



FAIRFAX COUNTY PARK AUTHORITY



M E M O R A N D U M

TO: Chairman and Members
Park Authority Board

VIA: Kirk W. Kincannon, Executive Director

FROM: Sara Baldwin, Deputy Director/COO
Aimee Vosper, Deputy Director/CBD
Director's Office

DATE: May 18, 2017

Agenda

**Committee of the Whole Wednesday,
May 24, 2017 – 6:30 p.m.
Boardroom – Herrity Building
Chairman: William G. Bouie
Vice Chair: Mary Cortina**

1. Friends Group Project Update and Policy Discussion – Information*

*Enclosures



If accommodations and/or alternative formats are needed, please call (703) 324-8563. TTY (703) 803-3354

Committee Agenda Item
May 24, 2017

INFORMATION (with presentation)

Friends Group Project Update and Policy Discussion

The Park Authority Friends Group staff team continues to work together in developing a Friends Group Handbook, Memorandum of Agreement, and Policy as identified in the Strategic Plan.

The Park Authority has had a long history of great success in working with Friends Groups. Providing the foundational requirements and resources for these highly passionate and specialized groups is vital to their overall success and understanding of county policies and procedures while also ensuring their protection as they perform fundraising, programming, volunteering, and advocating functions on behalf of the Park Authority.

Staff will present a brief update on the team's work to date and a schedule for completion along with some strategies in dealing with informal groups utilizing Volunteer Park Teams. In addition, staff will solicit board input on the first draft of the attached Friends Group Policy. A public meeting with the Friends Groups will then be held on June 8, 2017, to obtain input directly from the groups.

Following the input phase on the policy, a revised Friends Groups Policy will be presented to the board for adoption at the June 28, 2017, meeting.

ENCLOSED DOCUMENTS:

Attachment 1: Draft Policy 409 – Friends Groups

STAFF:

Kirk W. Kincannon, Executive Director
Aimee L. Vosper, Deputy Director/CBD
Sara Baldwin, Deputy Director/COO
Dave Bowden, Director, Planning and Development
Todd Brown, Director, Park Operations Division
Todd Johnson, Director, Golf Enterprises
Barbara Nugent, Director, Park Services Division
Cindy Walsh, Director, Resource Management Division
Judy Pederson, Public Information Office
Lizzie Ehrreich, Director's Office MA

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Policy 409	Title: Friends Groups	
Date Approved: Click here to enter a date.	Last reviewed: N/A	
Objective: 400		

Purpose: The Park Authority recognizes the value and benefits of community engagement throughout the park system and provides a variety of programs and resources for various levels of involvement with its partners such as Friends Groups, affiliate organizations, and volunteers.

Friends Groups provide support and improve the park system. This policy establishes the foundational requirements for Park Authority-recognized Friends Groups and for the creation of a sustainable partnership between the Friends Group and the Park Authority.

Policy Statement: The Park Authority acknowledges the contributions and significant partnerships Friends Groups provide in furthering the mission and vision of the Park Authority. Friends Groups work in cooperation with the Park Authority and provide special community participation and support to a park, facility, or agencywide program or service.

As goodwill ambassadors between the local community and the parks, Friends Groups are formed based on common interests with one or more of the following objectives:

- Conduct public outreach to increase community awareness and to generate support and use for parks, programs, and services.
- Promote and advocate for the Park Authority, park sites, and important issues relating to parks.
- Provide alternative resources through fundraising, in-kind contributions and donations of goods and services while encouraging gifts, endowments, and memorials for the Park Authority and Park Foundation.
- Support and provide programs designed to enhance the quality of life in Fairfax County.
- Provide volunteer hours at parks through ongoing activities and specific projects.

To achieve countywide consistency, fiscal responsibility and risk management all Friends Groups must:

- Be autonomous legal entities that conduct official business and fiscal affairs as a non-profit, tax exempt corporation.
- Follow all federal, state, county, and Park Authority laws, policies, and procedures (i.e. Internal Revenue Service, Virginia Department of Agriculture and



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Consumer Services, Virginia State Corporation Commission, Fairfax County Office of Consumer Protection).

- Hold a signed and current Friends Group Memorandum of Agreement.
- Possess and maintain their own insurance coverage.

