presentation regarding the to two revisions noted.

Mr. Quincy made a motion to approve the proposed fee adjustments as advertised with the following two revisions:

1. Phase-in the proposed adjustments to the Burke Lake half-day and full-day canoe and kayak fees over the two-year period FY 2021 and FY2022 to spread out the impact of these fee adjustments.
2. Increase the proposed non-county admission fee for Martin Luther King Pool and add a non-county season pass.

Seconded by Ms. Godbold.

Following discussion about the fees for Burke Lake Mr. Gorham made a motion to amend item 1 of the main motion to extend the proposed adjustments to the Burke Lake half-day and full-day canoe and kayak fees over the three-year period FY 2021-FY 2023 to spread out the impact of these fee adjustments. Mr. Hackman seconded the motion. The motion carried unanimously.

[The Board took up A-1 again following the Information Item to vote on the main motion with amendments to item 1]

A-2 Scope Approval - Grouped House Demolition – Bren Mar and Ragland Road Parks (Mason and Hunter Mill Districts)

Mr. Kendall made a motion to approve the project scope to demolish the residential properties at Bren Mar and Raglan Road Parks; seconded by Mr. Hackman. The motion carried unanimously.

INFORMATION ITEMS

I-1 Archaeology and Collections Storage Facility (Mount Vernon District)

Valerie Maislin presented the schematic design for the Archaeology and Collections Storage Facility and described its various features.

In response to a question by Mr. Quincy Ms. Maislin noted that the facility would require a specialized mechanical system that control both humidity and temperature for the collections and there would be special mechanical systems for the isolations rooms, the lab, and building envelope.

Mr. Kendall asked if there are any materials other than Park Authority-owned that it houses. It seems that the Park Authority is the repository of a lot of things that are countywide and why is Parks footing the whole bill even if it is bond money; he doesn't believe Parks should have to do that.

Sara Baldwin commented that while Parks does store collections from other entities there is a Memorandum of Understanding they do pay a rental fee to store their collections. Fort Belvoir is an example of one group whose collections Parks stores for which Parks is compensated.

Mr. Zook asked how Parks intend to make up the shortfall of \$10M.

Paul Shirey, Planning and Development Division, stated that as staff fine tunes its estimates of the design process, they will have a better value for the shortfall. They will look at proffers, bond premiums, and if necessary, the 2024 bond.

Mr. Bouie expressed concern over the spending for a facility that would be at capacity in ten years.

Mr. Kendall added that there needs to be a plan for that time because materials housed in archaeological facilities can be moved back into society through museums and other agreements that could be made with the state or the county. While it is capacity, it could be a rolling capacity.

Ms. Maislin commented that this is a projection, and that Parks does not know how fast or slow it will grow. There is no control over archaeological collections based on development and what is found. Parks have a little more control over historical collections of what it decides to acquire or not acquire. Parks was planning to have a much larger building but due to funding the size has been reduced. There have been things in the mechanical and electrical portions of the building that staff is looking at in order to make it easier to add an addition to this building so there is some long-term planning in the design portion.

Ms. Baldwin recalled that many of the board members may have toured James Lee Center several years ago. It was the first storage situation for many Parks' museum collections and archaeological collections. Parks existing storage capacity is substandard and is something that was identified through the museum accreditation that was done. Parks feels it needs to move forward with this building even though it will only have capacity for 10-15 years to address the substandard conditions that hold its collections today.

Mr. Zook noted that he is very excited about this facility. When got to the county in 1986 James Lee was one of the first places he visited so he is very supportive of this project. He does share Mr. Bouie's concern about the 10-year timeframe but thinks that plans can be made for additions to the facility. He was pleased to learn that some of the systems that are being designed to accommodate additional building capacity at a later point in time. He wondered if the site plan set aside a potential area where an addition would occur. If not, he could encourage that to happen so there would be a connection to what is being built now and what would be built in the future.

Mr. Bouie agreed with Mr. Zook's comments adding that at the same time if anyone had taken the tour of the James Lee Center they would understand the need for a new facility.

No action was necessary.

[The board returned to Action Item 1]

A-1 Approval of Fee Adjustments to the Published Fee Schedule for 2021

Mr. Bouie made a motion to approve the proposed fee adjustments as advertised with the following two revisions:

1. Phase-in the proposed adjustments the proposed adjustments to the Burke Lake half-day and full-day canoe and kayak fees over the three-year period FY 2021-FY 2023 to spread out the impact of these fee adjustments as amended.
2. Increase the proposed non-county admission fee for Martin Luther King Pool and add a non-county season pass.

Mr. Quincy seconded the motion. The motion carried unanimously.

