

Board Agenda Item
June 22, 2016

ADMINISTRATIVE – 1

Approval of Minutes – June 8, 2016, Park Authority Board Meeting

ISSUE:

Approval of the minutes of the June 8, 2016, Park Authority Board meeting.

RECOMMENDATION:

The Park Authority Director recommends approval of the minutes of the June 8, 2016, Park Authority Board meeting.

TIMING:

Board action is requested on June 22, 2016.

FISCAL IMPACT:

None

ENCLOSED DOCUMENTS:

Attachment 1: Minutes of the June 8, 2016, Park Authority Board meeting

STAFF:

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

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**Fairfax County Park Authority
Board Meeting
June 8, 2016**

The Chairman called the meeting to order at 7:40 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*
Mary Cortina, Treasurer
Walter Alcorn
Edward R. Batten, Sr.
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
Aimee Vosper, Deputy Director/CBD
Barbara Gorski
David Bowden
Todd Johnson
Barbara Nugent
Cindy Walsh
Chrissy Mead

Absent***PUBLIC COMMENT**

No speakers were present.

Mr. Quincy introduced Boy Scout Nicolas Matsukas from Troop 976 who was attending to meet the requirement for a Communications badge to achieve Eagle Scout status.

ADMINISTRATIVE ITEMS

ADMIN-1 Approval of Minutes of the May 25, 2016, Park Authority Board Meeting As Amended

Ms. Cortina made a motion to approve the minutes of the May 25, 2016, Park Authority Board meeting as amended; seconded by Mr. Vajda.

With regard to A-1 Approval 2016 Park Bond Category Allocations, Mr. Vellucci made a motion to amend the minutes by inserting the following discussion for historical purposes: "Mr. Vellucci asked that for clarification the listing of projects used to develop the percentages was notional and did not indicate approval for any project on the list staff prepared." Seconded by Ms. Cortina. The motion carried by seven votes, Ms. Godbold and Mr. Alcorn abstained; and, Ms. Wolf and Messrs. Bouie and Thompson were absent.

With regard to D-2 Encroachment Management Plan, Mr. Vellucci made a motion to change the wording in the second paragraph, second line, from “Mr. Kincannon indicated that he would address the Encroachment Management Plan” to “Mr. Kincannon indicated that he would address **identifying the resources necessary to develop** an Encroachment Management Plan”.

The motion failed for lack of a second.

Mr. Vellucci asked that the following administrative changes be made:

Page 3, A-9, change “use of **us** to fifty percent” to “use of **up** to fifty percent”

Page 4, D-2, fourth line, change “**park**” to “**Park**”

Page 4, D-2, third paragraph, change “**recommend**” to “**recommended**”

Page 6, Mr. Vellucci’s Board Matters, third paragraph, second line, add “**relationship**” to read “interested in a closer **relationship**. . .”; and add “**in a canoe**” to read “along the coastline **in a canoe**. . .”

Mr. Vajda made a motion to approve the minutes as amended; seconded by Ms. Cortina. The motion carried by a vote of seven. Ms. Godbold and Mr. Alcorn abstained. Ms. Wolf and Messrs. Bouie and Thompson were absent.

ACTION ITEMS

A-1 FY 2017 Adopted Budget Plan, Park Revenue and Operating Fund 80000

Ms. Cortina made a motion to adopt the FY 2017 budget for the Park Revenue and Operating Fund 80000; seconded by Mr. Vajda. The motion carried by all members present. Ms. Wolf, Messrs. Bouie and Thompson were absent.

INFORMATION ITEM

I-1 FY 2016 Third Quarter Status Review, Fund 10001, General Fund

No action was necessary.

I-2 FY 2016 Third Quarter Status Review, Fund 80000, Park Revenue and Operating Fund

No action was necessary.

I-3 FY 2017 Adopted Budget Plan General Fund 10001

No action was necessary.

I-4 FY 2017 Adopted Budget Plan – General County Construction Fund 30010

No action was necessary.

I-5 National Golf Foundation Update

No action was necessary.

I-6 FY 2017 Deer Management Plan

No action was necessary.

CHAIRMAN'S MATTERS

The Chairman was absent. Mr. Quincy had nothing to report in his absence.

