



FAIRFAX COUNTY PARK AUTHORITY



M E M O R A N D U M

TO: Chairman and Members
Park Authority Board
Park Foundation Board

FROM: Kirk W. Kincannon, CPRP, Director

DATE: June 5, 2014

Agenda

Joint Meeting
Fairfax County Park Authority Board
and
Fairfax County Park Foundation Board
Wednesday, June 11, 2014 – 6 p.m.
Boardroom – Herrity Building
FCPA Chair: William G. Bouie
FCPF Chair: Kathryn L. Ward

1. Check Presentation by the Fairfax County Park Foundation – Presentation*
2. Targeted Effort to Expand Park Foundation Board of Directors
3. Fiscal Year FY 2015 Planning
4. Reappointment of Cynthia Jacobs Carter to the Fairfax County Park Foundation Board (*This item is going to the Park Authority Board on June 11*) – Action*
5. Park Foundation FY 2015 Fundraising Projects (*This item is going to the Park Authority Board on June 11*) – Action*
6. Fairfax County Park Foundation FY 2015 Meeting Dates – (*This item is going to the Park Authority Board on June 11*) – Information*

*Enclosures



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PRESENTATION

Check Presentation by the Fairfax County Park Foundation

Fairfax County Park Foundation vice chair, Bruce McLeod, and board directors will present the Park Authority Board with a check. These funds are dedicated to Park Authority projects including:

Adapted Aquatics	\$ 2,475.00
Arts in the Parks	7,623.50
Bright Futures	20,011.06
Burke Lake Park	1,471.80
Class Scholarships	19,455.54
Colvin Run Mill	37,500.00
Colvin Run Educational Center	1,050.00
Combo Classic Golf Tournament	2,600.00
Connolly Cross Co Trail	100.00
Divone Memorial Bench	2,500.00
Frying Pan Farm Park	500.00
Greenspring Gardens-Memory of B. Nash	425.00
Hacan	10,000.00
Hodge Memorial Bench	800.00
Invasive Plants	535.20
Lake Accotink Park	50.00
Lee District Park Family Recreation Area	63,500.00
Lee District Park Locker Repair	5,000.00
Lesser Bench	1,400.00
Meaningful Watershed	10,100.00
Open Space	14,677.28
PACT	10,135.34
PirateFest	2,500.00
Project Open Access	2,040.00
Riverbend Park	5,020.00
RMD Discovery Trail Program/Colvin Run	280.00
Summer Entertainment Series	101,522.32
Take 12	3,750.00
Total Cost of Facility Ownership	10,000.00
Tournaments for Turf	1,601.20
Trail Fund – Rocky Run	1,000.00
Trail Fund – Undesignated	2,069.53
Westgrove Off Leash Dog Park	1,950.00
TOTALS	\$343,642.77

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Transferred since last Distribution(1)	350,702.13
Distributions through January 15, 2014	174,328.48
Total FY 2014 Distribution to Date	\$868,673.38

With this transfer, the Park Foundation will have transmitted **\$868,673.38** to the Park Authority in Fiscal Year 2014.

This report represents monetary transfers to the Fairfax County Park Authority. This does not include in-kind contributions or support paid directly by the Fairfax County Park Foundation.

ENCLOSED DOCUMENTS:

None

STAFF:

Kirk Kincannon, Director, Park Authority
Sara Baldwin, Deputy Director/COO Park Authority
Cindy Messinger, Deputy Director/CFO Park Authority
Roberta Longworth, Executive Director, Park Foundation

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ACTION

Reappointment of Cynthia Jacobs Carter to the Fairfax County Park Foundation Board

ISSUE:

Reappointment of Cynthia Jacobs Carter to the Board of Directors of the Fairfax County Park Foundation.

RECOMMENDATION:

The Park Foundation Board recommends the reappointment of Cynthia Jacobs Carter to the Foundation's Board of Directors.

TIMING:

Board action is requested on June 11, 2014.

BACKGROUND:

In accordance with the Bylaws of the Fairfax County Park Foundation, the Foundation Board nominates individuals to become members of the Foundation Board of Directors. Appointments are effective following the concurrence of the Park Authority Board.

The Foundation Board has nominated Cynthia Jacobs Carter, Ed. D. for appointment to a second term on the Foundation Board of Directors. Her appointment will be for a three-year term.

Dr. Cynthia Jacobs Carter is Chief Development Officer at The Smithsonian Institution's Center for Folklife and Cultural Heritage. She leads the Center's unrestricted fundraising efforts, which include events, campaign participation, planned giving, direct mail, social media fund raising, cause marketing, and the growing of the endowment. In addition, she raises funds, largely through sponsorships, for the annual Smithsonian Folklife Festival.

