



GENESEE COUNTY PARKS

Get away. Right away.

COMMISSION MINUTES: August 22, 2024

MEMBERS PRESENT IN-PERSON:

President Joe Krapohl
Commissioner James Avery
Commissioner Domonique Clemons
Commissioner Michael J. Keeler
Commissioner Cathy Lane
Commissioner Kevin Sylvester

MEMBERS ABSENT: Vice President James Washington, Secretary Anne Figueroa,
Commissioner Gloria Nealy, Commissioner Michelle Davis

STAFF PRESENT IN-PERSON:

Patrick Linihan, Parks Director; Cassie Voelker, Director of Finance and Park Operations; Emily Stetson, Parks Program Manager; Rick Witham, Chief Park Ranger; Nancy Edwards, Recreation Programs and Grants Officer; Kari Koske, Administrative Assistant; Allyson Voelker, Marketing Assistant; Jackie Domerese, Communications, Event & Brand Manager; Anthony Walter, Parks Operations Manager; Beth Schrader, CRV Event Coordinator; Leisa Gagne, Parks Operations Consultant

OTHERS PRESENT: None.

1. CALL TO ORDER. President Joe Krapohl presided and called the meeting to order at 10:05 AM.
2. PUBLIC COMMENT. Anyone wishing to address the commission must state their name and address and they have 3 minutes to speak.

None.

3. CONSENT AGENDA. President Joe Krapohl asked Commissioners if there were any items they wish to remove from the consent agenda for discussion. No items were removed.



GENESEE COUNTY
PARKS AND RECREATION
COMMISSION

ACTION TAKEN:

Motion by Commissioner Keeler
Supported by Commissioner Lane

MOTION AND SUPPORT TO APPROVE ITEMS A-C AS LISTED IN PACKET.

ROLL CALL

YEAS: Avery, Clemons, Keeler, Krapohl, Lane, Sylvester

NAYS: None

ABSENT: Davis, Figueroa, Nealy, Washington

MOTION CARRIED 6-0-4

4. DIRECTOR'S REPORT

- Going into the last weekend of Day Out With Thomas
- Tickets are live for Chili Nights & Village Lights event
- End of Fiscal Year; slowing down, getting ready for next year
- Soon transitioning from Summer to the Holiday Season
- Numbers looking great for the Crim event at Crossroads Village
- Introduction of Marketing Team and presentation of upcoming Marketing Plan

A. PRESENTATION: MARKETNG STAFF—MARKETING PLAN FYE 2025

Lane: Thank you for your energy!

Linihan: The Marketing team has really stepped up. You see them engaged online—we have regular posts. They started 'Fridays in the Field', where they are highlighting things that are happening in the Parks and the staff that are doing the things. I applaud them for that work. Thank you.

B. APPROVE PARKS MARKETING PLAN FYE 2025

Request to approve Marketing Plan and submit it to the BOC for approval process.

ACTION TAKEN:

Motion by Commissioner Lane
Supported by Commissioner Avery

MOTION AND SUPPORT TO APPROVE MARKETING PLAN AND REFER TO BOC APPROVAL PROCESS.

ROLL CALL

YEAS: Avery, Clemons, Keeler, Krapohl, Lane, Sylvester

NAYS: None

ABSENT: Davis, Figueroa, Nealy, Washington

MOTION CARRIED 6-0-4

5. OLD/NEW BUSINESS—

Krapohl: Just a reminder about the volunteer dinner coming up. If you do have the chance to go there, it is an absolutely wonderful night and have a lot of good times.

6. OPPORTUNITY FOR COMMISSIONERS TO ADDRESS THE COMMISSION

Keeler: This week I went to Ann Arbor to attend a memorial held at a building in a park. All of their parks have solar arrays. They have rain gardens where the water flows off into a rain garden. There is now still money from the Federal government out there to get communities, local and county wide, to get on renewable energy to hit the 2030, or 2040 deadline. Have we checked into that to see if it's even possible for us?

Linihan: No, we haven't, but we have been looking at ways to incorporate renewable into what we're doing. The Branch Road Fishing Site project, once we get that done, that's going to have solar lights up there. We were just having a conversation this week about some areas of For-Mar that are always flooded that are normally turf areas. We're looking at turning those into a native rain garden as well and doing some education around that. Definitely things we are trying to incorporate throughout the Parks system.

Lane: This week in the news there were problems with e-bikes and their batteries. And also, they have several at Michigan State that were stolen and thrown in the river. We don't plan on having any 'Try An E-Bike' anywhere, do we?

Linihan: I think what you're referring to are the scooters that are out there. We don't have any plans to offer those within our Parks system. We are looking at one for Patrol use for our Park Rangers to get into spots, especially downtown, where we can't get a golf-cart in. Besides that, no, we don't have any plans.

Krapohl: Anthony, how is the Campground going this year?

(Anthony) Walter: Very busy. We've had a very busy year. We had a lot to learn from it being such a busy year and a lot of new challenges, but we're working that out. There's a lot of excitement around the Walker Way camp sites. For the Halloween weekends, the new section is pretty much completely booked, those are the first ones to go—which is a good sign for next year! Probably tells us, since those weren't available opening day last year, that those are probably going to be the more popular sites going forward. Got a lot of positive feedback from customers about all the improvements. We are really excited about the pavilion hopefully going in towards the end of this fall too. A lot of good things happening out there!

Keeler: Wasn't last week the hydroplane race? How'd those go?

Linihan: By the time we got the final approval from them that it was a 'go', they had funding issues this year. It could have been better. We're happy with the event but we'll look at changes for next year. Right now, most of their sponsors want to come back next year so they'll be able to actually have everything in place here a lot sooner so they'll be able to advertise and get it out there. I think that was part of the problem—trying to advertise an event in three weeks is pretty difficult when people are trying to make plans.

Keeler: Did it rain both Saturday and Sunday?

Linihan: No, it did not. We had issues on the first day. We couldn't get boats racing until after noon because of all the wind.

7. ADJOURNMENT. Hearing no objections to adjournment, the meeting adjourned at 10:22 AM.

I, Kari Koske, Administrative Assistant, certify that the above is a true and correct transcript from the August 22, 2024, Parks and Recreation Commission meeting that was duly called and held in all respects in accordance with the laws of the State of MI and the by-laws of the company and that a quorum was present.

I further certify that the votes and resolutions of the commissioners of Genesee County Parks and Recreation Commission at the meeting are operative and in full force and effect and have not been annulled or modified by any vote or resolution passed or adopted by the board since that meeting.

Kari Koske, Administrative Assistant
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