Supporting Documentation:

1. Park Authority Friends Handbook (link to be provided)
2. Park Authority Friends Group Memorandum of Agreement Template (link to be provided)

DRAFT

Friends Group Project Update and Policy Discussion

Committee of the Whole
May 24, 2017



Agenda Objectives

- ▶ Review status of Friends Group project deliverables (Policy, Handbook and MOA) and timing for completion.
- ▶ Review Draft Friends Group Policy and gain Board input.

Why are we doing this?

- ▶ Friends support is essential to sustaining operations
- ▶ All park supporters should have a place in our system
- ▶ To provide tools for new friends groups to form
- ▶ To ensure they are protected

What we have done so far?

- ▶ Surveyed the Friends
- ▶ Defined the outline for the Friends handbook
- ▶ Drafted a policy and an MOA
- ▶ Received guidance from Risk Management and County Attorney
- ▶ Shared initial findings with the Federation

Primary Findings

- ▶ The County's Volunteer Insurance Program does not cover groups
- ▶ County and State requirements for registration and solicitation
- ▶ Current approach to Friends Groups is inconsistent
- ▶ Identified the need to develop alternatives so all park supporters are welcome

Park
Volunteers

**Fairfax County
Park
Authority**

Affiliate
Organizations

Friends
Groups



Affiliate Partner Organizations

- Separate legal entities
- Partner with the PA but also serve other functions outside of the PA
- Made a significant capital contribution and/or share in the operation of a park/facility
- Realizes mutual gains for both the PA and the entity using government property
- Maintain a current Lease, Contract or Agreement
- Have their own insurance

Park Volunteers

- Typically support day to day operations or programs
- Register and track hours in the Volunteer Management System (VMS)
- Covered by the County's Volunteer Insurance Policy
- Hours captured: Hours are logged into the VMS system

Friends Group

- Separate legal entity
- Mission and plans align with and support the Park Authority
- MOA with the PA
- Provide ongoing operational, programmatic, maintenance, and/or fundraising support
- Has their own insurance. The organization is not covered by the County's Volunteer Insurance Policy
- May use park names in the "Friends of" context

Partners who do not want to formalize but want to contribute

Park Volunteer Team (PVT)

- ▶ For individuals to come together to support a common cause at a specific park or area of interest
- ▶ Work aligns with the mission and vision of the Agency
- ▶ Provides operational, programmatic, maintenance, and/or fundraising support at a park or area of interest
- ▶ Covered by the County Volunteer Insurance Policy
- ▶ Utilize VMS to recruit and record hours
- ▶ Use park names in the “Volunteer Team” context

Park
Volunteers

Park
Volunteer
Teams



Affiliate
Organizations

Friends
Groups

Friends Project Deliverables:

Handbook
Memorandum of Agreement
Policy

New Deliverable: Park Volunteer Team Program

The Friends Group Handbook will provide:

- ▶ The 'How To's' in forming a partnership with the PA and getting a new Friends Group started
- ▶ Suggestions on how to maximize effectiveness
- ▶ Resources and definitions for County-related items
- ▶ Benefits of being a Park Authority Friends Group
- ▶ Provide MOA Template

Friends Group Memorandum of Agreement

- ▶ Basic Information
- ▶ Mutual Interests
- ▶ Park Authority Responsibilities
- ▶ Friends Responsibility
- ▶ General Provisions
- ▶ Insurance and Indemnification
- ▶ Special Provisions Section

Friends Group Policy 409

- ▶ Raises the Agency's recognition and acknowledgement of Friends Groups
- ▶ Provides foundational guidance for establishing a PA recognized group and the requirements needed to protect themselves
- ▶ Park Authority Board Policy 409 Draft – Friends Groups
– Review and Discussion

Project Timing - Next Steps

- ▶ Federation of Friends Meeting June 8th 2017
 - Project update and Handbook next steps
 - Introduce PVT program concept
 - Review Policy - Receive Input
 - Introduce MOA

- ▶ Post MOA and Handbook electronically and allow for feedback

- ▶ Obtain Policy Approval by PAB on June 28th 2017

- ▶ Finalize MOA's and Handbook - summer 2017

Questions ?