

Federation of Friends Meeting

Wednesday, November 6, 2024



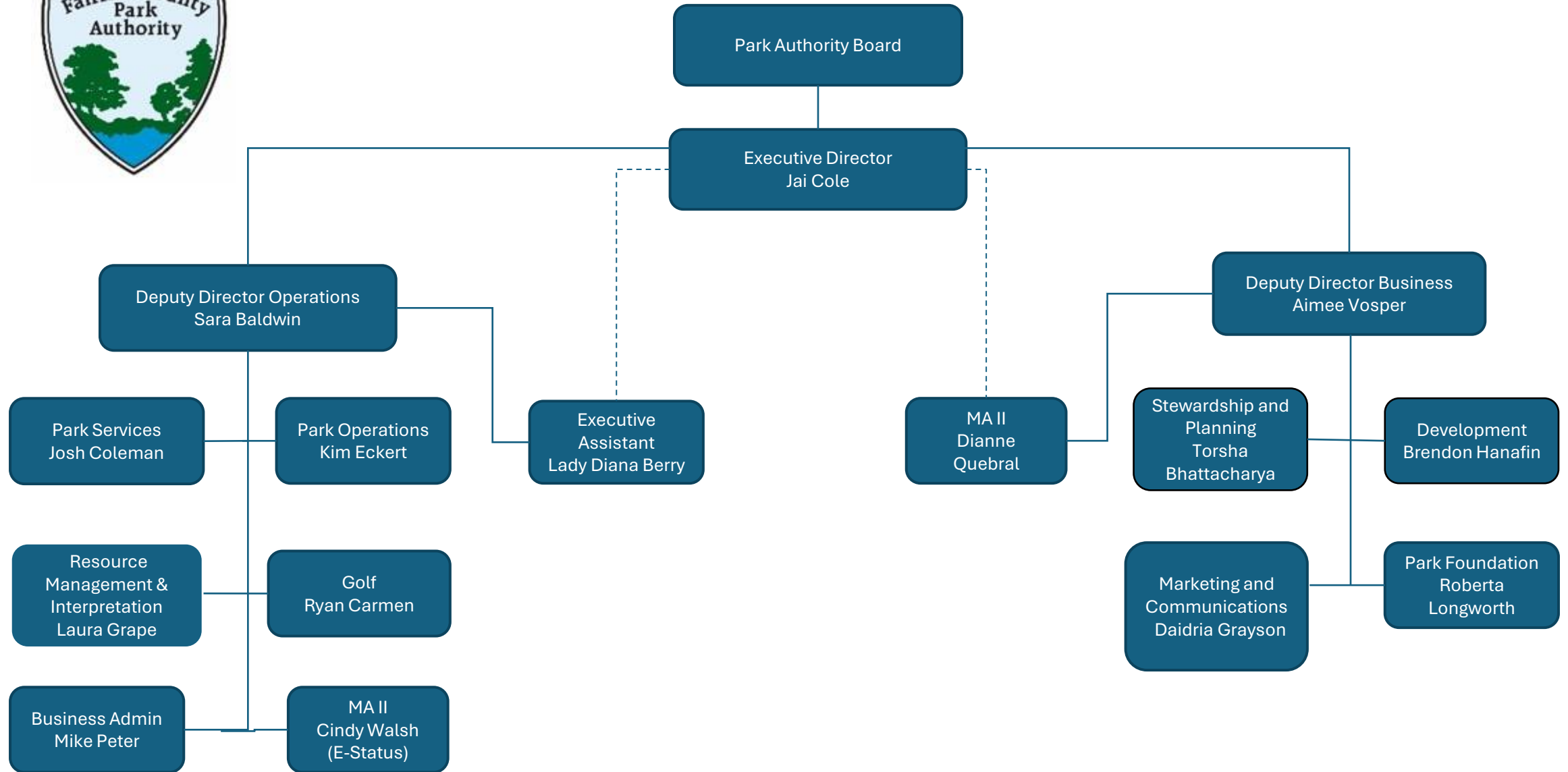


Agenda

- Fairfax County Park Authority
 - Resource Management & Interpretation Division – Laura Grape, Division Director
 - Stewardship & Planning Division – Torsha Bhattacharya, Division Director
 - Natural Resource Management Branch – John Burke, Branch Manager
 - Marketing and Communication Division – Daidria Grayson, Division Director
- Around the Room