CHAIRMAN'S MATTERS

- The Chairman stated that a copy of the Standing Committee Assignments was distributed to the board on March 4 and in keeping with the bylaws, the board is required to ratify the appointments. There were no board member changes, only changes to the staff liaisons. Ken Quincy made a motion to ratify the Standing Committee Assignments; seconded by Mr. Thompson. The motion carried by all members present.
- Mr. Bouie noted that spring is upon us, and it is a beautiful day. Kudos to staff for all the great work they do. He knows the lines of the maintenance people and the people out in the field are burning up trying to get facilities ready for the spring onslaught. He thanked staff again for all their efforts there and for everything they are doing. He cannot say enough about the great job the entire staff is doing and board support.

He knows that board members are busy receiving numerous calls about different things and having to follow up. Expressed kudos to all.

- The discussion around the Memorandum of Understanding with the Board of Supervisors (MOU) and the Ordinance continues to move forward. While it may not be moving forward as quickly as Parks would like it is moving forward. He did have an extensive conversation with the County Executive on March 9. Incorporated in the MOU has everything related to the County Strategic Plan as well as making sure it lines up with the One Fairfax Equity Policy. There should be some movement on this by the end of the month.

DIRECTOR'S MATTERS

- Sara Baldwin reported that the County Executive, Brian Hill, revealed his proposed Strategic Plan to the Board of Supervisors on February 23. The Plan lays out a community-based vision for the next 10-20 years and features nine priority areas to advance that vision.

She encouraged the Park Board members to participate in the latest survey and noted that Barbara Gorski would provide them the link to the survey.

The Park Board will receive a briefing from the county's new Strategic Plan coordinator on May 12.

- Parks will be transitioning to Zoom for its virtual Board meetings in April since Zoom and Teams are the only county approved video conferencing platforms. Barbara Gorski would be reaching out to the board members to schedule training sessions before the April meetings.
- Ms. Baldwin reminded the board that the joint meeting with the Board of Supervisors will be held on May 11 at 3 p.m.

BOARD MATTERS

- Mr. Thompson thanked Sara Baldwin and folks that are working on the various issues with sports teams and with what everyone is dealing with as they are getting back on the fields. High Schools have lots of questions as well as community groups. Ms. Baldwin and the entire team have been incredibly helpful.
- No one else had matters to share.

CLOSED SESSION

At 5:59 p.m. Mr. Thompson made a motion that the Park Authority Board recess and convene in closed session for discussion and consideration of matters enumerated in Virginia Code §2.2-3711 and listed in the agenda for this meeting as follows:

- a) Discussion or consideration of publicly held real property for a public purpose, or of the disposition of publicly held 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).
- b) Discussion of personnel matter pursuant to Virginia Code §2.2-3711(A)(1)

Seconded by Mr. Quincy. The motion carried unanimously.

RETURN TO OPEN SESSION

At 6:42 p.m. Mr. Thompson made a motion to return to open session; seconded by Mr. Quincy. The motion carried unanimously.

CERTIFICATION OF CLOSED SESSION

Mr. Thompson made a motion that the Park Authority Board certifies that, to the best of each member's knowledge only public business matters lawfully exempted from open meeting requirements under Virginia Code §2.2-3712 and only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed, or considered in the meeting by the board; seconded by Mr. Quincy. The motion carried unanimously.

CLOSED SESSION ACTIONS**C-1 Addition of Property Located in the Mount Vernon District to the Work Plan**

Mr. Gorham made a motion to add property located in the Mount Vernon District to the work plan as discussed in closed session; seconded by Mr. Hackman. The motion carried unanimously.

ADJOURNMENT

There being no further business and without objection, Mr. Bouie adjourned the meeting at 6:44 p.m.

Participating Staff:

Sara Baldwin, Acting Executive Director
Aimee Vosper, Deputy Director/CBD
Judy Pedersen, Public Information Officer
Michael, Director, Business Administration
Stephanie Leedom, Director, Planning and Development Division
Kurt Louis, Director, Park Operations Division
Cindy Walsh, Director, Park Services Division
Nick Duray, Park Services Division
Jesse Coffman, Golf Enterprises
Cindy McNeal, Planning and Development Division
Paul Shirey, Planning and Development Division
Valerie Maislin, Planning and Development Division
Melissa Emory, Planning and Development Division
Barbara Gorski, Administrative Assistant

Minutes Approved at Meeting
on March 24, 2021

Michael W. Thompson, Jr., Secretary

[SIGNATURES CONTINUE ON THE FOLLOWING PAGE]

Sara Baldwin, Acting Executive Director

Park Authority Board Minutes prepared by

Barbara J. Gorski, Administrative Assistant

Board Agenda Item
March 24, 2021

INFORMATION – 1 (with Presentation)

Virtual Programming

Park Services and Resource Management Division staff will provide a presentation and overview on the virtual Programming initiatives that have been implemented as a result of the shifting program environment due to the pandemic. This will contain general background information, including how the types of programming that is offered as well as data on the trends/growth of the program.

