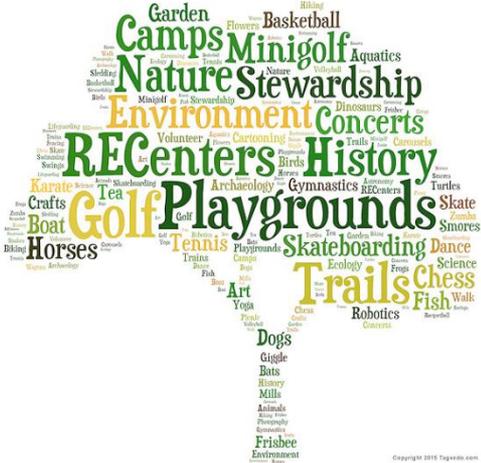


Board Agenda Item
November 16, 2016

PRESENTATION

P-1 Rob Churchman, partner at Cherry Bekaert will present the Comprehensive Annual Financial Report (CAFR) for the Fiscal Year Ended June 30, 2016.

Presentation to Fairfax County Park Authority



November 16, 2016

Table of Contents

Engagement Services

Overall Audit Results

Required Communications with Those Charged with
Governance

Future Accounting and Reporting Changes



Engagement Services

Engagement Services

- ▶ Fairfax County Government has engaged us to provide the following:
 - Audit of the Authority's FY 2016 financial statements
 - To report on internal control over financial reporting and on compliance as required by *Government Auditing Standards* and on compliance with the Auditor of Public Accounts' *Specifications for Audits of Authorities, Boards and Commissions*



The image shows several stacks of papers and folders, some held together by metal clips. The stacks are arranged in a way that creates a sense of depth and volume. The background is a light, neutral color, and the overall tone is professional and organized.

Overall Audit Results

Overall Audit Results

- ▶ We issued:
 - Unmodified or “clean” opinions on the Authority’s financial statements
 - Unmodified report on internal control over financial reporting and on compliance and other matters required by *Government Auditing Standards* and the Virginia Specifications
 - One compliance finding related to conflict of interest reporting



Required Communications

Required Communications

Accounting Policies

- Adoption of new accounting policies effective July 1, 2015
 - GASB Statement No. 72 – *Fair Value Measurement and Application*
- No change in the application of other existing accounting policies

Management Judgement and Accounting Estimates

- Pension and Other Postemployment Benefits Liabilities
- Depreciation and Useful Lives of Capital Assets

Required Communications

Audit Adjustments and Uncorrected Misstatements

- There were no corrected misstatements
- There is one uncorrected misstatement to adjust inventory which would increase assets by approximately \$899,500

Disagreements with Management

- There were none noted during fieldwork

Difficulties Encountered in Performing the Audit

- We encountered no difficulties in performing the audit

Required Communications

Consultation with Other Accountants

- We are not aware of any

Material Client Communications

- Management representation letter

Independence

- We are not aware of any relationship that we believe, based on current authoritative guidance, would impair our independence

A pair of hands holding binoculars against a light background. The binoculars are black and the hands are light-skinned. The image is in grayscale, except for a green horizontal band across the middle which contains white text.

Future Accounting and Reporting Changes

New and Future Accounting and Reporting Changes

GASB statements effective for FY 2017:

- ▶ **Statement No. 74** – *Financial Reporting for Postemployment Benefit Plans Other Than Pension Plans*
 - Covers reporting by OPEB plans that administer benefits on behalf of governments

- ▶ **Statement No. 77** – *Tax Abatement Disclosures*
 - Requires detailed disclosure including type of tax being abated, a description, the amount, eligibility criteria, and provisions for recapturing abated taxes.

GASB statements effective for FY 2018:

- ▶ **Statement No. 75** – *Accounting and Financial Reporting for Pensions and Related Assets That Are Not within the Scope of GASB 68*
 - Requires governments to report a liability on the face of the financial statements for the OPEB they provide

Your Guide Forward



Rob Churchman
Partner
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Board Agenda Item
November 16, 2016

ADMINISTRATIVE – 1

Adoption of Minutes – October 26, 2016, Park Authority Board Meeting

ISSUE:

Adoption of the minutes of the October 26, 2016, Park Authority Board meeting.

RECOMMENDATION:

The Park Authority Director recommends adoption of the minutes of the October 26, 2016, Park Authority Board meeting.

TIMING:

Board action is requested on November 16, 2016.

FISCAL IMPACT:

None

ENCLOSED DOCUMENTS:

Attachment 1: Minutes of the October 26, 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

**Fairfax County Park Authority
Board Meeting
Minutes
October 26, 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 Chairman*
Michael W. Thompson, Jr., Secretary
Mary Cortina, Treasurer
Walter Alcorn
Maggie Godbold
Linwood Gorham
Timothy Hackman
Faisal Khan
Frank S. Vajda
Anthony J. Vellucci

Staff Present:

Kirk W. Kincannon, Executive Director
Sara Baldwin, Deputy Director/COO
Aimee L. Vosper, Deputy Director/CBD
Judy Pedersen, PIO
Barbara Gorski
David Bowden
Todd Johnson
Todd Brown
Barbara Nugent
Cindy Walsh
Janet Burns
Roberta Longworth

Absent*

Guest(s): Kimberly Baucom, Assistant
County Attorney

PUBLIC COMMENT

No speakers were present.

