

**AGENDA**  
**Huron-Clinton Metropolitan Authority**  
**Board of Commissioners Meeting**  
**November 10, 2011, 10:30 a.m.**  
**Administrative Office**

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1. Chairman's Statement
2. Public Participation
3. Minutes – October 2011
4. Financial Statements – October 2011
5. Vouchers – October 2011
6. Purchases
  - A. ShoreTel Purchases – Lower Huron, Hudson Mills, Kensington (pg. 1)
7. Reports
  - A. Metro Beach
    1. Report – Name Change Survey (pg. 3)
  - B. Stony Creek
    1. Report – Potential Land Sale to NMSC (pg. 5)
    2. Bids – Eastwood Beach Play Area Development (pg. 11)
    3. Change Order – Eastwood Beach Water Main Replacement (pg. 13)
    4. AirMarc, LLC Waterslide Agreement Extension (pg. 15)
  - C. Wolcott Mill
    1. Update – Wolcott Mill Farm Business Development Plan (pg. 17)
  - D. Kensington
    1. DTE Energy Service Agreement – Wasterwater System Improvements (pg. 19)
  - E. Willow
    1. ITC Proposed Settlement Agreement (pg. 23)
    2. Bids – River Bank Erosion Repairs, Bike Trails (pg. 25)
  - F. Oakwoods
    1. Bids – Debris Removal, Flat Rock Dam (pg. 27)
  - G. Administrative Office
    1. Preliminary 2012 Budget Estimates (pg. 29)
    2. Update – Six Month Marketing Report (pg. 57)
    3. 2012 Commission Meeting Schedule (pg. 61)
    4. 2012 Employee Awards Banquet Allocation (pg. 65)
    5. Update – Replicated Giant Michigan Stove from State Fairgrounds (pg. 67)
    6. Donations (pg. 71)
    7. Report – Legislative (pg. 73)

**AGENDA**  
**Huron-Clinton Metropolitan Authority**  
**Board of Commissioners Meeting**  
**November 10, 2011, 10:30 a.m.**  
**Administrative Office**  
**Page Two**

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- 8. Director's Comments and Personnel Announcements
- 9. Commissioners' Comments
- 10. Motion to Adjourn

<p>The next regular Board of Commissioners meeting will be held on Thursday, Dec. 8 at 10:30 a.m. at the Administrative Office.</p>
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# HURON-CLINTON METROPOLITAN AUTHORITY

To: Board of Commissioners  
 From: Maria VanRooijen, Buyer  
 Project No: ITB-10-036A  
 Project Title: Phone System Upgrade  
 Location: Lower Huron and Hudson Mills Metropark  
 Date: November 3, 2011

Bids Opened: 2:00 p.m., Monday, November 22, 2010

**Scope of Work:** Furnish, deliver and install new ShoreTel phone equipment at Lower Huron and Hudson Mills Metroparks. This is the last purchase from the original bid ITB-10-036A presented at the December 2010 Board meeting for approval. Materials for Lower Huron include 37 phones, three (3) switches and for Hudson Mills 11 phones, two (2) switches and all necessary hardware and software licenses needed, including providing one-year maintenance for the system. This is the third purchase to the phone system upgrade project. The first purchase was submitted to the board in December 2010 for the Administrative Office. The current pricing reflects a 29.43 percent discount.

<u>Vendor</u>	<u>City</u>	<u>Amount</u>
Ultracom, Inc.	Southfield, MI	\$28,830.39 Lower Huron
		<u>\$13,750.00</u> Hudson Mills
Total		\$42,580.39

INVITATION FOR BIDS WERE POSTED ON MICHIGAN INTER GOVERNMENTAL WEBSITE AND WAS SENT TO 339 REGISTERED SUPPLIERS.

**Recommendation:** That the Board of Commissioners award to the low responsive, responsible bidder, Ultracom, Inc. in the amount of \$42,580.39 as per ITB-10-036A as recommended by Buyer Maria van Rooijen and staff.





## HURON-CLINTON METROPOLITAN AUTHORITY

7 - A - 1

Meeting of November 10, 2011

To: Board of Commissioners  
From: David C. Moilanen, Director  
Subject: Metro Beach Metropark Name Change Survey  
Date: November 3, 2011

During the July 2011, Board meeting, Commissioners discussed the possibility of changing the name of Metro Beach Metropark as a way to reduce the confusion people have when the beach is closed at the park due to high E. coli levels in the water, and to better reflect the many activities and facilities at the park in addition to a beach. The Board also discussed, there is concern changing the name would cause a loss of recognition, and loss of good will that has developed over the years for the park that is reflected in the name "Metro Beach."

As directed by the Board at that meeting, a brief survey was developed and distributed to visitors entering Metro Beach from the third week of August through September. Survey cards were handed out at toll booths, and on several weekend days a table was set up in the plaza with staff assigned to encourage visitors to complete the survey and return it. A total of 388 completed surveys were received.

The first question asked, "If you heard on the news, or read this headline: Metro Beach is closed, (a) would you still go to the park, and (b) would you assume the entire park is closed?" About 70 percent said they would still go to the park and would not think the entire park was closed. 118, or about 30 percent, responded that they would not come to the park and that they would think the entire park was closed if they saw or heard the headline "Metro Beach is closed."

The second question asked, "To reduce the confusion, should the park be named something other than "Metro Beach Metropark" such as "Lake St. Clair Metropark?" About 69 percent answered that the park name should stay the same, 15 percent said it should be renamed Lake St. Clair Metropark, 12 percent said it didn't matter what the name was and 4 percent thought it should be named something else.

The third question asked, "If the name was changed to Lake St. Clair Metropark, would you use the park more often, less often or the same amount as you do currently?" Almost all said the name of the park would not affect the amount they visited the park.

The majority of those responding to the survey preferred the Metroparks retain the name Metro Beach. There is a significant number, however, about 30 percent, who are confused and believe the entire park is closed when the media reports that Metro Beach is closed. Since 1994, when lakefront closures from high levels of E. coli became a significant issue, staff has tried working with the media to get them to clarify their statements so as to more accurately report that only the lake beach was closed, not the entire park. However, after 16 years, some media continued to report that Metro Beach was closed this last summer. After this length of time, it is evident that we are not going to be successful in getting the media to

change its reporting of closures from “Metro Beach is closed,” to “the lakefront beach at Metro Beach is closed.” Although there is no certainty, it would appear from experience with similar closure reporting at Stony Creek Metropark (When one of the beaches closes there, it is more typically reported that Baypoint Beach, or Eastwood Beach, in Stony Creek Metropark is closed), that changing the park name so as not to include the word “beach” would help to change media reporting and more clearly state that just the beach at the park is closed.