ENCLOSED DOCUMENTS:

Attachment 1: Presentation

STAFF:

Sara K Baldwin, Acting Executive Director

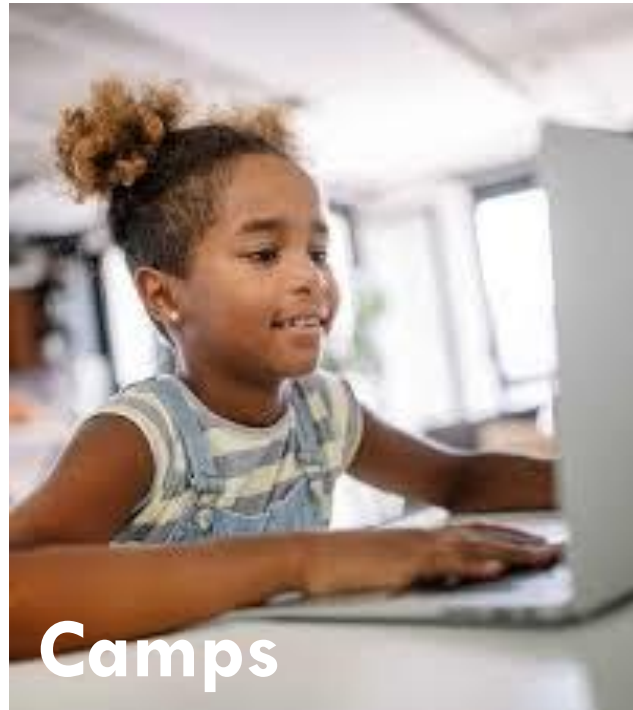
Aimee Vosper, Deputy Director/CBD

Cindy Walsh, Director, Park Services Division

Judy Pedersen, Public Information Officer

John Berlin, Manager, Park Services Program Branch

Tammy Schwab, Manager, Resource Management Outreach and Education

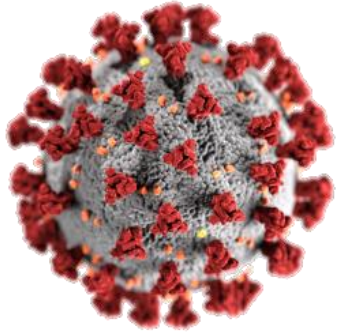


Virtual Programs

Fairfax County Park Authority Board

March 24, 2021





COVID-19 – VIRTUAL PROGRAMS

- Why Virtual?
- Virtual Programs
- Virtual Events
- New Technology
- Benefits of Virtual Programs
- Moving Forward – What's next?



VIRTUAL EXPLORATION CENTER



Welcome to the Fairfax County Park Authority Virtual Exploration Center – a collection of resources to help you stay healthy, connected and engaged with parks. This page will be updated regularly, so check back often for new resources. And be sure to follow us on social media for new updates and ideas to help with your at-home exploration and recreation. [Click here](#) or scroll down to learn more about our virtual program offerings.

For more ideas and updates on new content, follow us on Facebook, Twitter or Instagram at [@fairfaxparks](#). Have a great idea or resource you'd like to request? Email us your thoughts at parkmail@fairfaxcounty.gov.

Check out this week's highlights in at-home exploration!



**70th Anniversary
Cardio Party**



Tree Detective



Witch Hazel



Park Authority Blog

VARIETY OF VIRTUAL CLASSES

Afternoon Teas & Tea boxes
Animal Detective Nature clubs
Hybrid classes with in-person
and virtual options for the
same class
Winter Garden Lectures
Astronomy Webinars
Scout badge programs



VIRTUAL FITNESS CLASSES



**Virtual Fitness
Free Community Classes (Healthy Strides)**

Total Virtual Fitness Attendance: **13,487**
(through Winter 2021)

365 sessions / 25 ongoing weekly classes)

Special Events

Turkey Burn 2-day event / 70th Anniversary fitness classes / New Year's Fitness-a-thon



VIRTUAL FITNESS

What HSCC participants are saying...

I love the yoga classes and the Zumba classes. They make me feel better in body and mind through all this COVID quarantine. Thank you for all you do.
- Eileen M.

We have so enjoyed and benefited from virtual fitness classes on Zoom. We participate in as many am classes as we can. It has been such a pleasure to get to exercise with the different instructors and learn new techniques.
- Karen and Rich K.

...During such a crazy time when we don't have the opportunity to have drop-in fitness at our RECenters we can still connect and work out.
- Annie S.

Virtual Fitness is now part of the 'New Normal.'

87%

of those who already or will feel comfortable returning to the gym will keep at-home workouts as part of their fitness routine.

43%

expect to add virtual to their normal workout pattern post-COVID.

...Especially true for Millennials and Generation Z's.