CLOSED SESSION

At 7:33 p.m. Mr. Thompson made a motion to convene in closed session for

- a. 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)

Seconded by Mr. Alcorn and approved by all members present; Mr. Quincy was absent.

DRAFT

CERTIFICATION OF CLOSED SESSION

Mr. Thompson made a motion to certify 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. Alcorn and approved by all members present; Mr. Quincy was absent.

ADMINISTRATIVE ITEM

ADMIN-1 Adoption of Minutes – October 13, 2016, Park Authority Board Meeting
Mr. Thompson made a motion to adopt the minutes of the October 13, 2016, Park Authority Board meeting; seconded by Mr. Alcorn. The motion carried by all members present; Mr. Quincy was absent.

ACTION ITEMS

- A-1 Reappointment of William Won K. Kwang to the Park Foundation Board of Directors
Mr. Thompson made a motion to reappointment of William Won K. Hwang to the Foundation's Board of Directors; seconded by Mr. Alcorn. The motion carried by all members present; Mr. Quincy was absent.
- A-2 Approval of Annual Review and Distribution of Telecommunications Revenues
Ms. Cortina made a motion to approve the annual distribution of telecommunications revenues as follows: 20%, excluding Mason District, for Natural Resource Management Plan and Cultural Resource Management Plan projects; 80% for projects within the district; and, 100% of Mason District telecommunications revenues to be used for Mason District Park projects; seconded by Mr. Thompson. The motion carried by all members present; Mr. Quincy was absent.
- A-3 Scope Approval – Chessie's Trail at the Family Recreation Area in Lee District Park (Lee District)
Mr. Gorham made a motion to approve the project scope to construct Chessie's Trail in the Family Recreation Area of Lee District Park; seconded by Mr. Khan. The motion carried by all members present; Mr. Quincy was absent.

INFORMATION ITEMS

- I-1 Fairfax County Park Foundation Audited Financial Statements
No action was necessary.
- I-2 Annual Fee Review Calendar – FY 2017
No action was necessary.

- I-3 FY 2017 – FY 2019 Financial Management Plan Park Revenue Funds 8000 and 80300
No action was necessary.

CHAIRMAN'S MATTERS

- Mr. Bouie advised the observers that the items presented in the meeting had been discussed at length in the committee meetings, sometimes at several meetings before they are presented for action by the board; the real work is done in committee. There are 10-12 committees that review all the items and make recommendations to the board. In addition, there is a Committee of the Whole that reviews specific items at length that would then be moved to the full board for action.

Members of the board are all volunteers. In fact, in Fairfax County there are about 93 various boards, authorities, and commissions that help run the county as a supplement to the Board of Supervisors. It is a unique situation that the citizens of Fairfax County are so involved in their governing process. In addition to sitting on the Park Authority Board a number of its members sit on other boards for various other organizations, either county or community related.

- While he did not attend the opening of Trailside Park, Mr. Bouie did receive some phone calls from the Little League circle about how cool it was, and from the Challenger Division how well done it was.

Parks is looking forward to continuing its relationship with the Nationals. A park in the Mason District has been identified and hopefully there will be another ribbon cutting ceremony next year at Mason District Park.

- Mr. Bouie congratulated Sara Baldwin on the new addition to her family. The board's thoughts and prayers go out to her as she goes through her blessed event.
- Congratulations were also extended to Faisal Khan and the Fairfax Cricket League. Mr. Bouie, Mr. Quincy, and Ms. Cortina had the opportunity to go out and award the Fairfax Cup on October 16.

Mr. Bouie thanked Mr. Khan for his organization. The captain retired with the championship, but at the same time, the funds that were raised by the Fairfax Cup are being given to the Park Foundation.

- Mr. Bouie reminded everyone to get out and vote 'yes' for the Park Bond.

DIRECTOR'S MATTERS:

DRAFT

- Ms. Burns and her awesome staff are winding down the production of the Comprehensive Annual Financial Report (CAFR). Mr. Kincannon then pointed out the number of awards received over the years. This is a tremendous amount of work that happens on an annual basis. Parks has received an initial indication that there are no findings.
- The Park Authority has been named the winner of the National Recreation and Park Association's (NRPA) 2016 Barb King Environmental Stewardship Award, which recognizes a parks and recreation agency that has achieved excellence in environmental stewardship. The award was presented at the national congress. This represents cumulative work by staff over the past year. Mr. Kincannon congratulated the awesome staff team adding that Parks couldn't do it without the support of the board.