Changing the name of the park would require changing in-park signs, path finder signs (e.g., on I-94 and Metro Parkway), brochures and other printed materials. Staff estimates this would cost about \$20,000.

**Recommendation:** That the Board of Commissioners provide staff guidance as to whether the Metropark located in Harrison Township along Lake St. Clair, should continue to be named Metro Beach Metropark or should the name be changed to Lake St. Clair Metropark.



## HURON-CLINTON METROPOLITAN AUTHORITY

7 - B - 1  
Meeting of November 10, 2011

To: Board of Commissioners  
From: Michael Arens, Chief Engineer  
Subject: Report – Potential Land Sale to NMSC  
Date: November 3, 2011

At the Oct. 13, 2011 meeting of the Board of Commissioners, Executive Secretary Phifer reported on the status of the proposed sale of a 30-acre parcel of land located at the northeast corner of Inwood and Mt. Vernon Roads by HCMA to the North Macomb Sportsmen Club (NMSC). Executive Secretary Phifer reported on the completion of a natural features inventory, completion of appraisals and status of discussions with NMSC.

In particular, it was reported that the Michigan Department of Natural Resources (MDNR) and the National Park Service (NPS), in response to HCMA's inquiry, have determined that the proposed sale (or lease, or other transfer of interest) to NMSC would constitute a conversion to non-recreational use of the property. As such, the sale is prohibited under the regulations of the federal Land and Water Conservation Fund (LWCF) of 1965 (PL 88-578, Title 16 USC) without prior approval of a conversion mitigation plan by the MDNR and NPS.

MDNR's and NPS's determination is based on the fact that Stony Creek Metropark has received grant assistance from the LWCF for property acquisition and development in the past. The grant agreements obligate HCMA to comply with all applicable LWCF regulations, and they subject the entire park area referenced in the agreements (particularly, in the so-called "6(f)(3) boundary map" in the agreements) to LWCF anti-conversion regulations.

The purpose of these regulations is to provide for the addition of lands to recreational use and improvements to park lands. The regulations are also intended to assure that grant-assisted additions within a park are not offset by divestitures elsewhere in the same park, and that the grant-assisted parks are available for open public use on a non-discriminatory basis, without regard to residency or membership.

At the Oct. 13, 2011 Board of Commissioners meeting, staff was directed to gather additional information on options for addressing this issue.

### Alternative 1 – Appeal MDNR/NPS Determination

One option would be to appeal the MDNR's and NPS's determination. If this alternative were to be pursued, it would be HCMA's responsibility to make the appeal, as owner of the land and recipient of the LWCF grant. The appeal would have to be made to MDNR, to NPS Midwest Region, and potentially NPS headquarters. Legal counsel may be necessary and the prospects for success are unknown. For these and other reasons, staff would not recommend appealing the decision.

### Other Alternatives

Other alternatives involve the preparation of a conversion mitigation plan for submittal to MDNR/ NPS, proposing that the sale of the property to NMSC would be mitigated by HCMA's acquiring a replacement property elsewhere and incorporating that property within a Metropark.

The replacement property does not have to be directly adjacent to or nearby the converted site, but it must serve the same general community(ies) and area. Two alternatives for selling the property and mitigating the conversion are discussed below.

#### Alternative 2 – Land Swap with NMSC

A land swap as previously discussed with NMSC would be feasible only if all LWCF conversion mitigation requirements are met, in particular the requirement that the replacement property be of equal or greater fair market value and recreational usefulness compared to the converted property. The idea of swapping the northern (wetland) portion of NMSC's property with the southern (developable) portion of the adjacent 30-acre HCMA parcel is problematic in this regard. Alternately, NMSC could potentially acquire an acceptable replacement property elsewhere and transfer it to HCMA in conjunction with HCMA's sale of land to NMSC. However, HCMA and NMSC would have to cooperate to insure the property meets HCMA's land acquisition needs that it meets LWCF's requirements, and that pre-approval of the conversion mitigation plan by MDNR and NPS can be obtained.

#### Alternative 3 – Designate a Future HCMA Land Acquisition as Replacement Property

Due to HCMA's ongoing land acquisition effort at Wolcott Mill, a future acquisition of property there could potentially provide the replacement property needed to mitigate the conversion. This is precisely the approach staff used in mitigating the conversion created by the Sprint Cell Tower lease at Snell Road in Stony Creek Metropark, which HCMA entered into in 2000. HCMA was notified by MDNR of that conversion in 2006. We began developing a mitigation plan in 2008 when the acquisition of the Thomas property at Wolcott Mill Metropark became imminent. After acquiring this property in May of 2011 we were able to finally submit a complete mitigation plan in September of this year. The plan is under review by MDNR/ NPS at this time.

Based on our past experience, it is feasible to mitigate the conversion created by the land sale to NMSC through the acquisition of a replacement property at Wolcott Mill, where HCMA's land acquisition program is ongoing. Proceeds of the land sale to NMSC would be dedicated to HCMA's land acquisition account (as required under our Proceeds from Land Divestiture policy) where they would help to offset the cost of the acquisition. Mitigating the conversion would require substantial administrative effort and it can only be undertaken by HCMA, as the owner of the property and recipient of the LWCF grant.

If either Alternative 2 or 3 were to be pursued, the sale of the 30-acre parcel to NMSC would have to await the identification of a replacement parcel that would potentially be useful to and available for acquisition by HCMA.

#### Key MDNR/ NPS Requirements for Conversion Mitigation Plans

MDNR/NPS typically require pre-approval of a mitigation plan before the conversion takes place; that is, before the property is sold or interest is transferred, and before the replacement parcel is purchased. Currently-owned HCMA property cannot be proposed as replacement property. Obviously, it is problematic for the timing of a sale to NMSC if no suitable replacement property is currently available for purchase. It is also problematic, for purposes of negotiations, if a potential replacement parcel must be pre-identified and publicly disclosed as such.