2020 VIRTUAL SUMMER CAMP BY THE NUMBERS

1,158 Registrations

\$171,531 Gross revenue

\$39,685 Net revenue

433 # camps offered virtually

240 # camps that ran (55% - not bad for first time out)

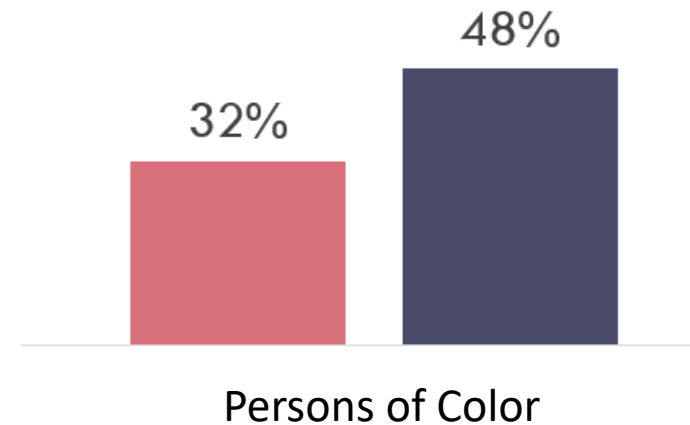
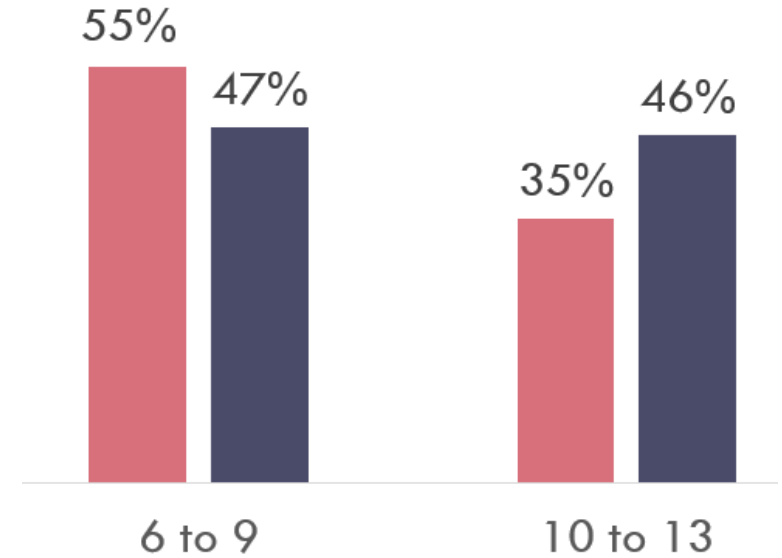
74% Percent of campers “very satisfied” vs. 75% before COVID





VIRTUAL CAMP SHIFTED USER AGE PROFILE TO OLDER KIDS

CAMPER RACIAL/ETHNIC DIVERSITY INCREASED



VIRTUAL OPEN HIRES



REC-PAC VIRTUAL OPEN HIRES – FEATURING ON-THE-SPOT JOB OFFERS

These live, interactive open hires will take place virtually via Microsoft Teams. Each event will begin with a 30-minute question-and-answer period and an overview of available positions. Attendees can engage with Rec-PAC Program Manager Mike Bonneville, Rec-PAC staff, and members of the Park Authority’s Human Resource team. Job seekers will have an immediate opportunity to interview for the position they are interested in, and potentially be offered positions on the spot!

Join us for one of these hiring opportunities on:

- [Wednesday, March 17](#), 11 a.m. until 11:30 a.m., interviews following.
- [Wednesday, April 7](#), 6 p.m. until 6:30 p.m., interviews following.
- [Saturday, April 24](#), 11 a.m. until 11:30 a.m., interviews following.
- [Wednesday, May 5](#), 11 a.m. until 11:30 a.m., interviews following.
- [Wednesday, May 19](#), 6 p.m. until 6:30 p.m., interviews following.
- [Wednesday, June 2](#), 11 a.m. -11:30 a.m. interviews following.

More information can be found [here](#), or you can reach out to us via email at FCPAJOBS@fairfaxcounty.gov.



2020 VIRTUAL CONCERTS IN A NUTSHELL

- 25 shows
- 5,000 viewers
- Culturally diverse offerings serving the entire community
- Video introductions from BOS members
- Used alternate funding from Cable Fund in place of Snowmobile support
- Provided exposure for series sponsors in a difficult year

LIVE

191

AUDIENCE REACTION WAS ENTHUSIASTIC...

“WHAT A GREAT IDEA!. THANK YOU, FAIRFAX COUNTY PARK AUTHORITY, FAIRFAX COUNTY PARK FOUNDATION AND THE SPONSORS FOR GIVING US 5 WEEKS OF 4 NIGHTS EACH OF CONCERT ENJOYMENT IN THE COMFORT AND SAFETY OF OUR HOME. WE HAVE BEEN THOROUGHLY ENJOYING THEM. . . AGAIN, THANK YOU . . .”