BOARD MATTERS:

- Mr. Vajda reported that on the 15th of October there was a dedication of a historical marker at Pine Ridge, which is entitled The Pines. This marker honors the legacy of a close-knit African-American community who were owners of the land. During the era of segregation the School Board purchased the land through eminent domain to provide property for a school. This was to honor the original families that were ousted from their land and to honor the original name of The Pines.

He thanked Judy Pedersen for great job. It was a handled with tact and care. He also thanked Mark Plourde for getting the area ready for the ceremony.

Mr. Vajda extended his appreciation to Supervisor Gross for saying a few words; and to Ms. Cortina and Mr. Vellucci for attending.

- Mr. Hackman reported that an open house was held at the Turner Farm House in Great Falls on October 15. Cindy Walsh and David Buchta did a wonderful job. There was a terrific turnout, including discussions about many potential proposals. In fact, the cut-off time of the open house was extended to accommodate the interested parties.

On Monday night, the Great Falls Citizens Association (GFCA) established a Turner Farm Task Force. Sara Baldwin, Dave Bowden, Cindy Walsh, and members of their staff attended the meeting and answered various questions about the resident curator program and the process, and the interaction with the master plan for the observatory. He thanked them for helping with the questions. The members of GFCA also appreciated their participation.

Mr. Hackman provided a Green Team presentation at Lake Barcroft. He thanked Mr. Vajda. It was a well-attended meeting. There were multiple comments on various topics. The Lake Barcroft folks did a wonderful job.

Mr. Hackman met with Marcellous Cooper and his team at Spring Hill RECenter. Marcellous is a wonderful man and role model for his team and the RECenters in general. His projections are to break the \$4M barrier this year. Beyond that, the thing that impressed Mr. Hackman most about the team was the customer facing attitude that they all have. They are very much user oriented. It was a marvelous site to see. It is a wonderful facility.

The board will all get to see Spring Hill RECenter on December 3 when the board has its retreat with the Park Foundation Board.

Mr. Hackman expressed regrets that due to a family emergency he was unable to be at the board meeting to recognize the stellar accomplishments of Mr. Batten for his years of service on behalf of the agency, on behalf of the citizens of Fairfax County and his district. Mr. Hackman was pleased that the Park Board and the Board of Supervisors were able to do that.

- Mr. Vellucci stated that October 15 was a very busy day. The Friends of Long Branch Stream Valley had over 60 volunteers to help clean up.

Lake Accotink Park also had a clean-up on the 15th.

In the afternoon he attended the dedication of the historical marker for The Pines. Mr. Vellucci commented that Frank Vajda and Judy Pedersen did an incredible job. He wholeheartedly agrees that closing the park was the best decision to give the families an opportunity to have it for the day because they deserved it. There were easily over 100 descendants of the families there. It was very emotional for them and very frustrating as to how they were treated many years ago. Hopefully that will never happen again.

Mr. Vellucci thanked John Berlin and Margaret Thaxton for briefing Supervisor Cook on October 20 about the Summer Entertainment Series and what Braddock Nights is going to look like. While he had always thought that Braddock Nights was the poor cousin in the Summer Entertainment Series he learned that the Braddock District has a lot of company.

Mr. Vellucci floated an idea for staff consideration. He stated that basically the ground rules have changed since Supervisors can no longer solicit funds, which has made a significant impact on the Park Foundation's goal to raise funds for the Summer Entertainment Series. He feels that staff needs to look at some of the agreements that were put in place years ago and come up with an enterprise-wide approach to address how Parks is going to address funding the series with using Chairman Bulova's desire of not using tax dollars.

Mason District is the only heathy district. Burke Lake has an incredible venue but has no Summer Entertainment Series.

Mr. Bouie suggested that he and Mr. Vellucci talk about that outside of the meeting.

There is a Lake Accotink workshop on Thursday, October 27, at Kings Park Elementary School in Springfield at 7 p.m. Staff will be addressing park amenities.

There will be a Lake Accotink Community Trails Workshop at Crestwood Elementary School Cafeteria in Springfield on December 15 @ 7 p.m.

Mr. Vellucci commended staff for all the work that was done on the Financial Management Plan. He had a number of comments on the plan. He sat down with Ms. Cortina and he shared his vision for the plan with Kirk Kincannon and whether it meets where the board wants to take the Park Authority.

Mr. Vellucci noted that he once again brought up term limits for officers of the board because the culture and background that he comes from is one where leadership changes very two years or every 18 months. He is concerned about leadership changes in the Park Authority and wants to be sure that it has a healthy organization and the ability to bring up new leaders as old leaders move on or move into other positions. Term limits is something that he looked at what could be appropriate for the Park Board. He understands that the Administration and Board Management Committee was not that hot on it so he intends to table it for the time being but would like the board members to look at different organizations in the county, such as the School Board which has term limits in its bylaws. He recommended Googling many committees to learn what others have regarding term limits and addressing district representatives as well as At-large members. He believes they should both be in the bylaws but will not address it at this time. He will in the meantime contact each board member to address those issues.