Fairfax County Park Authority Org Chart





Resource Management & Interpretation Division



**RMI CONNECTS
COMMUNITIES
THROUGH OUR SHARED
RESOURCES BY
STEWARDSHIP SPACES
AND PROVIDING
EXCEPTIONAL
EXPERIENCES.**





WE INSPIRE OUR
VISITORS BY
ENGAGING THEM
WITH OUR RESOURCES
THAT REFLECT OUR
PAST AND PRESENT.







Laura Grape
Division Director



Kim Malejko
Business &
Administrative Services



Nicole Mitchell
Waterfront Sites &
Nature Centers



Paola Schiappacasse
Historic Sites &
Horticulture



Tammy Schwab
Interpretation &
Programs



Chris Goldbecker
Lakefronts Section

Waterfront Sites & Nature Centers

- Hidden Pond – **Jim Serfass**
- Hidden Oaks – **Kristina Watts**
- Ellanor C Lawrence – **John Shafer**
- Huntley Meadows – **Karen Sheffield**
- Riverbend Park – **Kylie Lee**

Lakefronts Section

- Lake Fairfax – **John Britz**
- Burke Lake – **Keith O'Connor**
- Lake Accotink – **Dan Grulke**

*Turner Farm Observatory
Scott's Run Nature Preserve
Historic Huntley
Clemyjontri
Woodlands Stewardship Education Center*

Historic Sites & Horticulture

- Colvin Run Mill – **Kiersten Fiore**
- Sully Historic Site – **In Process**
- Frying Pan Farm Park – **Teresa Reynolds**
- Green Spring Gardens – **Judy Zatsick**

*White Gardens
Equestrian Programs
Farmers Markets
Garden Plots*



Waterfront Sites & Nature Centers

Nicole Mitchell, Branch Manager

- Ellanor C. Lawrence
- Hidden Oaks
- Hidden Pond
- Huntley Meadows
- Riverbend Park

Lakefronts Section

- Burke Lake
- Lake Accotink
- Lake Fairfax
- *Clemyjontri*
- *Turner Farm Observatory*
- *Scott's Run Nature Preserve*
- *Historic Huntley*

Natural and Cultural Emphasis

Camps

Boating

Campgrounds

Pavilions

Amusements

Ponds, Lakes, and Rivers

Unique Playgrounds

Traditions:

Bluebells at the Bend Virginia

Native American Festival

Independence Day Fireworks

Halloween

Wetlands Awareness Day





Historic Sites and Horticulture

Paola Schiappacasse, PhD, Branch Manager

- Colvin Run Mill
- Sully Historic Site
- Frying Pan Farm Park
- Green Spring Gardens

- *White Gardens*
- *Laurel Hill and Turner Farm Equestrian Programs*
- *Farmers Markets*
- *Garden Plots*

Natural and Cultural Emphasis
Seasonal Camps
Pavilions & Amusements
Countywide Equestrian
Heritage Resources & Tours

American Alliance of Museums
Accreditation (AAM)

Traditions:

Spring Plant Sale
Juneteenth Commemorations
Spring Farm Days
Holiday Lights on the Farm
Maple Syrup Boil Downs