DIRECTOR'S MATTERS

- Mr. Kincannon reported that the Green Team will meet on Monday, June 13, at 7 p.m. in the boardroom. He asked the board members to ensure that they or their representatives are aware of the meeting and plan to attend.
- He reminded the board to review the Planning and Development Division's FY 2017 work plan which was presented during the Planning and Development Committee meeting and is online. He asked that the board to get comments back to Mr. Bowden by the end of the month so Mr. Bowden can incorporate those comments before bringing it back to committee on July 13 and to the board on July 27 for approval.
- Mr. Kincannon reported that Parks the recipients of the PTI (Public Technology Institute) Award for our implementation of smart irrigation systems.

The team responsible for implementation of the system include:

FCPA area management team (Dan Sutherland, Kevin Williams, Troy Miller)

FCPA energy management team (Davood Majidian, Alan Crofford)

Fairfax County EIP Program Team (Dave Molchany, Kambiz Agazi)

The FCPA replaced the existing irrigation controllers with a smart irrigation control system that is web based and works off of local weather data to automatically adjust watering times.

The system is beneficial for several reasons:

The system saves water consumption due to the fact that it will only water when needed, if it is cloudy for several days and there is not much evaporation, the system will dial back watering times or postpone watering completely.

The system is able to learn flow for each particular zone, if it notices a spike in flow i.e. a broken head, it will shut off that zone and send an email or text alerting that there is a problem. If the system senses flow and the system is not scheduled to water i.e. main line break, it will shut the water off completely and send an email or text.

The system is web based and has a smart phone app, if a problem is reported to us we have the ability to shut off the water from anywhere at any time. The manufacturer reports that smart irrigation technology can save 20% - 40% on water consumption.

BOARD MATTERS

- Mr. Khan had no comments.
- Mr. Gorham said that he looked forward to getting home in the daylight and had no further comments.
- Mr. Batten had no comments.
- Ms. Godbold commented that she chose a good time to be out of town noticing how long the meetings ran, but it was good to be back.
- Ms. Cortina thanked Mark Plourde, Area 2 Manager, for his endless work to keep Pine Ridge Park and other parks in the system picked up.

She also thanked Amber Stramel for not walking past a huge pile of trash and taking the initiative to pick it up, even though it may not have been her job. Ms. Cortina stated that she appreciates it when people don't just walk past things, but just take care of it. Everyone should do that as well.

Mary feels that some of the residents, especially the sports groups, are literally trashing parks. Parks really needs to enlist them to be partners with Parks and help clean up our parks and take their trash with them. Parks may need better trash cans, better partnerships, better education – there needs to be a better understanding that these children who play in our parks are part of the solution. They are the stewards for the future. When she was a kid, her coach told her team pick up all the trash at the end of the game because it was part of their responsibility for getting to play there. You give back. Parks needs to teach our children, our parents, and our residents that it is their responsibility. It should not be left to the Boy Scouts or the Girl Scouts, it's everybody's job.

She closed with a thank you to Mark Plourde, Amber Stramel, and all those that pick up trash in our parks.

- Mr. Thompson was absent.
- Mr. Alcorn had no comments.
- Mr. Vellucci recognized some noteworthy individuals at Audrey Moore RECenter. On Saturday, June 4, an individual had cardiac arrest and staff performed CPR and employed the

AED. The patient was successfully stabilized until the EMTs arrived and transported the individual to the hospital. Mr. Vellucci was advised that the individual had literally dropped dead and was brought back to life. He recognized Chris Hisponia, Andy Dinh, and Andrew Van Dam who are the lifeguards who administered aid to the patient. Other staff involved were Peter Hocevar, operating manager; Tida Saengchanh, Vanessa Harris, Sam Herold, and Gino Briggs who cleared the pool and contacted 911. Mr. Vellucci indicated that he is working with staff to get these folks recognized.

Mr. Vellucci thanked Ken Quincy for showing up at the National Trails Day event on Saturday, June 4. There was a fair showing due to the weather, but he thanked everyone that did show up – Mr. Kincannon, and Ms. Pedersen. It was a good event for Supervisor Cook who learned a lot from Bill about trail construction.

The Cardboard Board Regatta scheduled for June 5 was cancelled due to the weather and has been reschedule for Saturday, June 18, at 8 a.m.

- Mr. Vellucci thanked Mark Plourde for what he did earlier in the day. Tony received an email message from one of the members of the Friends of Oak Hill Park. Mr. Vellucci also noted that the Friends of Oak Hill Park were just announced as a winner in the Best of Braddock.