- Mr. Alcorn said that while the board is not addressing the meals tax, he is personally working toward passage of the meals tax. He attended a homecoming parade and handed out literature and encouraged everyone to understand how important it is for all parks in the community.
- Ms. Cortina, At-large, stated that the roll-top observatory at Observatory Park at The Turner Farm ribbon cutting was wonderful. She thanked staff who put the program together including Judy Pedersen's group, Park Services, the Analemma Society, and Charles Olin in particular. Mr. Olin has been in the county for a very long time. She is so inspired by the plans that he had has come to fruition as well as all the future projects that he was planning. She is personally inspired to think that no matter what age one is you have lots of plans ahead of you.

Ric and Jean Edelman of Edelman Financial made contributions through the Park Foundation to make the facility happen.

Through the observatory we have another way to teach children in the community in a facility Parks did not have before and she looks forward to seeing what the agency does with it.

Ms. Cortina thanked Mr. Hackman for presiding over the ceremony.

The dedication of the historical marker for The Pines was probably the most moving ceremony she has ever been to at the Park Authority. These people and this community were displaced and the fact that the History Commission and the Park Authority worked to recognize them. This was the 10th generation that attended the ceremony, families that had been there since reconstruction. During a period of school desegregation and population growth, the public school system purchased land through eminent domain, which displaced numerous families living in The Pines. A school was never built. The fact that the families were there again to celebrate and receive some sort of justice and healing was really profound.

Ms. Cortina thanked all the people in the Park Authority that were part of that. She especially thanked Mike Henry who inspired, mentored, and guided Marion Dobbins who remembered her family from her youth being on this property. As a result of Mike Henry's help she was able to realize this marker.

Ms. Cortina congratulated Mr. Khan for his successful cricket season and championship, and also the leadership he has provided to the Park Authority in establishing cricket in Fairfax County. Aimee Vosper was also at the award ceremony. It was great to be there and see the enthusiasm of the players as well as their gratitude to Parks for its support of that sport, and the high quality that staff maintains those fields and how adaptable they have been in learning the new markings and what is required.

Ms. Cortina congratulated Parks on the Stewardship Award at the national level.

- Mr. Thompson indicated that Mr. Vellucci had mentioned the Lake Accotink meeting on December 15. He noted that he did not believe it was on the public calendar.

Mr. Thompson noted that he had received a call from a constituent that was upset because the Park Authority was not maintaining its facilities, that a fence was broken; how dare Parks not fix the fence. As it turns out, the fence was not built by the Park Authority, was not on Park property by the Park Authority, is not maintained by the Park Authority, and should probably not even be there. Parks is now looking into the possibility of some sort of partnership with the community association to try to note that we can allow the fence, but they can maintain it or otherwise it's gone.

Mr. Vellucci added that he wanted to give Mark Plourde some credit because the Friends of Oak Hill Park identified another encroachment issue and Mark moved to resolve it very quickly.

Mr. Thompson gave the Park Board members notice that the Athletic Council (AC) used to have meetings with the local clubs and involved Park Authority members. The magisterial representatives on the AC are being encouraged to on an annual basis to have Park Staff, NCS staff, and the Park Board member to talk through what is going on in Parks, what the organization is interested in doing, and so on. He hopes that as NCS and Park staff discusses this a little further. Park Board members may be hearing from AC members about the desire to do that.

Mr. Thompson had the honor of presenting some of the awards at the Champions of Character Awards from the Athletic Council which honors youth, coaches, and parents for extraordinary service in pursuing victory with honor in various athletics programs throughout Fairfax County in every magisterial district. Mr. Thompson stated that he would forward the information about what these kids and parents have done so the board could see the kind of things that they do to receive this prestigious honor.

http://www.fairfaxcounty.gov/ncs/athletics/character_awards.htm

Mr. Bouie commented that he and Chris Leonard, NCS, have spoken some things in Hunter Mill in collaboration about the Y and the teen center and the things they are doing there. One of the things Bill discussed was the fact that NCS has not provided the Park Board with a presentation on the walk-on field use in some time. So, the question is did the walk-on problem go away. Chris indicated that the problem had not gone away but that NCS has been pretty successful. NCS is paying the Police to monitor the parks that have synthetic turf fields. Mr. Bouie asked that Mr. Leonard provide some dates that NCS could come to the Park Board and provide an update. None of the new board members are even away of the situation.

Mr. Thompson said that as Todd Brown has stepped into Todd Johnson's role with the AC a number of issues have come up and has jumped on those issues very quickly and has been very responsive with regard to those concerns. One of the issues is with lighting at school fields. Schools do not have on and off buttons for its practice fields.