- Meeting teachers where they are.
- 32 field trip programs
- Over \$3,500 in revenue
- Almost 1000 students in various environments
- Options varied from prerecorded videos to full interactivity with multiple naturalists and live animal guests.



SCHOOL FIELD TRIPS

Feedback

December 15, 2020



St. Bernadette Catholic School
December 15, 2020



St. Bernadette Catholic School
December 15, 2020

Last week, second grade traveled virtually to Huntley Meadows Park for an introduction to the Powhatan Tribe! Led by Ms. Cheryl and Mr. Malcolm, we discovered the different habitats, plants, and animals that occupy the area now which aided in the Powhatan's daily lives long ago. We also compared how the Powhatan's beliefs, culture, food, and shelter were very similar to the Wampanoag Tribe, who we are currently learning about in Social Studies. Mr. Malcolm demonstrated an actual extraction of clay, far beneath the wetlands. Then, Ms. Cheryl used the collected sample to make a pinch pot!

Special thanks to Huntley Meadows Park who worked diligently for weeks in preparation for our visit! - Mrs. Vizcarondo, reporting from 2nd Grade, Social Studies

#stbernschool #stbcatholics #huntleymeadowspark Huntley Meadows Park

10

Mount Vernon Community School
December 18, 2020

A Huntley Meadows Naturalist shows MVCS 5th Graders how clay absorbs water like clay in a Wetland. Thanks to the PTA for providing this great Virtual Field Trip!

Un naturalista de Huntley Meadows muestra a los alumnos de quinto grado de MVCS cómo la arcilla absorbe el agua como la arcilla en un humedal. ¡Gracias a la PTA por brindar esta gran excursión virtual!

9 1 Comment

Like Comment Share

Most Relevant

Christy McBane Rose
Thank you PTA and Huntley Meadows. We really enjoyed it!

4w

"I'm writing to thank Malcolm for the very engaging presentation he made to the third graders at Mt. Vernon Community School yesterday. Attending school on Zoom has become increasingly frustrating for my daughter, but yesterday was a great day for her, thanks to Malcolm. I was thrilled to find her fixated on his every word and excitedly writing questions for him in the chat. As a result of her "field trip," she and I have enjoyed researching facts about baby beavers watching videos of kits online. Thank you, Malcolm, for sharing your expertise and passion. We are frequent visitors of Huntley Meadows Park and will surely visit it with renewed interest now."

VIRTUAL PROGRAM REQUEST FORM ONLINE

Request a program through our easy web form: programs have included:

- Virtual field trips
- Birthday parties
- Scout programs badges or stem at home career nights with scouts
- and community presentations

Virtual flying squirrel program to the Friends of Dyke Marsh with 89 attending. The enthusiastic reception resulted in a glowing article in the Mt. Vernon Gazette and posting of the presentation on the Friends website.

NEWS

Flying Squirrels, Our Nocturnal Neighbors

BY GLENDA C. BOOTH
MOUNT VERNON GAZETTE

Around dusk or dawn, high up in the tree canopy, keen observers might spot a scurry. What's a scurry? A scurry is a group of flying squirrels (*Glaucomys Volans*), nocturnal, arboreal mammals, one of the many fascinating facts that captivated 89 attendees at the Feb. 17 Zoom meeting of the Friends of Dyke Marsh.

Naturalist Kim Young, from Fairfax County Park Authority's Hidden Oaks Nature Center, told the group that flying squirrels, members of the rodent family, weigh around 2.5 ounces, about the same as a cellphone, and are eight inches long, with their tail being from a third to a half of that length. With gray-brown fur, they easily camouflage against tree trunks. They have a white belly and large eyes in proportion to their bodies. They can walk upside down and "stamp their feet in a war dance" if they sense a predator nearby, Young said.



A flying squirrel on a tree's bark at Dyke Marsh, showing how they camouflage on trees.



PHOTOS BY ED EDER

GOING VIRTUAL & MEETING MISSION

- Provided virtual training programs to support care givers and the OFC Neighborhood School Readiness program.
- MWEE Grant-supported virtual videos to replace in person school visits.
 - Water and Amphibians: (grades K, 1, 2 & 3)
 - Tortugas y su habitat: (grades K, 1, 2 & 3)

EDUCATIONAL CAMPAIGNS GONE VIRTUAL

- Our Watch The Green Grow grant funded campaign to educate folks on how to be park friendly neighbors

- Great Feedback from the community.

“... Tami’s use of PowerPoint and Zoom was highly effective in conveying the environmental program’s message to the 50+ who signed up to listen and watch... Her passion for the topic made for a very enjoyable program. “ Hillary K. Clawson President, Friends of Mason Neck State Park



OAK HILL VIRTUAL VISIT



VIRTUAL EVENTS

- Father's Day weekend full of classic car posts on FCPA's Instagram and Facebook pages.
- Traditional Oak Hill Event became video house tour



VOLUNTEER RECOGNITION

- Elly Doyle Awards
- Winter holiday volunteer social through zoom at Hidden Oaks
- Spring 2021 volunteer recognition will include special virtual programming opportunities just for volunteers.