Mr. Vellucci read the email which reported that the member of the Friends group witnessed a lawn service company dumping debris in Oak Hill Park and reported it to Mark Plourde. Mr. Plourde contacted the lawn service and found out that the homeowner had instructed them to dump the debris in the park. The lawn service, after being advised that Parks would take legal action, removed what it had dumped and agreed to discontinue the dumping. A letter will be sent to the residents advising them that the property behind their house is not theirs.

Mr. Vellucci commented that he receives a lot of email like this and Mark Plourde is very busy with all the parks he has, as are all the Area Managers. These are not isolated incidents these happen all the time. Parks was lucky that the mowing company owned up to it and fixed the problem and will not do it again. Mr. Vellucci questioned whether Parks can do something if it has a listing of all the landscaping companies in the county by sending them a polite letter advising them of the incident and asking them to stop if they are doing the same.

- Ms. Wolf, Dranesville District, was absent.
- Mr. Vajda, Mason District, on June 4 at 7 p.m. at the Mason District Governmental Center, a public information meeting was held for the John C. and Margaret K. White Horticultural Park to update the citizenry as to Parks' plans for that park. There were 75 attendees and the meeting went very well.

However, one gentleman complained that his garden was continuously molested by the deer and was upset that the archery hunt had been cancelled and wanted to know why. Supervisor Gross was there and she admitted to it being cancelled in response to homeowners and because under the rules the property was not big enough to sustain the archery hunt.

On Saturday, June 4, a ribbon cutting was held for the outdoor fitness gym at Lincolnia Park.

There will be an opportunity to see another ribbon cutting for another outdoor fitness gym on June 18 at the Gum Spring Community Center. Mr. Vajda suggested that everyone get out to see and use the equipment which uses one's weight for resistance.

He thanked the Kincannons and Mr. Bowden for attending the ribbon cutting.

ADJOURNMENT

There being no further business and without objection Mr. Quincy called the meeting to a close at 8:02 p.m.

Michael W. Thompson, Jr., Secretary

Minutes Approved at Meeting
on June 22, 2016

Kirk W. Kincannon, Director

Park Authority Board Minutes prepared by

Barbara J. Gorski, Administrative Assistant

Board Agenda Item
June 22, 2016

ACTION – 1

Reappointment of Stephen C. Thormahlen to the Fairfax County Park Foundation Board

RECOMMENDATION;

The Park Foundation Board recommends the reappointment of Stephen C. Thormahlen to the Foundation's Board of Directors, as presented to and reviewed by the Park Authority Board and Park Foundation Board on June 22, 2016.

ACTION – 2

Appointment of Michael Gailliot to the Fairfax County Park Foundation Board

RECOMMENDATION;

The Park Foundation Board recommends the appointment of Michael Gailliot to the Foundation's Board of Directors, as presented to and reviewed by the Park Authority Board and Park Foundation Board on June 22, 2016.

ACTION – 3

Park Foundation FY 2017 Fundraising Projects

RECOMMENDATION:

The Park Authority Director recommends approval of the list of projects for fundraising by the Park Foundation in fiscal year 2017 as presented to and reviewed by the Park Authority Board and Park Foundation Board on June 22, 2016.

Board Agenda Item
June 22, 2016

ACTION – 4

Scope Approval – Lee District Park Family Recreation Area Phase III Development (Lee District)

RECOMMENDATION:

The Park Authority Director recommends approval of the project scope to design and construct Phase III improvements to the Family Recreation Area at Lee District Park, as presented to and reviewed by the Planning and Development Committee on June 8, 2016.

ACTION – 5

Scope Approval – Ashgrove to Westwood Center Drive Trail (Hunter Mill District)

RECOMMENDATION:

The Park Authority Director recommends approval of the project scope to design and permit 750 linear feet of 10' wide asphalt trail and one stream crossing in the Old Courthouse Stream Valley near the Spring Hill Metro Station in Tysons, as presented to and reviewed by the Planning and Development Committee on June 8, 2016.

ACTION – 6

Reallocation of Bond Project Fund Balance for the Pohick Stream Valley – Liberty Bell Trail Project (Springfield District)

RECOMMENDATION:

The Park Authority Director recommends approval of the reallocation of project fund balance from a completed Park Bond project to increase construction funding for the Pohick Stream Valley - Liberty Bell Trail project, as presented to and reviewed by the Planning and Development Division.