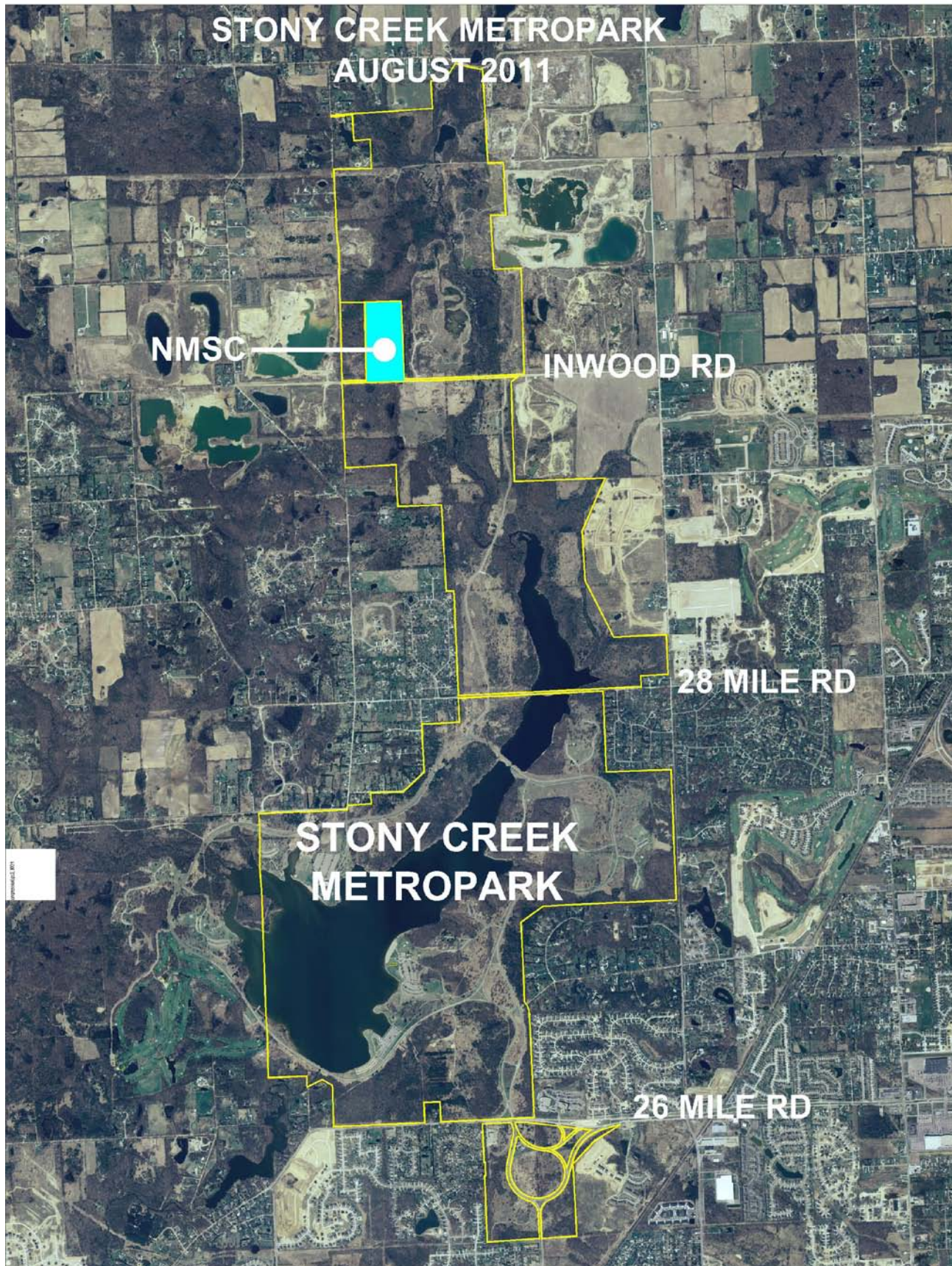
However, once a potential replacement property is identified, a mitigation plan can be preliminarily developed. Recognizing the timing problem, MDNR/ NPS has developed a procedure for waiving pre-approval (a “waiver of retroactivity”), but this waiver does not guarantee approval of the conversion mitigation proposal.

There are several other key requirements for a proposed mitigation plan to be approved by MDNR/ LWCF, as follows:

- The replacement property must be of equal or greater fair market value and recreational usefulness; that is, its appraisal value, recreational value, environmental value and (typically) acreage must be greater than that of the converted property.
- Appraisals must be provided for both the converted and replacement sites, and they must be prepared in accordance with the more stringent Uniform Appraisal Standards for Federal Land Acquisitions.
- A Section 106 National Historic Preservation Act (NHPA) review for cultural and archaeological resources must be performed for both the converted and replacement sites; the application must be submitted for review and approval by the State Historic Preservation Office (SHPO). Depending on their review, SHPO may determine that a Phase I archaeological study is necessary, which would also have to be provided as part of the mitigation plan.
- An Environmental Impact Review must be performed in accordance with National Environmental Policy Act of 1969 (NEPA), including Phase I Environmental Assessment, for both the converted and replacement sites.
- The mitigation plan must be submitted to SEMCOG for State Clearinghouse Review.
- A survey and legal description must be provided.
- A public hearing must be held, properly noticed and recorded.
- If a proposed replacement property is significantly greater in value and acreage than the converted property, it is possible to dedicate a portion of that property as a replacement parcel, provided that the replacement parcel remains of greater value and acreage than the converted property.
- The replacement property would become encumbered under all anti-conversion regulations of the LWCF.

The responsibility to avoid conversions, to prepare and submit conversion mitigation plans, and to assure that such plans meet LWCF requirements lie solely with HCMA, as LWCF grantee and owner of LWCF grant-assisted property at Stony Creek.

**Recommendation:** That the Board of Commissioners received and file the Potential Land Sale to NMSC Report as recommended by Chief Engineer Arens and staff.





**STONY CREEK METROPARK  
POTENTIAL LAND DIVESTMENT TO  
THE NORTH MACOMB SPORTSMEN'S CLUB  
AUGUST 2011**

**30.00  
Acres  
HCMA**

**42.90 +/-  
Acres  
NMSC**

MT VERNON ROAD

INWOOD ROAD

0 200 400 800 1600

1 INCH = 400 FT.





# HURON-CLINTON METROPOLITAN AUTHORITY

To: Board of Commissioners  
 From: Michael Arens, Chief Engineer  
 Project No: 509-11E  
 Project Title: Eastwood Beach Play Area Development  
 Project Type: Capital Improvement  
 Location: Stony Creek Metropark, Macomb County  
 Date: November 3, 2011

Bids Opened: October 20, 2011 at 2:00 p.m.

**Scope of Work:** Provide a play area development encompassing an area of approximately one acre at the beachfront of Eastwood Beach. Project provides a grouping of five major play elements designed for 5- to 12- year old children; including a large cabled climbing structure; three climbing structures with various slides, platforms, bridges and climbers; and a series of spinners; all connected by various climbing walls and interactives, and underlain with rubber and fiber play surfacing. The project also provides a 2- to 5- year old play area with a major play structure including slides, interactives, spring riders, swings and shade structures; also included are dinosaur-themed discovery play toys. Also included are seating areas and concrete walkway (approximately 5,000 sq.ft. in area); concrete curbing; turf development; landscaping, including trees, grasses and perennials; benches and trash receptacles; irrigation system improvements; irrigation pumphouse (replacing municipal water service with lake water); demolition, site preparation, drain tile and erosion control. The play area will meet U.S. Consumer Product Safety Commission standards and universal access standards.