Prior to her work with the Smithsonian, Dr. Carter served as Chief Development and External Affairs Officer at the Washington, DC Headquarters of Africare. Prior to Africare, she was Director of Development at InterAction, and in the College of Arts and Sciences, the Graduate School, and the School of Medicine at Howard University in Washington, DC. She served as a Director in Institutional Advancement at The George Washington University. She has also served as adjunct professor at Georgetown

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University and The George Washington University, both in Africana Women's Studies. She is also National Geographic author of two books.

Dr. Carter also serves on of the Board of Trustees for the Kingstowne Residential Owners Corporation, where she has been an officer for nearly 15 years. She has served on the boards of the Delta Research and Education Foundation, the National MultiCultural Institute, and the Phi Beta Delta Honor Society, among others.

Dr. Carter earned a Doctor of Education degree in Educational Leadership and a Master of Arts degree in International Education from The George Washington University. Her undergraduate degree is from Virginia State University.

FISCAL IMPACT:

None

ENCLOSED DOCUMENTS:

None

STAFF:

Kirk W. Kincannon, Director

Sara Baldwin, Deputy Director, COO

Cindy Messinger, Deputy Director/CFO

Roberta A. Longworth, Executive Director, Park Foundation

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ACTION

Park Foundation FY 2015 Fundraising Projects

ISSUE:

Approval of the Park Foundation's FY 2015 Fundraising Projects.

RECOMMENDATION:

The Park Authority Director recommends that the Park Authority Board approve the attached list of projects for fundraising by the Park Foundation in FY 2015.

TIMING:

Board action is requested on June 11, 2014.

BACKGROUND:

Projects for which the Foundation receives donations can be divided into two types:

- Projects for which the Foundation is *actively* engaged in fundraising
- Projects for which the Foundation is *not actively* engaged in fundraising
(The Foundation receives, accounts, thanks, and disburses donations.)

Attached is the list of projects recommended for active fundraising by the Park Foundation in fiscal year 2015. This list was approved by the Park Foundation Board at its May 20, 2014, meeting.

Approval of the enclosed list of projects will not preclude the Foundation from undertaking additional projects when exceptional opportunities arise or applying for grants for other park programs. The annual approved list is intended to facilitate Foundation planning and helps clarify project sponsors' expectations.

FISCAL IMPACT:

None.

ENCLOSED DOCUMENTS:

Attachment 1: Fairfax County Park Foundation Projects for FY 2015

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STAFF:

Kirk Kincannon, Director, Park Authority

Sara Baldwin, Deputy Director/COO Park Authority

Cindy Messinger, Deputy Director/CFO Park Authority

Roberta Longworth, Executive Director, Park Foundation

Fairfax County Park Foundation Official Projects for FY 2015

Reviewed and approved by FCPF Board May 20, 2014
 Present FCPF Board Approved list to PAB June 11, 2014

Projects for which the Foundation receives donations can be divided into two types:

- Projects for which the Foundation is *proactively* engaged in fundraising
- Projects for which the Foundation is *not actively* engaged. (*Receives, accounts, thanks and disburses donations.*)

This is the list of projects recommended as a baseline for *active* monetary fundraising efforts by the Park Foundation in Fiscal Year 2015 (July 1, 2014-June 30, 2015). The list will not preclude the Foundation from undertaking additional projects when exceptional opportunities arise or applying for grants for other park programs. The annual approved list facilitates Foundation planning and helps to clarify project sponsors' expectations.

Project Category	Description of Program/Project need	FY 2015 Target	FY 2014 Target	Comments	Significant Funding Sources / Appeal Type
Foundation	Annual appeal and ongoing campaign for unrestricted funds including administrative and fundraising expenses	\$90,000	\$90,000	Surplus may be FCPF board designated for specific projects.	Year End Direct Mail, Personal Prop. Tax Insert
Camp	PACT summer camp scholarships for children in homeless shelters, transitional and permanent supportive housing Rec-PAC summer camp program support and scholarships	\$10,000 \$30,000	\$0 \$30,000	Outreach via Office to Prevent & End Homelessness doubled registrations to 60 campers. Six week camp serving 5,300 campers; 70% qualify for a reduced fee.	CMCF, Volkswagen Grants RZ Foundation Grant and Spring Direct Mail
Environmental, Cultural & Historical Education	Invasive Management Area Program (IMA) Non-native plant removal program Meaningful Watershed Educational Experience (MWEE) 4 th and 7 th grade education at Cub Run, Hidden Oaks, Hidden Pond & Riverbend Park	\$10,000 \$20,000	\$10,000 \$20,000	Non-native invasive species reduce tree cover, decrease water quality, increase erosion and litter and create more habitats for other invasive species. Hands-on educational program about the importance of the Chesapeake Bay Watershed.	REI Grant ExxonMobil, Northrop Grumman Grants
Golf	25th Annual Combo Classic <i>Two day pairs tournament, each team includes a golfer with a disability.</i>	\$5,000	\$5,000	Players hail from Florida, Massachusetts and Arizona. One-of-a-kind East Coast event may build on the 24 th Annual Combo Classic tournament.	Giant, Maggiano's IN-KIND contributions and individual gifts