Interpretation & Programs

Tammy Schwab, Branch Manager



**Volunteer
Management**



**Interpretative
Planning**



**Signage
Development**



**Program
Coordination**



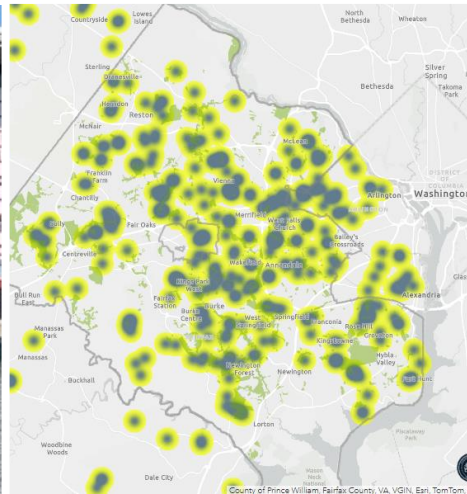
**Training &
Development**

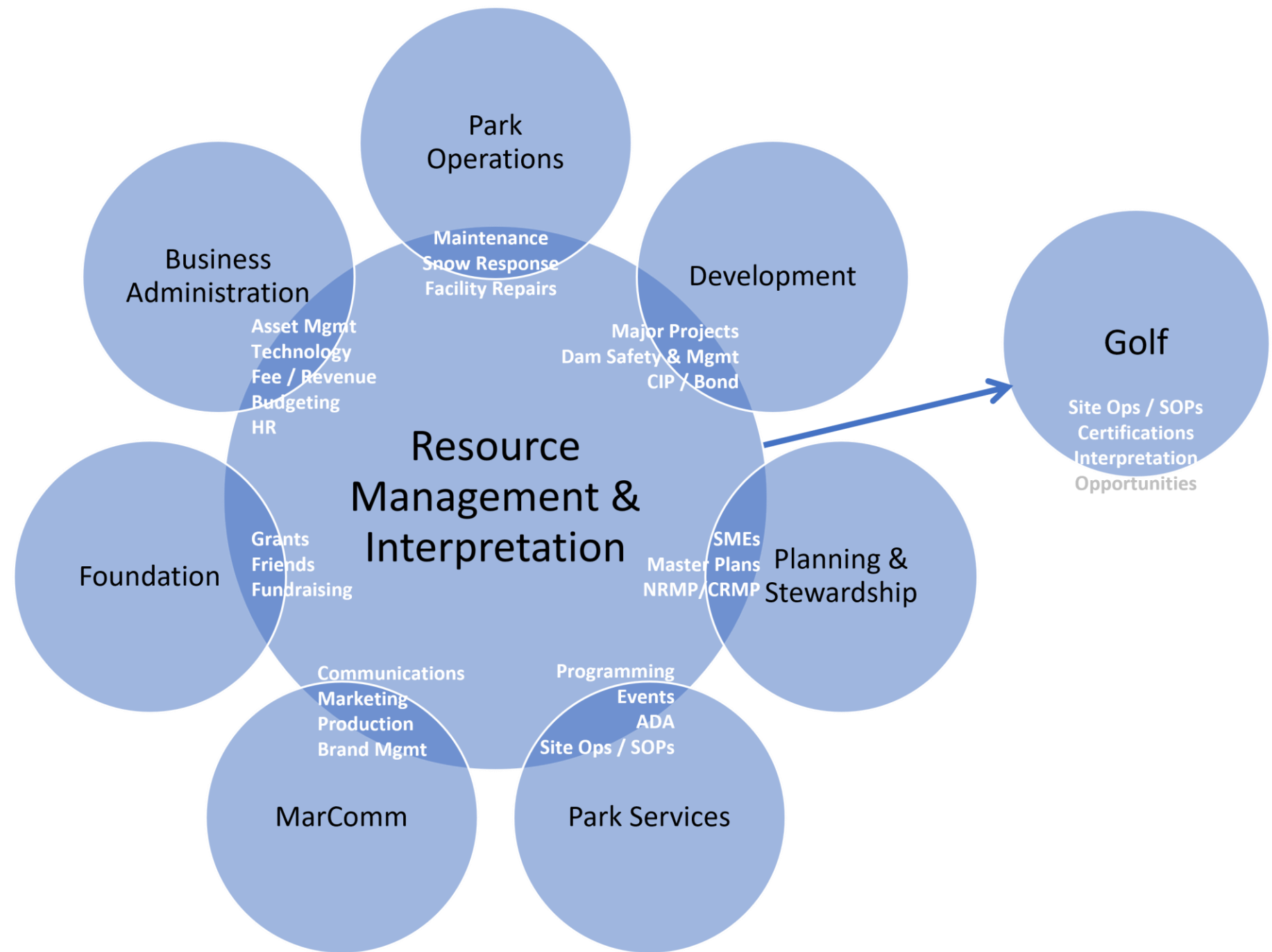


**Countywide
Initiatives**



**Community
Events**





Stewardship and Planning Division



**DIVISION DIRECTOR
TORSHA BHATTACHARYA**

**Assistant Division Director
Real Estate and Planning**

ACQUISITION/LEASES

- Easements
- Permits
- Telecom
- Leases

TRAILS PLANNING JAMES CORCORAN

- Natural Surface Trail
- Active Fairfax
- Comp Plan Trail Planning

PLANNING

Development Chris Blough

- Development Review
- Short term planning

Long range planning Stephanie Cornejo

- Master Planning
- PROSA
- Studies
- Needs Assessment

LAND MANAGEMENT ANDY ROYSE

- Acquisitions
- Leases
- Land Management

NATURAL RESOURCES JOHN BURKE

Helping our
Land Heal

Landscape
and
Sustainability
Legacy

Protection/
Development
Review

Inventory and
Planning

Bamboo &
IMA

ARCHEOLOGY & COLLECTIONS LIZ CROWELL

- Archeology
- Development Review
- Cultural Assessments

HERITAGE CONSERVATION DAVID BUTCHA

- Resident Curator Program
- Heritage Conservation
- Restoration



Planning-Long/Short Range, Trails Planning

- Develop park master plans, strategic plans, needs assessments, review of development plans, park development strategies, and community engagement
- Parks, Recreation, Open Space and Access (PROSA) Strategy
 - improve 10-minute walk access to FCPA parks, enhance access to complete park experiences, enrich habitat connectivity, and prioritize recreation needs with an equity lens.
- Selection of park plans for development,
- The Capital Improvement Framework,
- Evaluation of potential parkland acquisitions,
- Evaluation of development plans proposing new parks or recreation facilities,
- Assessing Mastenbrook Grant program applications,
- Bond planning.



Real Estate- Acquisitions and Land Management

- Acquisition & Leases Branch