<u>Contractor</u>	<u>City</u>	<u>Amount</u>
1. Usztan, LLC	Auburn Hills	\$566,757.50
2. D&J Contracting, Inc.	Clinton Township	\$567,513.50
3. Bernco, Inc.	St. Clair Shores	\$573,598.94
4. Cortis Brothers	Marine City	\$577,724.00
5. Cedroni Associates, Inc.	Utica	\$611,700.00
6. White Construction Company	Detroit	\$612,500.15
7. Rolar Property Services	Troy	\$624,415.00
8. Warren Contractors & Development, Inc.	Shelby Township	\$664,216.75
9. Soulliere Decorative Stone, Inc.	Utica	\$703,058.35
Total Budget Amount for Contract Services and Administration		\$600,000.00
Proposed Work Order Amount		
Contract Amount – Usztan (Rounded)		\$567,000.00
Contract Administration		<u>\$ 23,000.00</u>
Total Proposed Work Order Amount		<u>\$590,000.00</u>
Funds to be returned to Reserve Account		\$ 10,000.00

The following contractors obtained bidding documents but did not submit a bid:

Liparoto Construction, Rockwood,	Kompan, Tacoma, WA
L. D'Agostini, Macomb Township	D.L.F., Romeo
Clarks Construction, Detroit	Pavex Corporation, Taylor
AJ Bellomo Studios, Mt. Clemens	Braun Construction, Farmington Hills
A&M Construction, Washington	

**Recommendation:** That the Board of Commissioners award Contract No. 509-11E to the lowest responsive, responsible bidder, Usztan, LLC, in the amount of \$566,757.50 as recommended by Chief Engineer Arens and Staff.





## HURON-CLINTON METROPOLITAN AUTHORITY

To: Board of Commissioners  
Subject: Change Order – Backflow Prevention Device  
Project Title: Eastwood Beach Water Main Replacement  
Project Type: Supplemental Major Maintenance  
Location: Stony Creek Metropark, Macomb County  
Date: November 10, 2011

On September 8, 2011 the Board of Commissioners awarded a contract to repair and upgrade the water mains serving the Eastwood Beach and Boat Launch areas, including 2,500 lineal feet of direct-buried 8-inch PVC water main, 1,200 lineal feet of directionally-drilled 8-inch PVC water main, fire hydrants, and revisions of the existing water meter. The contract was awarded to Teltow Contracting, Inc. in the amount of \$174,200.00. The contractor has commenced work on the project and is scheduled to complete work on May 4, 2012.

The meter revisions are required for master-metering of all water service received from Shelby Township. Currently, water use at Eastwood Beach and the Boat Launch is metered at each building instead of being metered at the existing 8-inch meter. The existing 8-inch meter registers water use only to the East Park water main (which serves other areas east of Stony Lake).

The meter revisions will re-route all water service from the Township through the existing meter. The intent is that all mains downstream of the meter will be owned and maintained by HCMA, and the 12-inch main upstream of the meter will be owned and maintained by the Township as part of its water system. The ownership and maintenance responsibilities for the downstream and upstream portions of the water system were unclear prior to the new Water Service Agreement with Shelby Township dated August 16, 2011. The meter revisions and the new Agreement clarify these responsibilities.

The design of the revisions at the meter was preliminarily approved by Shelby Township and the Michigan Department of Environmental Quality prior to bidding. Neither agency required a master backflow prevention device at the meter due to backflow prevention devices located at each connected facility. The assumption was that HCMA's system was and will remain a public system, HCMA being a public agency, and that the existing system was sufficiently backflow protected. Therefore no backflow prevention device was included in the contract documents.

However, the Township and MDEQ now require that a master backflow prevention device must be provided at the meter. This requirement is based on their review of the status of the revised system downstream of the meter as a "private" water system (that is, separate from the Township's water system), versus being a "public" system (as it was classified previously). This work was unanticipated prior to contract award.



A Change Order must be prepared in order to add a backflow prevention device to the contract. The scope of work is anticipated to be as follows:

Backflow prevention device, material only	\$15,000
Other valves and fittings, material only	\$ 5,000
Installation of devices and fittings	\$10,000
Concrete vault, furnished and installed	<u>\$ 5,000</u>
Total estimated change order amount	\$35,000

Staff and our engineering consultant, AEW, Inc. are currently reviewing the scope and design of the backflow device and related work, in preparation for issuing a bulletin for contractor pricing in the near future. Staff requests advance authorization to issue a change order in an amount not to exceed \$35,000 at this time, in order to expedite its issuance as soon as possible and to avoid construction delays. The actual amount to be authorized in the change order will depend final design of the backflow device and related work, on the contractor's quotation, and on the agreed-upon price as negotiated by the Contractor and HCMA.

This project part of a multi-phase effort to repair and/or replace water and sanitary sewer infrastructure in Stony Creek Metropark. As a key element of park infrastructure having total repair/ replacement costs in excess of \$200,000, funding of Change Order No. 1 through the Authority's Supplemental Major Maintenance Reserve Account is recommended.

**Recommendation:** That the Board of Commissioners authorize a Change Order to Contract No. 2-509-11B in the amount of \$35,000 and that a transfer of funds in the amount of \$35,000 from the Supplemental Major Maintenance Account to Work Order No. 2-509.05-500S be made to cover the change order as recommended by Chief Engineer Arens and staff.





## HURON-CLINTON METROPOLITAN AUTHORITY

7 - B - 4  
Meeting of November 10, 2011

To: Board of Commissioners  
From: Gregory J. Almas, Deputy Director  
Subject: AirMarc, LLC Waterslide Agreement Extension  
Date: November 3, 2011

At the June 2011 Board of Commission meeting, the Board approved an agreement with AirMarc, LLC d/b/a Rip Slide to operate a 36-foot high by 175-foot long by 47-foot wide waterslide on a one season trial basis at Eastwood Beach at Stony Creek Metropark which could be renewed if the trial was evaluated as a success.

The Agreement provided in part that:

- AirMarc, LLC shall provide the structure and provide staffing for the operation,
- AirMarc, LLC shall pay the HCMA a commission of 20 percent of sales with a minimum guarantee of \$2500 per month, and that
- AirMarch, LLC shall provide insurance in the amount of \$1million/\$2 million naming HCMA as an additional insured.

AirMarc operated the slide from July 16 through Sept. 5, 2011. Gross sales for the seven week period totaled \$49,875 with 20 percent commission payments to the Authority in the amount of \$9,975.

The operation was generally well run. The slide was considered a nice attraction by park users and the trial was considered successful.

