
GENESEE COUNTY PARKS & RECREATION COMMISSION MINUTES

The semi-monthly meeting of the Genesee County Parks & Recreation Commission was held on Thursday, January 14, 2010 in the Harris Auditorium at the Genesee County Administration Building, 1101 Beach Street, Flint, 48502.

MEMBERS PRESENT: Joe Krapohl, Patrick Gleason, Mike Keeler, David Miller, Bob Ranger, Archie Bailey, Bill Lucas, Ted Henry

MEMBERS ABSENT: Jim Washington, Jeff Wright

STAFF PRESENT: Amy McMillan, Director; Ron Walker, Deputy Director; Deborah Wilkes, Secretary; Leisa Gagne, Finance Officer.

OTHERS PRESENT: None

(1) **Call To Order**

President Krapohl called the meeting to order at 10:00 a.m.

(2) **Opportunity for the Public to Address the Commission**

No one from the public addressed the commission.

(3) **Nomination and Election of Parks Commission Officers**

President Krapohl asked for nominations for the office of President. Commissioner Bill Lucas nominated Joe Krapohl for the office of President of the Parks Commission. Commissioner Mike Keeler supported that nomination.

President Krapohl called for any other nominations (3 times). With no other nominations, the nomination process was closed and a motion was made to close the nominations and elect the nominee by acclamation. With no further discussion the following action was taken:

Motion by Commissioner Miller
Supported by Commissioner Keeler

Motion and support to close the nomination, accept the nomination of Joe Krapohl for President of the Parks Commission, and elect the nominee by acclamation.

Ayes: All ayes

Nays: None

MOTION CARRIED UNANIMOUSLY

- President Krapohl asked for nominations for the office of Vice President. Commissioner Bill Lucas nominated Jim Washington for the office of Vice President of the Parks Commission. Commissioner Patrick Gleason supported that nomination.

President Krapohl called for any other nominations (3 times). With no other nominations, the nomination process was closed and a motion was made to close the nominations and elect the nominee by acclamation. With no further discussion the following action was taken:

Motion by Commissioner Keeler
Supported by Commissioner Miller

Motion and support to close the nomination, accept the nomination of James Washington for Vice-President of the Parks Commission, and elect the nominee by acclamation.

**Ayes: All ayes
Nays: None**

MOTION CARRIED UNANIMOUSLY

- President Krapohl asked for nominations for the office of Secretary. Commissioner Ted Henry nominated Bill Lucas for the office of Secretary of the Parks Commission. Commissioner Mike Keeler supported that nomination.

President Krapohl called for any other nominations (3 times). With no other nominations, the nomination process was closed and a motion was made to close the nominations and elect the nominee by acclamation. With no further discussion the following action was taken:

Motion by Commissioner Keeler
Supported by Commissioner Miller

Motion and support to close the nomination, accept the nomination of Bill Lucas for Secretary of the Parks Commission, and elect the nominee by acclamation.

Ayes: All ayes
Nays: None

MOTION CARRIED UNANIMOUSLY

(4) CONSENT AGENDA

Discussion: There were no items removed from the consent agenda.

Action Taken:

Motion by Commissioner Lucas
Supported by Commissioner Keeler

Motion and support for approval of the consent agenda items.

Roll Call:

Yeas: Bailey, Miller, Gleason, Henry, Keeler, Krapohl, Lucas, Ranger
Nays: None
Absent: Commissioners Washington and Wright.

MOTION CARRIED 8-0

(5) REPORT FROM LEGAL COUNSEL

Mr. Barkey was in court today and unable to attend today's meeting. He sent his apologies through Ms. McMillan.

(6) DIRECTOR'S REPORT

A. Marketing Presentation. Ms. McMillan introduced Ms. Hilda McShane, Marketing Specialist, who will present some information about the live streaming of the Huckleberry Radio Hour. Ms. McShane informed the commissioners that live streaming of the radio hour reached people as far away as China, the Netherlands, Canada and across the U.S. Our live broadcasting on a local radio station reached about 200, plus the opera house live audience of fewer than 200. Over 19,000 computer users quickly looked at that streaming page. The number of people who watched an average of 37 minutes (or more) of the Radio Hour was 1154. She showed a copy of the web page in print which shows the toggle switches that allowed viewers to make reservations for the Christmas Holiday Magic program, donate money to the railroad restoration and all the while they would be seeing our advertisement (the same that ran on Channel 12) at the beginning, middle and end of the Radio Hour stream. This type of media broadens the scope of the Radio Hour. So the exposure we are getting for the cost involved is a great opportunity. We'll be using this tool in the future to seek out sponsors, donations, and other programs.

Ms. McMillan said this not only promotes the parks, but the County of Genesee as a whole. We are working with our partners to get out a consistent, positive message about the County and the City of Flint. Getting out the word about the talent, art and participation at this event (Radio Hour) it forms a positive image which could translate into a business opportunity for the parks and the county.

Commissioner Bailey asked about the cost of doing this type of media. Ms. McMillan said the cost per episode is about \$4,000 which includes the cost of writing, hiring talent, etc.

B. Christmas preliminary figures. When we have our retreat in February we will go into details about our past year. We have a preliminary report on revenues for Christmas at Crossroads exceeded our budget by about \$70,000. We had outstanding attendance with record attendance during a drive thru night of 984 paid vehicles in four hours. Overall Crossroads attendance in 2009 was up by 4% over 2008. Considering the continuing economic crisis that the nation, state and county are facing, we are very pleased with those numbers. We will provide complete details of attendance by zip code and our return on investment on our marketing efforts. After reviewing customer surveys Ms. McMillan only recalls seeing one that would not recommend Crossroads Village. It was a great season.

The first quarter of the fiscal year sets the tone for the rest of the fiscal year here at the Parks. The revenue we generate and money we spend for expenses drives what we have left for the rest of the year. We are not looking at making further cuts as we did last year.

(7) OTHER BUSINESS

President Krapohl reminded the commissioners that February 11 is the Parks Commission Day Retreat. There are many important issues to discuss during the retreat and the meeting will begin immediately following our regular meeting on the same date. The retreat will be held in Room 301 of the administration building, next to the Harris Auditorium.

President Krapohl also noted that Jamie Curtis was elected as the new Chair of the Genesee County Board of Commissioners. The Parks Commission plans to give periodic short updates to the Board of Commissioners during the public comment part of their meetings. We may call upon one of the park commissioners to come and make an introduction so we can present some good news about the parks. One of the items we'd like to share with the Board is the recent award the carousel at Crossroads Village received. We could send out an email about when the presentation to the Board will be made and if any of the commissioners would like to attend, it will be a quick presentation.

(8) OPPORTUNITY FOR COMMISSIONERS TO ADDRESS THE COMMISSION

Commissioner Henry needs to measure the carousel plaque in order to build a backing for mounting the award.

Commissioner Bailey asked if the board would consider having the parks commission meetings in one of the parks during the summer. He enjoyed having our meetings in the various parks and it was a chance to see the other parks and be in the parks. Ms. McMillan said as long as we posted it in advance, we could change the location.

Commissioner Ranger said he would be in favor of having some meetings in the various parks as well and we had some members of the public in attendance.

President Krapohl asked the board to keep Commissioner Washington's mother in their thoughts; she is having some health problems. President Krapohl also said that a previous long-term parks commissioner, Charlie Oliver, is gravely ill and to keep him in your thoughts as well.

(9) OPPORTUNITY FOR THE PUBLIC TO ADDRESS THE COMMISSION

No one from the public addressed the commission at this time.

(10) ADJOURNMENT

With no objections made, President Krapohl adjourned the meeting at 10:18 a.m.