Recreation Area	Clemyjontri Park Award-winning playground in great need of repairs/ replacement of surfacing, educational panels and play equipment. NEW Capital Campaign	\$50,000	\$63,500	FY 2014 represents Chessie's BIG Backyard support. This 8 year old regional attraction experienced heavy use by an estimated 150,000 carousel users per year. Donor recognition signage will be near Carousel line. Multi-year \$500,000 campaign for improvements to what was the first major FCPF fundraising project.	Friends of Clemyjontri Park Event?, Fall Direct Mail
Scholarships	FCPA Class Scholarships for FCPA classes for individuals of all abilities Adapted Recreation Scholarships for a variety of FCPA programs for individuals with disabilities (water safety, physical exercise and socialization).	\$30,000 \$10,000	\$30,000 \$10,000	Parktakes promotion FY 2014 represents Adapted Aquatics support. Expand scope to provide numerous activities and programs that may be enjoyed by individuals with disabilities.	Individuals registering for FCPA classes Individuals
Summer Entertainment	Summer Entertainment Series summer-long calendar of shows, concerts and movies held in local parks. Arts in the Parks educational concert series introduces children to live performances	\$170,000 \$20,000	\$170,000 \$20,000	Established series held in Fairfax County supervisory districts and Gov't. Center. All contributions directed to FCPF in January 2014. Morning concerts continue to grow in popularity. FCPF partners to attract funds with FCPA coordinator.	Individuals at events, Cox, Dominion, ExxonMobil, TD Bank Grants PNC Bank, RZ Foundation Grants
Health & Wellness	Take 12 Steps for Health year-long program with calendar, health expo and 10K/5K.	\$12,000	\$12,000	Increased notoriety and participation with 500 runners in 2014.	Cigna, Kaiser Permanente Grants
Land Care and Preservation	Open Space Land Preservation for acquisition and restoration of open space. Trail protection, maintenance and beautification of trails and trail amenities (i.e.: kiosk, signage, shelter)	\$25,000 \$10,000	\$25,000 \$10,000	Most funds attracted via insert for Open Space. Trails represent a very popular and most utilized FCPA asset.	Individuals registering for FCPA classes Individuals Property Tax mailing Insert
	TOTAL OFFICIAL PROJECTS	\$492,000	\$495,500		

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INFORMATION

Fairfax County Park Foundation FY 2015 Meeting Dates

The Park Foundation Board has approved the following meeting dates, times and locations for Fiscal Year 2015:

Park Foundation Board Meetings (third Tuesday every other month)

7:00 p.m. in the Park Authority Board Room on the 9th floor of the Herrity Building

- Tuesday, July 15, 2014
- Tuesday, September 16, 2014
- Tuesday, November 18, 2014
- Tuesday, January 20, 2015
- Tuesday, March 17, 2015
- Tuesday, May 19, 2015 (Annual Meeting 7:00-9:00 p.m.)
- Wednesday, June 10, 2015 (Joint FCPA Board Meeting 6:00-7:00 p.m.) *Tentative*

Park Foundation Board Executive Committee Meetings (second Tuesday every other month)

2:00 p.m. via Tele-conference

- Tuesday, August 12, 2014
- Tuesday, October 14, 2014
- Tuesday, December 9, 2014
- Tuesday, February 10, 2015
- Tuesday, April 14, 2015
- Tuesday, June 9, 2015

Unless otherwise directed, the Park Foundation will proceed with the proposed schedule.

ENCLOSED DOCUMENTS:

None

STAFF:

Kirk Kincannon, Director, Park Authority
Sara Baldwin, Deputy Director/COO
Cindy Messinger, Deputy Director/CFO Park Authority
Roberta Longworth, Executive Director, Park Foundation

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