At this time, staff is proposing to extend the trial for a full season at Stony Creek Metropark as well as adding a trial slide at Lake Erie Metropark near the Great Wave Pool. The Lake Erie trial will allow evaluation of the effect a slide will have on the revenues of an adjoining pay aquatic facility. A pay-one-price for use of both the slide and wave pool is being considered.

If a full season trial is evaluated as successful, additional slides may be considered and recommended at Metro Beach and Willow Metroparks for the 2013 season with a longer term agreement.

**Recommendation:** That the Board of Commissioners approve the proposed agreement extension with AirMarc, LLC d/b/a Ripslide at Stony Creek Metropark and Lake Erie Metropark for the 2012 operating season as recommended by Deputy Director Almas and staff.





## HURON-CLINTON METROPOLITAN AUTHORITY

7 - C - 1  
Meeting of November 10, 2011

To: Board of Commissioners  
From: David C. Moilanen, Director  
Subject: Update - Wolcott Mill Metropark Farm Center Business Plan Development  
Date: November 3, 2011

At the August 11, 2011, Commission meeting, the Board directed staff, to work with a sub-committee of three commissioners (commissioners John Hertel, John McCulloch and Bob Marans), to develop a business plan for the operation of the Wolcott Mill Metropark Farm Center. This committee was also charged with developing a Request for Proposals for operating the Wolcott Mill Farm by a private contractor.

Staff has been working on various components of the business plan and has met twice with the commission subcommittee. Some of the areas we have been working on include:

- Developing two alternative missions with general goals and objectives for commissioner review;
- Arranging and conducting a focus group meeting with Wolcott Mill Farm and general agricultural stakeholder groups, and holding individual meetings with additional stakeholders;
- Performing a S.W.O.T. (strengths, weaknesses, opportunities, and threats) analysis of the farm to help identify and define the strategic position of the farm;
- Researching programs and facilities of other publicly operated farms;
- Meeting with Forgotten Harvest to discuss their proposal of a possible partnership with the Metroparks at the Farm where Forgotten Harvest would grow crops and provide some crop/agricultural related educational and recreational programming/activities;
- Working on defining and quantifying the target market, market demographics and competition;
- Developing a detailed marketing plan;
- Identifying additional recreational programs, events and activities for the farm and developing implementation plans for them;
- Putting together financial statistics on the costs and revenues of producing crops and other produce at the farm.

While staff has made significant headway in developing a business plan for the farm, much work remains to be done. At the October meeting of the whole subcommittee, it was agreed by participants that in order to give this important project the attention it deserves, a more realistic time frame for completing the business plan was needed and that staff would present the business plan at the December Board meeting. With completion of the budget process, staff will have additional time to devote to putting together the pieces of work already started or completed on the project.

**Recommendation:** That the Board of Commissioners receive and file the Wolcott Mill Metropark Farm Center Business Plan Development Report, as recommended by Director Moilanen and staff.



**HURON-CLINTON METROPOLITAN AUTHORITY**

To: Board of Commissioners  
From: Michael Arens, Chief Engineer  
Subject: DTE Energy Electrical Service Agreement  
Project No.: 2-504-11L  
Project Title: Wastewater System Improvements  
Location: Kensington Metropark, Oakland County  
Date: November 3, 2011

An upgrade of the existing DTE Energy electrical service line is required to provide adequate service to the sewage pump station located at the East Boat Launch area. This pump station will receive major upgrades as part of the Wastewater System Improvement project, the contract for which awarded by the Board of Commissioners on September 8, 2011 and is currently in progress. The capacity of the existing electrical service is inadequate. DTE Energy will extend and re-route underground cabling, replace transformer and provide related work.

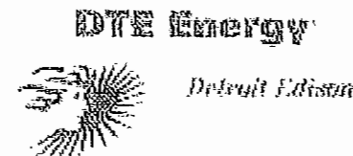
The total proposed cost of constructing the service is \$12,381.78, as shown in DTE's attached Agreement dated October 19, 2011. This charge is comparable to DTE charges for similar projects in the past.

As a component of a major park infrastructure project having total repair/replacement cost in excess of \$200,000, funding of this project is recommended through the Authority's Supplemental Major Maintenance Fund, in accordance with the Board of Commissioner's Resolution of February 10, 1994.

**Recommendation:** That the Board of Commissioners authorize the payment of \$12,381.78 to DTE Energy for electrical service for the East Boat Launch Pump Station at Kensington Metropark and authorize staff to execute the agreement, and that funding for the project be made through the Supplemental Major Maintenance Reserve fund as recommended by Chief Engineer Arens and staff.



**Line Extension Agreement for  
Commercial or Industrial Customers  
No. 33484676**



"Edison" and "Customer" make this agreement for consideration of the promises in the Agreement.

**"Edison" is:**

The Detroit Edison Company  
37849 Interchange Drive  
Farmington Hills, MI 48335

**"Customer" is:**

Huron Clinton Metro Authority  
Laura Martin  
13000 High Ridge Drive  
Brighton, MI 48114-9058

**Background Statement:** Customer requests Edison to install a 277/480 volt ac, three phase electric service at 4750 Huron River Drive, Michigan in Milford Township, for a east boat launch pump house service upgrade (SIC Code Pumps and pumping equipment 3561) business. To do this, Edison must construct a "Line Extension" shown on Attachment A, Edison electrical layout No. 33484676 dated 10/19/2011 (which is part of this Agreement). Under Michigan Public Service Commission rules, Edison is permitted to require payment before constructing the Line Extension.

**Edison and Customer agree to the following terms:**

1. through 13. (on page 2 of this Agreement)

**14. Payment Breakdown** - There are standard (fixed and variable) costs involved each time construction of a System is planned. Detroit Edison calculates standard costs, which are divided into two categories:

A) Non-Refundable Costs and B) Refundable Construction Advance. If required, additional costs for upgrading the system to accommodate the new load of the customer are included as: C) System Work.