- Mr. Khan reported that on October 16 the Fairfax Cricket League held its award ceremony for the Fairfax Cup. He thanked Messrs. Bouie and Quincy and Ms. Cortina for being there. Judy Pedersen did a great job and especially thanked Aimee Vosper who helped a great deal and made it very easy. It was a successful evening and he looks forward to seeing many more. Everyone was very excited and pleased with the way things were running. He also thanked Park Ops staff for doing a great job. Faisal cannot say enough about Michael Harris. He learned quickly and runs everything smoothly.

Mr. Khan congratulated staff on the Environmental Stewardship Award.

- Mr. Gorham said that Mr. Batten is with the board in spirit. With that he reminded everyone that if they know anybody that would be interested in serving on the Park Foundation Board to please let Bobbi Longworth know.

There have been a couple of issues that have come up in the Mount Vernon District that have taken up staff time. He wanted to let Todd Brown, Sara Baldwin, Dave Bowden, and Kirk Kincannon know that he appreciates their efforts. He thanked Mr. Kincannon for giving him the time to take a walk around the Nike site. Dave Bowden and Todd Brown have already approached him regarding the things he and Kirk Kincannon discussed.

Mr. Gorham said that he and Mr. Bouie could have an offline discussion regarding his opinion that the board has room to improve its committee participation in allowing the chair to invite a person into the committee if they have a question as long as they don't cause a quorum. He noted that during one of the committee meetings Ms. Cortina and Mr. Thompson could have participated in the meeting. (Mr. Thompson commented that it would have to be in a legal way.)

Sadly, the comment that Mr. Vellucci made regarding The Pines and the families, wasn't that many years ago. Mr. Gorham grew up two blocks from site and he remembers the people that lived in those houses and he remembers when they were moved off. They were moved off by our parents' generation. That was not that long ago. We have come a long way and have a long way to go. But it is sad how it actually was. That was about in 1964.

Lastly, on a positive note, he wished Sara Baldwin the best.

- Ms. Godbold congratulated the Park Authority on another award.

On the 15th of October Ms. Godbold attended Centreville Days and handed out a lot of vote yes stickers for the Park Bond. Everyone was very excited about parks.

She thanked whoever did the beautiful map of the Sully District with all the parks and streets. She now has a map to go and explore.

Ms. Godbold congratulated Sara Bladwin, wished her luck, and stated that she would be missed.

- Mr. Alcorn added that the World Series score was Cubs 2; Cleveland 0.

ADJOURNMENT

There being no further business and without objection, Mr. Bouie adjourned the meeting at 8:22 p.m.

Michael W. Thompson, Jr., Secretary

Minutes Approved at Meeting
on November 16, 2016

Kirk W. Kincannon, Executive Director

Park Authority Board Minutes prepared by

Barbara J. Gorski, Administrative Assistant

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Board Agenda Item
November 16, 2016

INFORMATION – 1

Overview of 2016 Park Bond Election Results, Green Team Efforts (with presentation)

The results of the election will be shared relative to support of the 2016 Park Bond and the efforts of the Green Team to promote the bond, conduct community outreach and advocate on behalf of the Park Authority. Staff developed materials and opportunities to inform and engage with residents of Fairfax County will also be discussed.

ENCLOSE DOCUMENTS:

None

STAFF:

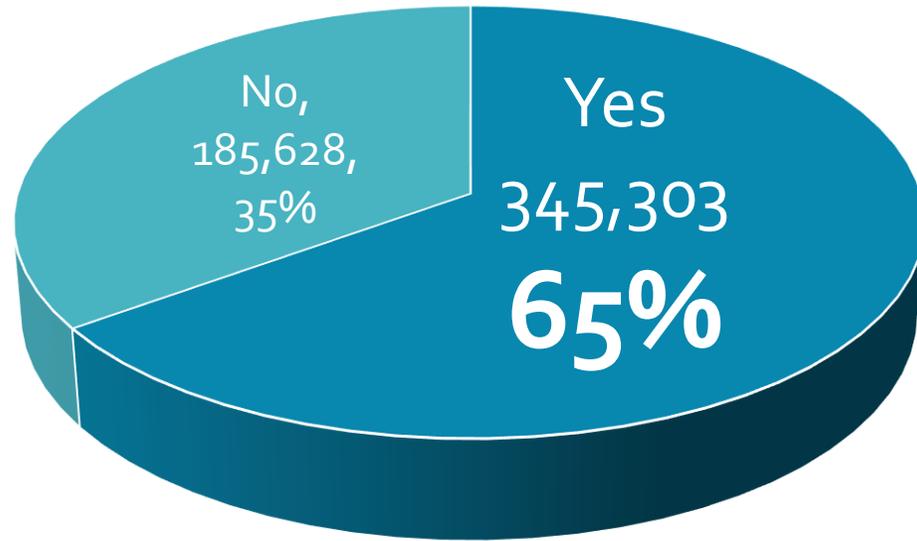
Kirk W. Kincannon, Executive Director
Aimee L. Vosper, Deputy Director/CBD
Judy Pedersen, Public Information Officer