VIDEO AND OTHER TECHNOLOGY THAT HELPED US REACH OUR CUSTOMERS

- Interpretive Audio Driving tour of Frying Pan Park on izi.travel
 - Tours are being created for other sites
- Snowflake trail -QR-Video scavenger hunt
 - 1500 people reached.
 - QR codes linking to frog calls at Hidden Pond
 - Spring scavenger hunts are in development



WHY VIRTUAL?



Consider what our HSCC participants and Instructors are saying about the virtual fitness class experience, please see the attached document *HSCC Statements of Support*.

BENEFITS OF VIRTUAL

- Keeping customers engaged while we are not fully open
- Building library of video for future use
- Increasing access to our programs
- Has helped diversify our audience
- Not cancelled due to weather
- Can show behind the scenes views not possible in person.



MOVING FORWARD - WHAT IS NEXT?

- Virtual is not just a temporary fix
- The world is our market - Attracting customers who don't live in Fairfax
- Making virtual profitable



THANKS FOR YOUR SUPPORT

- Thanks to Friends group that supported us with donations to purchase equipment and fund zoom accounts.
- Thanks To DPMM staff for help in getting vendor contracts for virtual summer camps.
- Thanks to PIO staff for supporting video requests.
- County Attorney, Channel 16, NCS,



DISCUSSION – 1

Events Management During COVID-19 (with presentation)

The Public Information Office conducts events on behalf of the agency. These include ribbon cuttings, groundbreaking, dedications, special events, award ceremonies and a host of other programs. Normally, there are dozens held each year. However, during COVID-19, all live events were suspended, and when possible, virtual events were produced. However, due to limited video resources, the tremendous amount of time it takes to produce these video events, and increasing requests to resume events, a discussion on the topic seems appropriate.

It is our goal to work closely with Park Board members to determine if a live or virtual event is appropriate. Our plan is to consistently hold events in all magisterial districts as needed. While there are no specific criteria, and each event request is unique, adherence to COVID-19 safety guidance is key. Sufficient staff resources, public relations value of the event and timing would also be considered.

The Public Information Office has endeavored to meet the growing need for video content and events since the early days of the pandemic. We have increased our video staffing resources considering growing demand. Since agencywide requests continue to evolve, we will evaluate resource needs as we gain more experience. Over the past year, PIO staff accommodated the summer concert series, retirements, award programs, openings, etc. It is important to note that for every minute of completed video content, two hours of staff resources are required.

There are already several events scheduled and in planning. These represent both live and virtual programs. From a branding and awareness perspective, the Public Information Office believes these are necessary. These are very important to the agency and the community as events help garner support for new initiatives, establish funding needs, illustrate wise use of tax dollars, allow contributors and volunteers to be acknowledged, focus on problems or concerns, and empower and engage with community members and build support for Park Bonds.

Requests come from stakeholders and officials, agency promotions (National Park and Recreation Month, Invasive Management Area tree plantings, Trails Day, etc.), significant capital projects, projects with community contributions, Friends-initiated projects, staff-driven projects, and requests from the Park Foundation.

Board Agenda Item
March 24, 2021

The Public Information Office is confident that through appropriate planning and adherence to state protocols and mandates (*The Governor's Third Amended Number Seventy-Two Executive Order*) we can safely manage events through a combination of virtual and live or even hybrid (livestreamed) events.

FISCAL IMPACT:

There are staff costs associated with provision of video services as well as equipment. Current commitments include a 900-hour videographer and appropriate equipment and editing software. There are costs for staff support for events and miscellaneous expenses for COVID-19 safety adherence.

ENCLOSED DOCUMENTS:

Attachment 1: PowerPoint presentation

STAFF:

Sara Baldwin, Acting Executive Director
Aimee L. Vosper, Deputy Director/CBD
Judith Pedersen, Public Information Officer
Cristin Bratt, Deputy Public Information Officer

PARK AUTHORITY EVENTS IN THE TIME OF COVID DISCUSSION ITEM

JUDY PEDERSEN
PUBLIC INFORMATION OFFICER
PUBLIC INFORMATION OFFICE

MARCH 24, 2021



EVENTS: IN THE BEGINNING

- Phineas Taylor Barnum
- Edward Louis Bernays
- Woodrow Wilson created the Committee on Public Information (CPI) in 1917

WHY WE HOLD EVENTS: VALUE AND PURPOSE

- Help garner support for new initiatives
- Establish funding needs
- Illustrate wise use of tax dollars
- Allow contributors and volunteers to be acknowledged
- Focus on problem or concern
- Empower and engage with community members
- Build support for Park Bonds