**A. Non-Refundable Costs**

1. 100 trench feet x \$4.30	\$	430.00
2. 300 transformer kVA x \$7.50	\$	2,250.00
3. Acquiring Permits/Rights-of-Way	\$	0.00
4. Underground vs. Overhead Costs for Perimeter/Offsite Extensions	\$	0.00
5. Winter Construction Costs 0 feet x \$1.00	\$	0.00
6. Unusual Construction Costs	\$	9,701.78
(pole w/ O.H. transformer, U.G. service reroute)		
7. Total Non-Refundable Costs	\$	12,381.78

**B. Refundable Construction Advance**

1. Estimated Cost of Construction	\$	9,675.53
2. Non-Refundable Contribution	\$	(2,680.00)
3. Standard Allowance (2 year Distribution Tariff Credit) Version 5	\$	(20,549.50)
<small>(Note: See Attachment C If this project involves more than one customer to be immediately served upon completion of this extension.)</small>		
4. Total Refundable Construction Advance	\$	0.00

**C. System Work**

1. System Modification	\$	0.00
2. Remaining Standard Allowance	\$	0.00
3. Total System Work	\$	0.00

**Total Payment Due** \$ 12,381.78

Edison: (sign) Mark J. Cetnor Title: Supervisor Date: 10-19-2011

Customer: (sign) \_\_\_\_\_ (print) \_\_\_\_\_ Date: \_\_\_\_\_  
(sign) \_\_\_\_\_ (print) \_\_\_\_\_ Date: \_\_\_\_\_







## HURON-CLINTON METROPOLITAN AUTHORITY

7 - E - 1  
Meeting of November 10, 2011

To: Board of Commissioners  
From: Paul Muelle, Chief of Natural Resources  
Subject: ITC Proposed Settlement Agreement  
Date: November 3, 2011

This past winter at Willow Metropark, International Transmission Corporation (ITC) performed tree clearing along their high voltage electric transmission lines, a portion of which occurred outside of their easement on Metropark property without the consent of the Metroparks. Admittedly, since ITC acquired the 8,100 miles of high voltage electrical transmission lines from DTE, they have been unable to verify and groundtruth every property parcel. As such, ITC was unaware that they had not secured a full easement within Willow Metropark. ITC is required by the Federal Energy Regulatory Commission to eliminate power outages caused by vegetation or face stiff penalties, however they must first acquire permission from the property owners when clearing occurs outside of their easement, which in this case they did not.

This spring, ITC presented staff a Restoration Work Plan for the Willow corridor and have followed through with Work Plan items to clean-up and restore a portion of the damaged ground foliage and disturbed earth as a result of the clearing work. In addition, a property survey was conducted this spring to verify the ITC transmission corridor boundaries and all of the trees that were cut outside of the ITC easement were inventoried and appraised by an independent forester (Metropolitan Forestry Consultants, Inc.).

Since that time, staff has had numerous meetings with ITC to discuss compensation for the unauthorized clearing work at Willow Metropark. ITC has submitted an offer, the terms of which are listed below:

In consideration for the tree removals at Willow Metropark, ITC agrees to offer the HCMA payment, equaling the sum of \$90,000, allocated over a three year period, beginning in 2012 and ending in 2014. For each of these three years, ITC will:

1. Provide funds totaling \$10,000 for tree plantings throughout the park system to improve esthetics and provide trees for public spaces.
2. Provide funding or services totaling \$10,000 for improvements and programs specifically targeting ITC transmission line corridors that run through the various Metroparks. This could include mass shrub planting, trail and roadside screen planting, invasive species control, interpretive/educational signage and other projects or programs as mutually agreed upon by both parties; and
3. Provide funds totaling \$10,000 for habitat improvement, invasive species control and other natural resource management issues throughout the park system.

Items (1) and (3) would be in the form of a cash donation by ITC to the HCMA. HCMA would provide all planning, construction documents and contract administration for the projects, as well as collaborate with ITC to provide media, press releases and other forms of positive publicity.

Item (2) would be in the form of services provided by ITC and their contractors equaling the sum described above. However, if ITC so desires, it could also be a cash donation for projects administered by the HCMA or a joint venture as agreed upon by both parties. In any of these cases, the HCMA will have final approval on the projects proposed and in return shall provide ITC with several options for creating positive marketing and publicity as well as provide ITC support for their community outreach initiatives, including the ITC Wildlife Habitat Council Programs.

It is noted that, when approved by HCMA, saw logs produced as a result of tree clearing will become the property of the HCMA, the value of which will not be included in or against the proposed agreement stated above. It has also been mutually agreed that ITC and HCMA will enter into a Memorandum of Understanding which outlines both parties understanding of maintenance and management practices within ITC corridors across Metropark properties and the manner in which both parties will collaborate on ITC vegetation management work and other various projects.

It is also noted that, upon official agreement of the settlement terms, the ITC Legal Department wishes to draft a customized Settlement Agreement that is consistent with ITC policy that will document the closure of this issue between the two parties.

As stated above, the proposal will provide funding for tree plantings and stewardship activities in any location within the Metroparks as well as provide funds for plantings and restoration within the electrical corridors. Staff is agreeable to the negotiated proposal from ITC and, upon review by the Metroparks legal counsel, would like to move ahead with a settlement agreement between ITC and the Metroparks which would be presented to the Board of Commissioners for final approval. Both parties recognize that the issue of future ITC vegetation management within the Willow corridor is yet unresolved and it is anticipated that ITC will be in contact with the Metroparks to address an easement agreement.

ITC currently has transmission lines running through portions of Stony Creek, Wolcott Mill, Willow, Indian Springs and Hudson Mills Metroparks. Since 2008, the Metroparks and ITC have operated under a Memorandum of Understanding which recognizes both the need for ITC to maintain its high voltage electric transmission lines and for the Metroparks to manage and maintain its park system. Both organizations have frequently cooperated with each others' management efforts and educational programs.

**Recommendation:** That the Board of Commissioners tentatively approve the ITC proposal and direct staff to formalize a settlement agreement with ITC which would be presented to the Board of Commissioners for final approval as recommended by Chief of Natural Resources Paul Muelle and staff.



## HURON-CLINTON METROPOLITAN AUTHORITY

To: Board of Commissioners  
From: Michael Arens, Chief Engineer  
Project Title: River Bank Erosion Repairs, Bike Trail Areas  
Project Type: Major Maintenance  
Location: Willow and Lower Huron Metroparks  
Date: November 3, 2011

**Scope of Work:** Project provides for erosion repairs and bank stabilization at two bike trail locations at the Huron River. The project includes placement of large riprap stone, earthwork, geotextile fabric, sediment barrier, and all labor, transportation and equipment necessary. River bank erosion at Lower Huron is located at the bike trail crossing of the Huron River. Erosion there is endangering the footbridge abutment and associated pavement. Severe bank erosion along 350 feet of the Willow Bike Path Connector (near New Boston) has resulted in slope failure, failure of the adjacent bike path and partial closure of the path. The project is over budget at the Willow Connector due to major erosion that occurred during 2011, resulting in much greater damage than was anticipated in the 2011 Budget.