 - Land acquisition
 - Lease management
- Land Management Branch
 - Park property use agreements
 - Land survey
- Establish and implement policies and processes related to acquisition, and protection of park land, trails and resources.
- Finalized acquisition of 20.45 acres of land including Quander Park and additions to Pohick Stream Valley Park, Raglan Road Park, and Flatlick Stream Valley Park.



Stewardship- Heritage Conservation

- Three-pronged approach to conservation and management.
 - Inventory and Planning,
 - Management and Protection
 - Stewardship Education
- Preserves more than 130 significant historic structures on parkland
- Award--winning Resident Curatorship Program.
 - In FY24, that program completed the \$1.2 million Ellmore Farmhouse rehabilitation project at Frying Pan Farm Park



Stewardship-Archaeology and Collections

- Archaeological resources both on parkland and countywide
 - More than 3960 archaeological sites and 3 million artifacts in collections.
- Currently inventorying historic cemeteries
- Completed archaeological fieldwork at Fairfax Arms in Colchester, the site of an 18th century tobacco port
- Friends of Fairfax County Archaeology and Cultural Resources (FOFA) was incorporated in November 2009 to support the Archaeology and Collections Branch (ACB).
 - Public outreach events
 - Cemetery clean-ups
 - Serves as an advocate for the ACB



Stewardship-Natural Resources

- Stewards approximately 17,000 acres of natural areas owned by FCPA
 - IMA, Helping Our Lands Heal, Landscape Legacy and Sustainability, and Natural Capital Protection.
- Ensures that development project avoid, minimize, and mitigate for any impacts to FCPA's natural resources.
- Completed ecological restorations at Elklick Grassland, Frying Pan Farm Park, and Laurel Hill
- Mapped and classified 1,351 acres of vegetation communities
- Documented 210 acres of rare natural communities on parkland.
- Received \$400,000 in funding to support the Fairfax County Running Bamboo Ordinance