THE 2016 PARK BOND IN REVIEW

Public Information Awareness Campaign

Official Election Results

(Including provisional and absentee ballots)

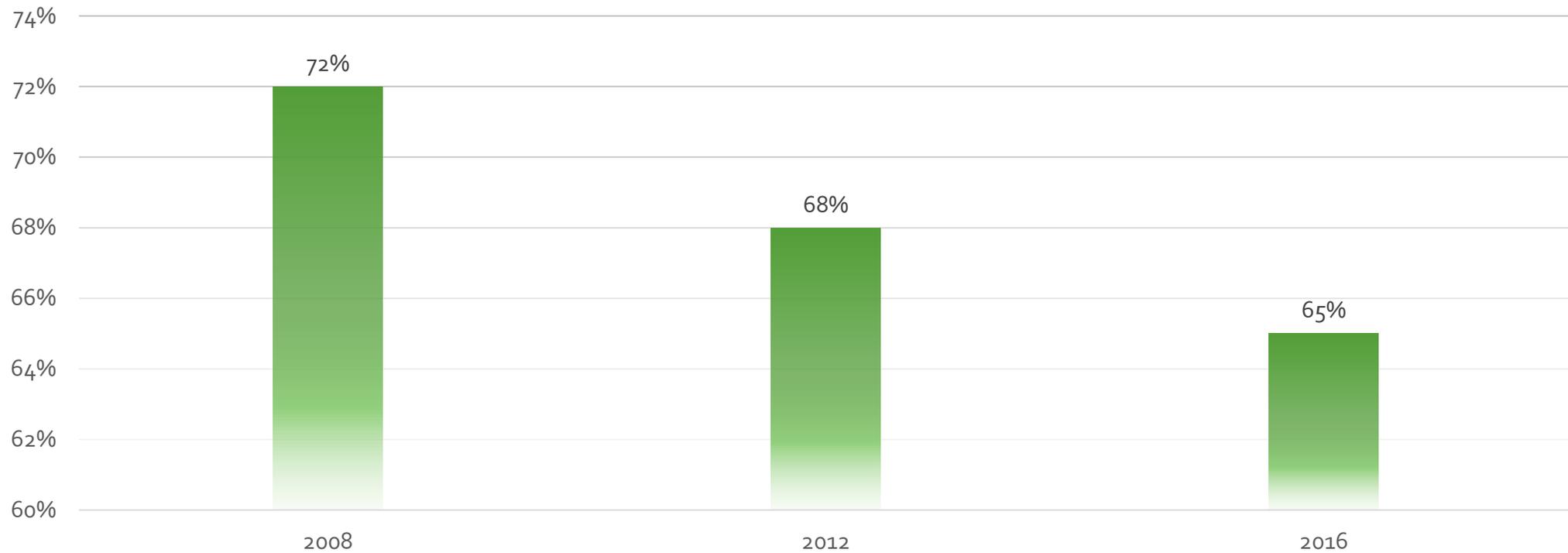


**VOTE YES
FOR PARKS!**



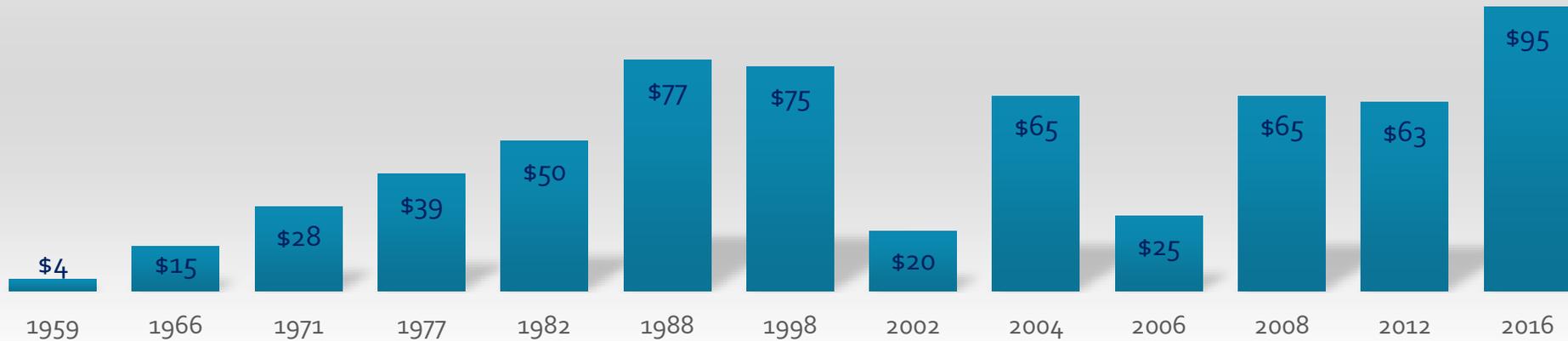
Bond Passage Trend

PERCENTAGE IN FAVOR



Park Bond Programs

Bond Programs
Fairfax County Park Authority
G.O. Bonds (in millions) – 1959 to 2016