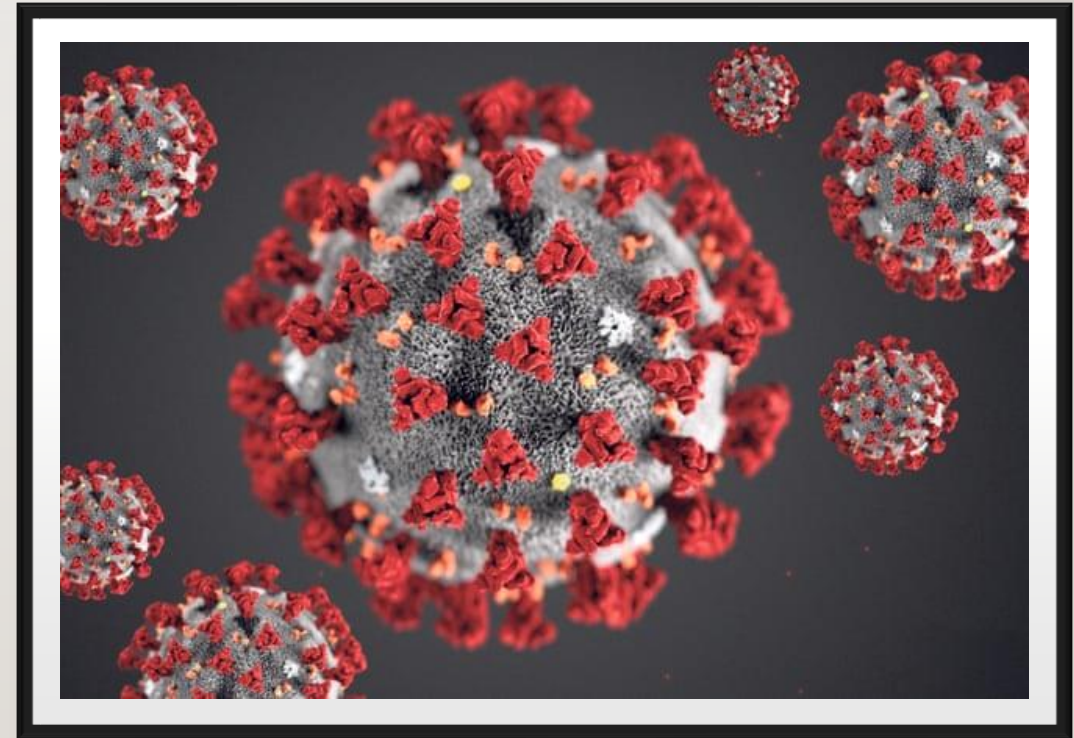
EVENTS: FROM GROUNDBREAKINGS & PRESS CONFERENCES TO EAGLES

- The Park Authority Public Information Office typically holds dozens of events annually:
 - Ribbon Cuttings
 - Namings, Dedications, Retirements, Memorials
 - Groundbreakings
 - Special Events
 - Award Programs
 - Press Briefings
 - Public Meetings
 - Unique Requests



CHALLENGES OF LIVE EVENTS DURING COVID

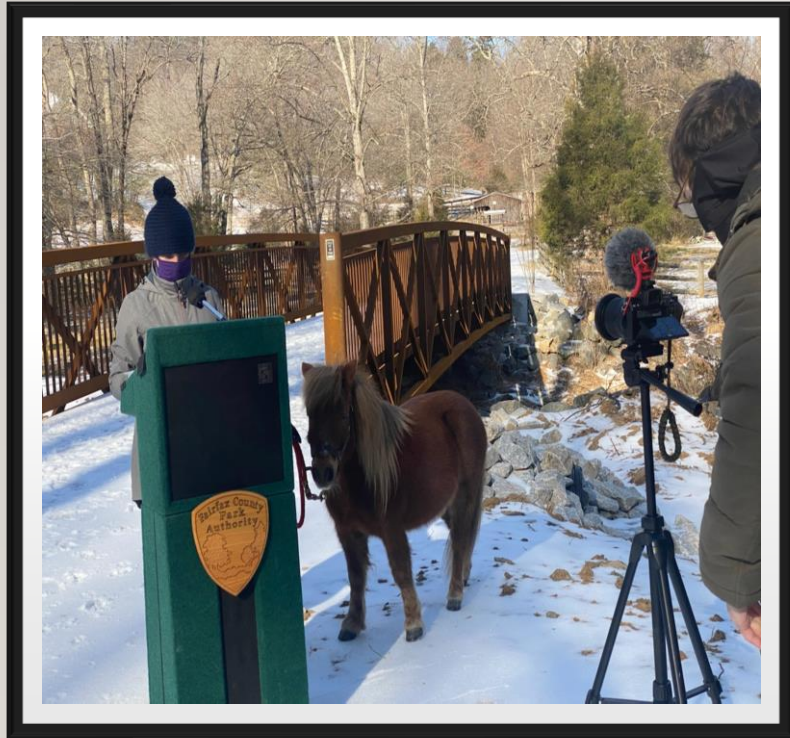
- **COVID-19...LIVE EVENTS STOP**
- There are unique challenges to overcome:
 - Compliance with Governor Northam's most recent executive order:
EO-72 THIRD AMENDED and Order of Public Health Emergency Nine Easing of Commonsense Surge Restrictions Due to Novel Coronavirus (COVID-19)
 - Keeping attendees and staff members safe
 - Difficult to plan due to changing mandates