<u>Contractor</u>	<u>City</u>	<u>Amount</u>
1. Faro Contracting, Inc.	Southgate	\$ 89,539.10
2. Fonson, Inc.	Brighton	\$ 99,950.00
3. Dean Marine & Excavating, Inc.	Harrison Township	\$116,016.00
4. Bob Myers Excavating, Inc.	Brighton	\$137,530.00

Budget Amount	
Lower Huron Erosion Repair	\$17,000.00
Willow Metropark Erosion Repair	<u>\$15,000.00</u>
Total Budget Amount	\$32,000.00

Proposed Work Order Amount	
Contract Amount – Faro Contracting (Rounded)	\$90,000.00
Contract Administration	<u>\$ 3,000.00</u>
Total Proposed Work Order Amount	\$93,000.00

If a Purchase Order is approved, no additional appropriation of funds will be necessary. Sufficient funds exist in the Willow Major Maintenance account to cover the \$61,000 budget shortfall on this project, due to the following projects not being encumbered in 2011 but planned for rebudgeting in 2012:

Sanitary Sewer Cleaning and Televising	\$27,000.00
Golf Course Culvert Replacement	\$31,000.00
Lighting System Energy Retrofit	<u>\$25,000.00</u>
Total Available for this Project	\$83,000.00

**Recommendation:** That the Board of Commissioners approve the issuance of a Purchase Order to the lowest responsive, responsible bidder, Faro Contracting, Inc., in the amount of \$89,539.10 as recommended by Chief Engineer Arens and staff.





# HURON-CLINTON METROPOLITAN AUTHORITY

To: Board of Commissioners  
 From: Michael Arens, Chief Engineer  
 Project Title: Debris Removal, Flat Rock Dam  
 Project Type: Major Maintenance  
 Location: Oakwoods Metropark  
 Date: November 3, 2011

**Scope of Work:** Project provides for the removal and disposal of accumulated large woody debris which is lodged in the spillway of the Flat Rock Dam. The Dam, which impounds the backwaters and wetlands of Oakwoods Metropark, is owned by HCMA. Debris was last removed in 2008 concurrently with the Dam Repair Project, and debris has accumulated since then.

The Dam Safety Inspection Report prepared by the Michigan Department of Environmental Quality dated September 28, 2011 identified removal of woody debris at the Dam as a priority. The Flat Rock Dam is classified as a high hazard potential dam. The project should be undertaken as soon as possible to take advantage of low river flows in the winter.

<u>Contractor</u>	<u>City</u>	<u>Amount</u>
1. Compeau Bros., Inc.	Carleton	\$ 25,050.00
2. Bowen Paving, Inc.	Pontiac	\$ 27,000.00

Note: Amounts bid are not-to-exceed amounts. Actual amounts will be based on actual time and material costs.

Proposed Work Order Amount	
Contract Amount – Compeau Bros., Inc. (Rounded)	\$ 26,000.00
Contract Administration	\$ 1,000.00
Total Proposed Work Order Amount	\$ 27,000.00

This project was unforeseen and not included in the 2011 Major Maintenance Budget. If a Purchase Order is approved, a transfer of funds in the amount of \$27,000 from the Willow Metropark Major Maintenance Account will be necessary. Sufficient funds exist in the Willow Major Maintenance account to fund the project.

**Recommendation:** That the Board of Commissioners approve the issuance of a Purchase Order to the lowest responsive, responsible bidder, Compeau Bros., Inc., in the amount of \$25,050.00 as recommended by Chief Engineer Arens and staff.





# HURON-CLINTON METROPOLITAN AUTHORITY

To: Board of Commissioners  
 From: David L. Wahl, Controller  
 Subject: Preliminary 2012 Budget Estimates  
 Date: October 26, 2011

Metroparks staff administrators are well into the 2012 Budget process to develop a financial plan for the continued development and operation of the Metropark system. At this stage of the process, staff is in a position to review how preliminary 2012 Budget figures are shaping up. It is requested that the Board of Commissioners review the attached preliminary budget allocations and give staff direction at the November 10, 2011 Board meeting.

In total, the preliminary 2012 Budget is projected at \$73,000,000, down slightly \$0.5 million (0.7 percent) from the 2011 Budget of \$73,500,000. Although the total budget is basically the same, the individual components of the 2012 Budget have changed from a year ago.

2012 represents the 70<sup>th</sup> year of the Metropark system and the final year of the Authority's revised Five-Year-Plan. This 2012 Budget strives not to eliminate any facilities or programs that serve our citizens. The 2012 Budget was balanced with (1) a reduction of seven employees (attrition), (2) restructuring of Park administrative functions, and (3) use of \$3.75 million of Reserve funds.

Some of the goals of the recently approved Strategic Plan have been funded in the 2012 Budget, specifically:

1. Continued substantial funding of capital improvement and major maintenance projects with emphasis on redevelopment, renovation and reconstruction of aging facilities (135 projects);
2. Keeping Metroparks well maintained and safe at reasonable fees;
3. Increased marketing efforts;
4. Additional special events;
5. Increased funding for the protection of Metropark natural resources;
6. Continued funding of educational opportunities through the Metropark interpretative programs.

## **Revenues**

Overall, new 2012 revenues coming into the Authority are projected to decline \$2.55 million (5.5 percent) to \$43.9 million. Five-county net tax revenues produced by the Authority's .2146 millage rate are expected to decline \$2,250,000 (7.2 percent) to \$29,100,000. Park operating revenues for 2012 are expected to bump up to \$14.25 million (2.4 percent increase from projected 2011 actual of \$13.9 million). Although no new revenue producing facilities are coming on line and no fee increases, (1) tolling revenue should increase with better spring weather and marketing campaigns (\$200,000), (2) event sponsorships and/or admission charges for promoted events could generate \$50,000 in new revenues, (3) golf revenues are projected up a net of \$175,000 (less flooding and discounting and no golf starter construction) and (4) aquatic facilities could drop \$100,000 with more normal summer weather. Interest income will continue to be depressed by low yields and tax refund interest chargebacks at \$150,000. The initiation of the construction of the Hudson Mills to Dexter Trail should allow the Authority to

recognize \$250,000 from a DNR grant. The extension of equipment replacement cycles, especially golf carts and vehicles, will produce less equipment units for the 2012 auction which should generate \$100,000.

Capital and Reserve account funds that will carryover from 2011 are forecasted at \$29.1 million, about \$2.1 million more than in 2010. Unencumbered capital appropriations are projected at \$11.2 million, dropping \$1.55 million as capital improvement project carryovers are down \$825,000, while land acquisition, equipment and engineering/planning carryover funds should fall \$725,000. Overall favorable operating results on the expenditure side from 2011 should allow the Reserve account to grow from the current level of \$15.8 million to \$17.9 million by year-end.

### **Expenditures**

The allocation of the \$73.0 million of anticipated 2012 funds was generally guided by the revised Five-Year-Plan. The largest expense area is the direct cost of delivering the Metropark product to the nearly 9 million park visitors through park operations which are funded at \$32.2 million. This represents no increase in the cost of running the parks over estimated actual 2011 expenditures. Park administrators economized wherever possible while maintaining services, quality maintenance and secure parks and impacting park patrons as minimally as possible. As highlighted in the Key Factors section on pages 6 and 7, a significant reduction of  $\pm$  \$770,000 in the amount budgeted for prefunding retiree health care for active employees offset many of the cost increases that occurred in other areas.