Green Team Members

- Sara Baldwin
- Dave Bowden
- Chantilly Youth
- Frank Vajda
- Warren wright
- Gerald Zavala
- Gary Flather
- Tim Hackman
- Harry Glasgow
- Kirk Kincannon
- Maggie Godbold
- Mary Cortina
- M. Krauss
- Mike Thompson
- Monica Billger
- Linwood Gorham
- Ronald Kendal
- Sandy Stallman
- The Mendez Family
- Ken Quincy
- Aimee Vosper
- Walter Alcorn

Fairfax County Park Foundation

The Park Foundation provided financial support of advocacy as well as a presence on their website



The screenshot shows the homepage of the Fairfax County Park Foundation. At the top left is the Fairfax County Park Authority logo, and next to it is the FCPF logo featuring a tree and a person. The main heading reads "Fairfax County Park Foundation" with the tagline "Enrich your Fairfax County parks!". Below this is a navigation menu with links for Home, About, Our Projects, Support Your Parks, and Contact. On the right side, there are four buttons: "Donate Now!", "Sponsor a Bench", "Give a Car", and "Leave a Legacy".

The main content area is titled "Advocate" and contains the following text: "The Park Foundation is pleased to host this Advocacy Portal. Advocacy tools including fact sheets, videos, links to important documents and other vital materials for your parks are here so that you may be in the know!"

Below this is a section titled "The 2016 Fairfax County Park Bond Referendum will be on the Nov. 8, 2016 ballot." with a link to "Learn more about this important way we support our parks:". This is followed by several links: "2016 Park Bond Message from FCPA Board Chair, Bill Bouie", "2016 Park Bond at a Glance", "2016 Park Bond Presentation", and "2016 Park Bond Social Media Toolkit:". The social media toolkit section includes the text: "These pre-written Facebook posts and tweets can be copied, pasted and shared with your social networks. Include the graphics to help support the Park Bond!" and "Suggested Facebook Posts and Tweets:".

Under "Suggested Facebook Posts and Tweets:", there is a section for "Facebook 1" which includes a graphic that says "VOTE YES FOR PARKS!" with a checkmark icon. The text next to it reads: "When you vote on Nov. 8, be sure to vote 'Yes' on the park bond referendum, which will ensure necessary facility upgrades, athletic equipment replacements, historic site restorations, open space and parkland acquisition, and new facilities to address an aging park system and accommodate the".

On the right side of the page, there is a section titled "More ways to support your Parks" with a list of links: "Become a Friend", "Advocate", "Volunteer", "Donate Financially", "Donors", "Donor Profiles", and "Planned and Estate Giving". At the bottom right, there is an Amazon Smile banner that says "Support Fairfax County Park Foundation Inc. When you shop at smile.amazon.com, Amazon donates. Go to smile.amazon.com" with the Amazon Smile logo.

Expenses

Item	Cost
Pencils	\$ 253.68
Bond Cards – 2 runs	\$ 978.08
Bus Advertising	\$ 1,400.00
Recognition and Restocking	\$ 2,368.24
Total	\$ 5,000.00



Get in the Know About the 2016 Park Bond
www.fairfaxcounty.gov/parks/2016bond.htm

This message is funded by the Fairfax County Park Foundation: www.fairfaxparkfoundation.org



Get in the Know About the 2016 Park Bond
www.fairfaxcounty.gov/parks/2016bond.htm

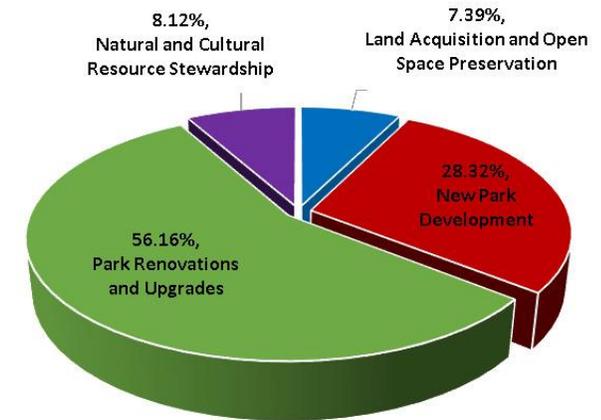
This message is funded by the Fairfax County Park Foundation: www.fairfaxparkfoundation.org



Primary Bond Messages

- Based on Needs Assessment and stakeholder input
- Break-down of specific categories
- Emphasis in this bond on taking care of what we have – more than half for renovation/maintenance
- General importance and value of parks in community

2016 Park Bond Distribution



New Approaches Included

- Advertisement in local buses
- Hard push on social media
- Creation of an advocacy portal including tools for advocates
- Regular outreach to Green Team Members



Fairfax County Park Authority ✓

Published by Fairfax County Government [?] · November 5 at 12:52pm · 🌐

There is a Park Bond on the Nov. 8 ballot. This video explains everything you need you need to know! https://www.youtube.com/watch?v=_NfA4vFp9iE



2016 Bond Referendums

<http://www.fairfaxcounty.gov/bond/> On Nov. 8, 2016, voters can vote yes or no on three individual bond questions that total \$312 million to improve, renovate...