PIVOTING TO VIRTUAL EVENTS

- Virtual assets (PublicInput, Zoom, WebEx, Teams, YouTube) brought events back
 - Poetry Contest
 - Elly Doyle Awards
 - Trailblazer Awards
 - Summer Entertainment Series Concerts
 - Oak Hill Open House
 - RCP Open House Tours
 - Burnet Bridge Opening
 - 70th Anniversary Puppet Show
 - Retirements, Meetings, Special Events
 - Virtual Programming: PIO-produced, Site-Produced
- Hybrid events and meetings will be coming soon!

CHALLENGES OF VIRTUAL EVENTS DURING COVID



- Virtual Events Require Video/Livestream Resources
 - 1 minute of video = 2 hours of work
 - PIO – 900-hour videographer
 - Systemwide equipment and software challenges
 - Additional staff requirements to produce and manage
 - Augmenting with significant support from Channel 16
 - Sites produce virtual programs via iPads/Zoom
 - Site-produced videos require PIO staff support
 - Video demand currently exceeds resources

PIO-CENTRIC CALENDAR 2021

Day	Date	Time	Event/Program	Location	Details
March					
Wednesday	10	5 p.m.	PAB meeting	PublicInput	Kras, Pedersen, Tubel
Saturday	20	10 to 11 a.m.	Burnet Bridge premiere	YouTube	Bratt, Jasper, Kras, Pedersen
Tuesday	23	7 p.m.	Dog Park Public Comment meeting	PublicInput	Bratt, Jasper, Kras, Pedersen
Wednesday	24	9 a.m. ?	Herndon Rotary Club Presentation	Zoom	Bratt Pedersen
Wednesday	31	7 p.m.	Solar Installation at Laurel Hill Golf	Virtual	Bratt, Kras, Pedersen, Tubel
April					
Wednesday	7	7 p.m.	Federation of Friends meeting	Zoom	Jasper, Kras, Pedersen
Thursday	8	7 p.m.	Pickleball Public Meeting	Virtual	Pedersen, Kras, ?
Saturday	17	10 a.m.	Pollinator Garden Unveiling (TBC)	Live	Pedersen, plus one
Monday	26	7 p.m.	Braddock Public Comment meeting	PublicInput	Bratt, Kras, Pedersen, Tubel
Monday	19	12 p.m.	Poetry Contest	?	Bratt, Kras
May					
Saturday	8	10 am.	Opening of the two shelters at Burke Lake	LIVE	Pedersen, plus one
Tuesday	11	3 p.m.	Joint Meeting – BOS and PAB	Virtual	Pedersen
June					
July					
August					
NO EVENTS Or MEETINGS					
September					
October					
November					
Friday	19	?	Elly Doyle Awards Ceremony	PublicInput	Bratt, Kras, Pedersen
December					

SCHEDULE OF POTENTIAL UPCOMING EVENTS

CURRENT REQUESTS FOR EVENTS:

- Colvin Run Flume
- Poetry Contest
- Earth Day
- Burke Lake Picnic Shelter
- IMA Tree Planting Events (five)
- RCP Open Houses (three)
- Park Foundation Anniversary Celebration
- Smokehouse Bridge Ribbon Cutting
- Halladay Field
- Sully Stewardship Education Center
- FLAP Pollinator Garden
- Roundtree Park Bridge
- Area One Maintenance Shop

WHERE DO WE GO FROM HERE?

- PIO is prepared to work closely with Board Members to meet their needs, LIVE or VIRTUAL
- Due to limited video resources, a combo of LIVE and VIRTUAL events is recommended
- COVID safety will be paramount – for staff, attendees and participants
- Balance requests from stakeholders and officials for significant capital projects, projects with community contributions, Friends-initiated projects, and Park Foundation projects



There is great public relations value in events

Board Agenda Item
March 24, 2021

CLOSED SESSION - REVISED 03/23/2021

- a) 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).
- b) Consultation with legal counsel and briefings by staff members or consultants pertaining to actual or probable litigation, where such consultation in open meeting would adversely affect the negotiating or litigating posture of the public body pursuant to Virginia Code §2.2-3711(A)(7)
- c) Discussion of personnel matter pursuant to Virginia Code §2.2-3711(A)(1)