HB320

- Unpaid volunteers utilizing nonrestricted herbicides can treat invasive plants on properties owned by local political subdivisions with the express authorization of a local political subdivision
- FCPA-Natural Resources
 - Building internal capacity to support HB320:
 - Purchase applicator equipment, Personal Protective Equipment (PPE), chemical storage, and spill management supplies
 - Develop internal protocols for volunteer use of herbicides
 - Create training program for volunteers with IMA, restoration, and ecological maintenance programs





MarComm

**Federation of Friends Meeting
Green Spring Gardens
Wednesday, November 6, 2024
5:30p – 7:30p**

TEAM MARCOMM

Daidria Grayson - Division Director

Admin Asst – Cheryl Stokes
Internal + Customer Support

**Marketing +
Analytics Lead**
Roberta Korzen

Division Partnership and
Brand Stewardship

Integrated Promotional
Plans: Park Services,
Golf, RMI/Friends

Market Research
(Surveys)

Email/Google
Reviews/CRM and
Marketing Analytics

**Communications
Lead (PIO)**
Benjamin Boxer

Media and Crisis
Communications

Community Outreach
and Events (Ribbon-
Cuttings, Openings,
Observances, etc.)

Board Communications,
Public Meetings, FOIA,
Parkmail

Social Media (X, FB, IG,
Flickr, Next Door)

**Creative Services
Lead**
Cindy Fortuno

Brand Identity: Logos,
Fonts, Colors, Broad
Creative Guidance

Graphic Design: Event
Promo, Signage, etc.

Creative Content:
Photo + Video

Parktakes Magazine
Development and
Production

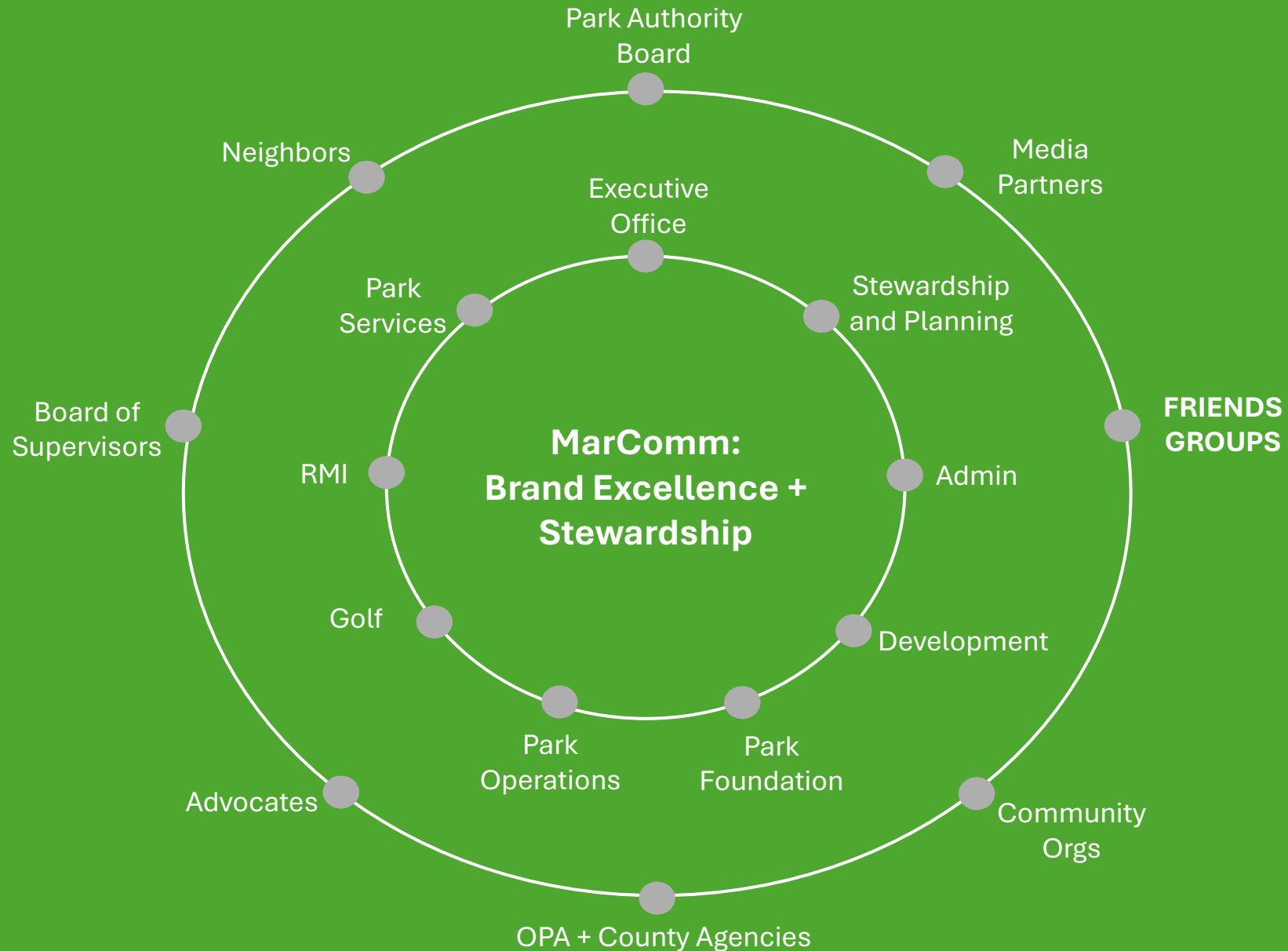
**Web + Digital
Technology Lead**
Don Tubel