YOUTUBE.COM

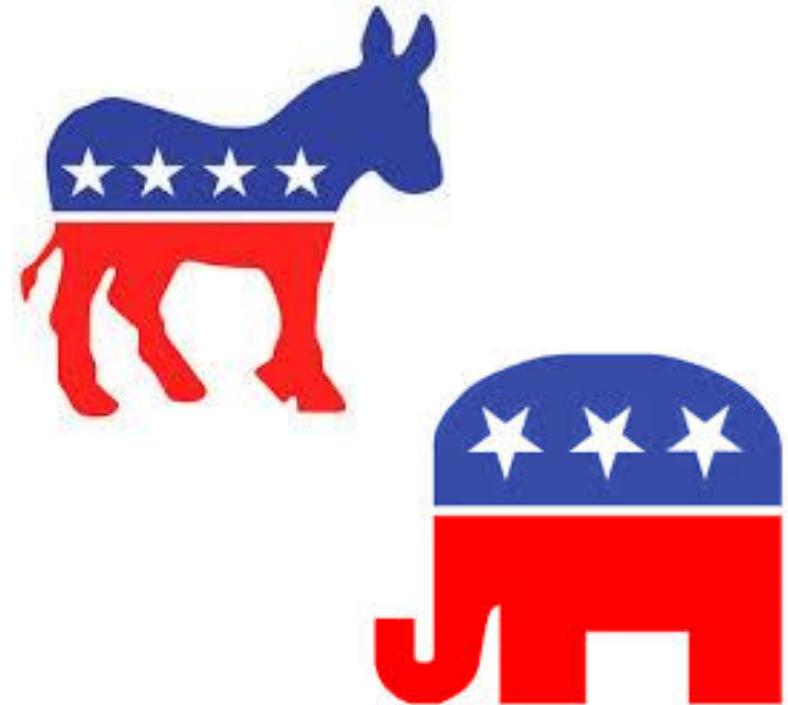
General Efforts

- More than 500 signs placed around community
- Lots of one-on-one outreach at fairs, events, Taste of Annandale, Annandale Parade and the Barcroft Civic Association, McLean Citizen Association, Great Falls Citizen Association, etc., presentations to civic groups, Athletic Council, etc., general press relations
- Reached out to sports groups and received significant support
- Media relations resulting in a few endorsements



In Four Years

- Form Green Team earlier to increase time for outreach
- More bus advertisement – exterior
- Social media advertisements
- Contact with Democratic and Republican Central Committee, Chambers of Commerce
- Stronger leadership and less focus on staff coordination



WHAT'S AHEAD?

Lots of ribbon cuttings

Celebrate capital project completion

Creation of a partnership portal in the next 18 months

Greater link between parks and community health

Keep telling our story



Board Agenda Item
November 16, 2016

INFORMATION – 2

Park Authority Resident Curator Update

As presented to and reviewed by the Resource Management Committee on November 9, 2016.

INFORMATION – 3

American Alliance of Museums Accreditation Update

As presented to and reviewed by the Resource Management Committee on October 26, 2016.

INFORMATION – 4

Cultural Resource Management Plan FY 2016 Accomplishments and FY 2017 Implementation Plan

As presented to and reviewed by the Resource Management Committee on October 26, 2016.

INFORMATION – 5

Natural Resource Management Plan FY 2016 Accomplishments and FY 2017 Implementation Plan

As presented to and reviewed by the Resource Management Committee on October 26, 2016.

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INFORMATION – 6

Infrastructure Overview – Trails

As presented to and reviewed by the Park Operations Committee on October 26, 2016.

INFORMATION – 7

Richmond Highway Initiatives Briefing – EMBARK, North Hill and Mount Vernon High School Reuse Study

As presented to and reviewed by the Planning and Development Committee on November 9, 2016.

INFORMATION – 8

Trail Development Update

As presented to and reviewed by the Planning and Development Committee on November 9, 2016.

INFORMATION – 9

Planning and Development Division's Quarterly Project Status Report

As presented to and reviewed by the Planning and Development Committee on November 9, 2016.

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INFORMATION – 10

FY 2017 First Quarter Budget Review, Fund 10001, General Fund

As presented to and reviewed by the Budget Committee on November 9, 2016.

INFORMATION – 11

FY 2017 First Quarter Budget Review, Fund 80000, Park Revenue and Operating Fund

As presented to and reviewed by the Budget Committee on November 9, 2016.