Board Agenda Item
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ACTION – 7

Trailside Park – Mastenbrook Volunteer Matching Fund Grant Program Request –
Central Springfield Little League (Lee District)

RECOMMENDATION:

The Park Authority Director recommends approval of the Mastenbrook Volunteer Matching Fund Grant Program request for Central Springfield Little League in the amount of \$20,000 to replace dugouts and fencing on all ball diamonds at Trailside Park, as presented to and reviewed by the Park Operations Committee on June 22, 2016.

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Board Agenda Item
June 22, 2016

ACTION – 8

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 June 22, 2016.

BACKGROUND:

The Park Authority has evaluated the establishment of a Sponsorship Policy and implementation of a Sponsorship Program. On May 11, 2016, the Board reviewed the Policy and provided comments to staff. Staff also asked the Board to submit comments by the May 25 board meeting. Staff incorporated submitted comments for the board to review. After discussion on May 25, staff requested final review of the incorporated comments by the County Attorney. Board comments are incorporated in the final policy and staff is recommending adoption of the policy.

FISCAL IMPACT:

None

ENCLOSED DOCUMENTS:

Attachment 1: Policy 307 – Sponsorship

Attachment 2: Sponsorship Policy reviewed by County Attorney

STAFF:

Kirk W. Kincannon, Director

Aimee L. Vosper, Deputy Director/CBD

Sara Baldwin, Deputy Director/COO

Bobbi Longworth, Executive Director Park Foundation

Board Agenda Item
June 22, 2016

Barbara Nugent, Director, Park Services Division
Nick Duray, Marketing Manager, Park Services Division

	<h2>FAIRFAX COUNTY PARK AUTHORITY POLICY MANUAL</h2>
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Policy 307	Title: Sponsorship	
Date Approved: Click here to enter a date.	Last reviewed: Click here to enter a date.	
Objective: Implement FCPA Policy on Sponsorships		

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

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

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

Distinction between Sponsorships and Donations or Partnerships

This policy relates only to sponsorship and not to other fundraising, donations, or partnership activities, which are addressed by Policy 406 Fundraising and Policy 407 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

Acceptable sponsorships must meet the following criteria:

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



FAIRFAX COUNTY PARK AUTHORITY POLICY MANUAL

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

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

The following types of sponsors/sponsorships 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 inappropriate for promotion to a family audience.
5. 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.
6. Entities that promote practices that if they took place in the county would violate U.S. or state law.
7. Any other sponsor 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.



FAIRFAX COUNTY PARK AUTHORITY POLICY MANUAL

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.
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, in consultation with the County Attorney.

References:

Policy 407 Partnerships
Policy 406 Fundraising



FAIRFAX COUNTY PARK AUTHORITY POLICY MANUAL

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Commented [MP1]: I don't know why this language is needed. We've already said that donations and partnerships are addressed by separate FCPA policies. I'm always concerned when we truncate something that is part of a larger document.

General Guidelines for Sponsorships

Acceptable sponsorships must meet the following criteria:

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FAIRFAX COUNTY PARK AUTHORITY POLICY MANUAL

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

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The following types of sponsors/**sponsorships** 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, sex, creed, religion, national origin, age, disability, genetic information, veterans' status or disabled veterans' status.
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.

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Commented [VAL2]: The Board was also concerned with entities that engage in socially irresponsible behavior, such as breaking labor laws (but doing so outside the country)

Commented [MP3R2]: That would be covered by this language. Presumably not following the US or Virginia's labor laws would be "promoting a practice that if it took place in [Fairfax] would violate US or state law."



FAIRFAX COUNTY PARK AUTHORITY POLICY MANUAL

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References:

Policy 407 Partnerships
Policy 406 Fundraising

Board Agenda Item
June 22, 2016

INFORMATION – 1

Fairfax County Park Foundation FY 2017 Meeting Dates

As presented to and reviewed by the Park Authority Board and the Park Foundation Board on June 22, 2016.

INFORMATION – 2

RECenter Systemwide Feasibility Study

As presented to and reviewed by the Planning and Development Committee on June 8, 2016.

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Board Agenda Item
June 22, 2016

CLOSED SESSION

- 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) Discussion or consideration of personnel matters pursuant to Virginia Code § 2.2-3711(A) (1).