Web Design + Content
Management

Site, Operational, or
Crisis Updates



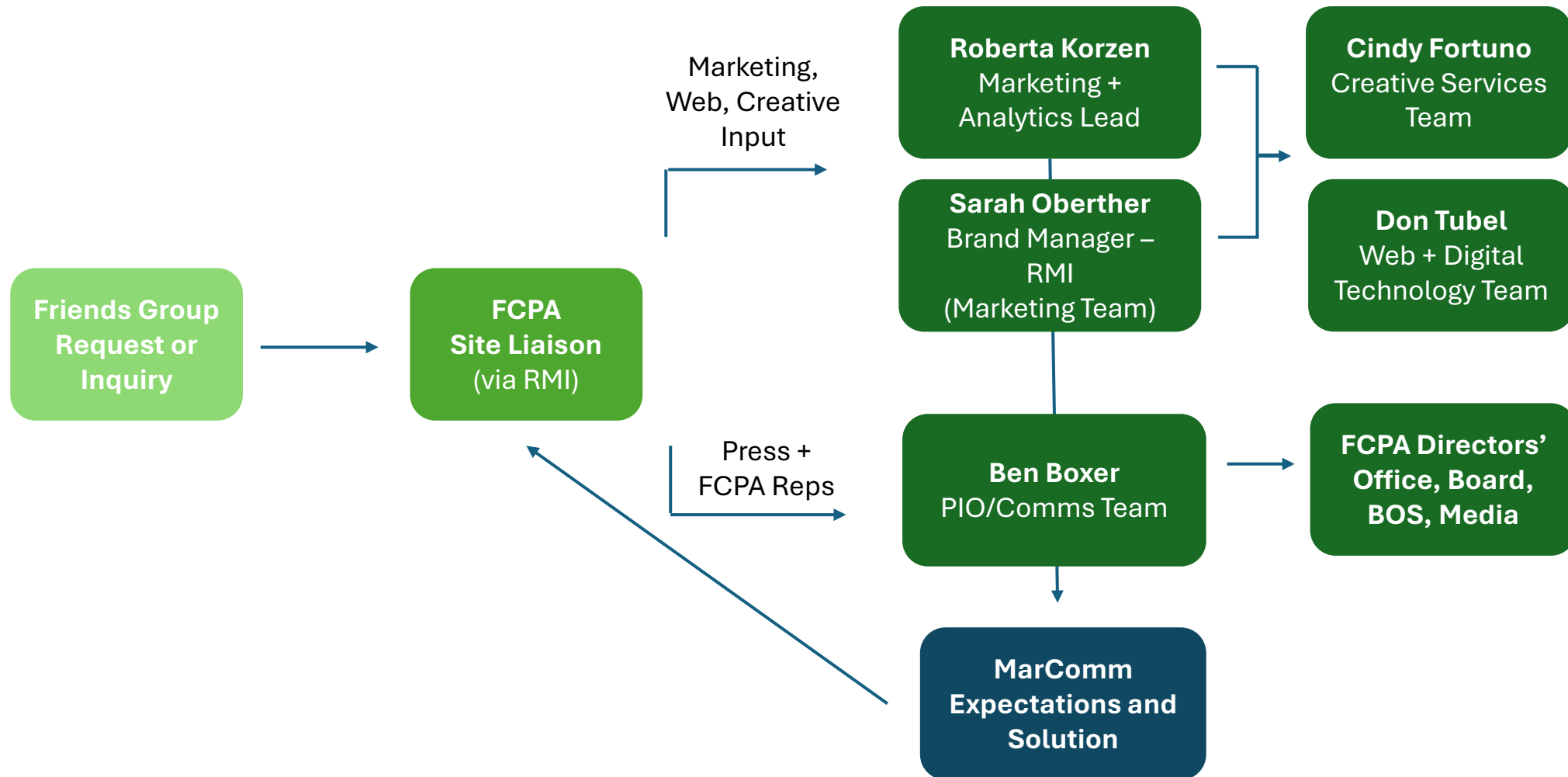
OUR ORBIT



MARCOMM WORKFLOW

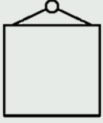





Division Role:

Leverage owned and earned channels to amplify strategic efforts of Friends Groups that support FCPA's mission and uphold FCPA's brand standards.



GENERAL MARCOMM SUPPORT

(not intended to conflict with existing MOUs)

Channel or Device	 Creative*	 Press/Media	 Social	 Events*	 Email	 Web
Support Available	Provide creative toolkit and brand guidance for Friends promotional materials.*	PIO collaboration on media outreach; inclusion of top events in weekly press packet.	Share wins, flagship events, and noteworthy news on relevant platform(s).	Promote events hosted by the Friends Group (if the media or FCPA or County officials are involved).	Include event or initiative in FCPA e-mail blasts when relevant.	Placement of fundraisers, volunteer opps, and programs on Friends/FCPA landing page
Assets to Provide your Site Liaison	Final or working files of promo materials: flyers, brochures, etc. (.doc, .pdf)	Final press materials or overview of initiative (.doc or .pdf); key image (.jpeg)	Final creative (.jpeg or .gif) sized for requested platform, descriptive copy, and link to website	Key image (.jpeg), time, date, location, point-of-contact, ROS, event description	Key image (.jpeg), time, date, price, location, description. event on FCPA site	Key image (.jpeg), time, date, price, location, event description
Time for Approval*	1-2 weeks for guidance	24 hours for crises; 3-5 business days for review; lead time varies for rep/media engagement	3-5 business days for repost; 1-2 weeks for OPA clearance	1-2 months for planning and promotion	1-2 weeks for writing and deployment	24 hours for crises; 1-2 weeks for website updates; 24-72 hours for edits
subject to change based on volume	*exception Sully + 4-H annual events			*exception Sully + 4-H annual events		

Questions MarComm Can Answer

- **Q. Before we print or post, is FCPA logo usage in accordance with FCPA and County guidelines?**
 - *Should we place the FCPA logo on this piece of communication?*
 - *Are we using the proper logo?*
 - *Is the logo size proportional?*
- **Q. Who from FCPA, FCPA Board, or BOS are available to support our flagship event or program?**
- **Q. Can FCPA amplify our event on their social, email, and press channels? If this is a fundraiser or advocacy event, what is the process to approve promotion of this event?**
- **Q. Can we add our event to the FCPA's event page for additional reach?**
- **Q. Who can speak to or provide FCPA operational and policy guidance for our event to make sure we offer a good experience?**
- **Q. Are there any sensitivities we should consider relative to our efforts?**





Thank You

Contact Info:

Daidria R. Grayson

Marketing + Communications Division Director

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County Mobile: 571-363-9562



Around the Room



*Thanks to all
of our FCPA
Friends!*