Engineering, Planning and Natural Resources Department 2012 expenditures are scheduled at the same level as in 2011 at \$2.2 million. Wage and fringe costs are flat with outside consulting work up slightly.

Capital improvement project allocations at \$8.85 million will continue facility infrastructure replacement with 52 projects. The majority (\$8.3 million) of these projects have been previously reviewed by the Board of Commissioners, either in the 2011 Budget or in the revised Five-Year-Plan for 2012. The \$2.0 million increase in capital improvement funding results from a higher amount (\$1.1 million) of 2011 rebudgeted projects and \$1.0 million for the grant project.

Land acquisition funds at \$5.45 million entirely represent unspent 2011 funds that will carryover to 2012. Equipment expenditures have been increased to \$1.45 million due largely to including a mobile stage at Kensington and a fuel management system.

Major Maintenance project expenditures at \$2.75 million for 83 projects continues an aggressive effort to keep up with repairing the aging infrastructures of the Metropark system.

Administrative Office expenditures are scheduled at \$5.95 million, up \$448,000 (8 percent) over 2011 projected actual expenses. Increases that were addressed include:

1. \$66,000 net increase in 2012 retiree health care trust contribution for current retirees;
2. \$74,000 increase in employee bonuses due to retirement severance payout and allowance for full bonuses;
3. a \$30,000 increase in part-time wages resulting from greater utilization;
4. a \$58,000 increase in computer services consulting;
5. a \$33,000 allowance for increase in legal fees;
6. a \$67,000 increase in computer equipment, and;
7. a \$87,000 increase in marketing outside services.



As anticipated in the Board approved revised Five-Year-Plan for 2102, the Reserve account has to be utilized for \$3.75 million to balance the 2012 Budget, reducing the Reserve account to \$14.15 million at the start of 2012. Historically, the Authority does not spend all funds allocated to major maintenance, Administrative Office or park operations. These funds would be returned to the Reserve account at year end 2012.

In these challenging economic times, staff has endeavored to offer our park visitors a balanced plan that will continue to deliver quality recreational services to current users while rehabilitating Metropark facilities for future generations. We hope the Board shares our view.

Attached to the 2012 Preliminary Budget Estimates are (1) summaries of Capital Improvement and Major Maintenance projects, and (2) a summary of Key Factors of the 2012 Budget to provide a more in depth look at the 2012 Budget figures.

**Attachment 1: Preliminary Budget Estimates**

**Attachment 2: Key Factors**

**Recommendation:** That the Board of Commissioner (1) give staff direction on these figures and, (2) receive and file the Preliminary 2012 Budget estimates as recommended by Controller Wahl and staff.

cc: David Moilanen  
Gregory Almas  
George Phifer  
Michael Arens  
Susan Nyquist  
Rebecca Franchock



**HURON-CLINTON METROPOLITAN AUTHORITY  
GENERAL FUND  
PRELIMINARY 2012 BUDGET ESTIMATES  
NOVEMBER 10, 2011**

Attachment 1

<u><b>Revenues</b></u>	<b>2012</b>			<b>2011*</b>	
	<u><b>Budget</b></u>	<u><b>%</b></u>	<u><b>% Change</b></u>	<u><b>Budget*</b></u>	<u><b>%</b></u>
Taxes	\$29,100,000	40%	(7%)	\$31,350,000	43%
Park Operations	14,250,000	19%	(1%)	14,400,000	20%
Interest Income	150,000	-	(40%)	250,000	-
Sale of Capital Assets	100,000	-	(33%)	150,000	-
Grants	250,000	1%	(17%)	300,000	-
Miscellaneous	<u>50,000</u>	<u>-</u>	<u>-</u>	<u>0</u>	<u>-</u>
<b>Total Budgeted Revenues</b>	<u><b>\$43,900,000</b></u>	<u><b>60%</b></u>	<u><b>(5%)</b></u>	<u><b>\$46,450,000</b></u>	<u><b>63%</b></u>
Unencumbered Capital Appropriations at 12/31	11,200,000	15%	(12%)	12,750,000	17%
Reserve for Future Contingencies at 12/31	17,900,000	25%	25%	14,300,000	20%
<b>Total Revenues/Funds Balance</b>	<u><b>\$73,000,000</b></u>	<u><b>100%</b></u>	<u><b>(1%)</b></u>	<u><b>\$73,500,000</b></u>	<u><b>100%</b></u>
 <u><b>Expenditures</b></u>					
Engineering/General Planning	\$2,200,000	3%	-	\$2,200,000	3%
Capital Improvements**	8,850,000	12%	28%	6,900,000	9%
Equipment	1,450,000	2%	32%	1,100,000	2%
Land Acquisition	5,450,000	7%	(8%)	5,900,000	8%
Major Maintenance**	2,750,000	4%	12%	2,450,000	3%
Administrative Office	5,950,000	8%	(4%)	6,200,000	8%
Park Operations	<u>32,200,000</u>	<u>44%</u>	<u>(1%)</u>	<u>32,650,000</u>	<u>45%</u>
<b>Total Expenditures</b>	<u><b>\$58,850,000</b></u>	<u><b>80%</b></u>	<u><b>3%</b></u>	<u><b>\$57,400,000</b></u>	<u><b>78%</b></u>
Reserve for Future Contingencies	<u>14,150,000</u>	<u>20%</u>	<u>(12%)</u>	<u>16,100,000</u>	<u>22%</u>
<b>Total Expenditures &amp; Reserve</b>	<u><b>\$73,000,000</b></u>	<u><b>100%</b></u>	<u><b>(1%)</b></u>	<u><b>\$73,500,000</b></u>	<u><b>100%</b></u>

\* Original 2011 Budget Amounts

\*\* See Attached Schedules

Note: Rounded to nearest \$50,000

Prepared: 10/26/2011



**HURON-CLINTON METROPOLITAN AUTHORITY**  
**Preliminary 2012 Budget Estimates**  
**Capital Improvement Projects (52)**

	2011 Rebudgeted Projects (29) (Schedule A)	2012 Grant Projects (1) (Schedule B)	2012 Five-Year Projects (7) (Schedule C)	2012 New Projects (15) (Schedule D)	2012 Total Projects (52)
Metro Beach	\$1,147,000	\$1,000,000	—	\$89,000	\$2,236,000
Kensington	928,000		\$993,000	12,000	1,933,000
Dexter-Delhi	—		—	65,000	65,000
Lower Huron	49,000		203,000	28,000	280,000
Hudson Mills	600,000		—	84,000	684,000
Stony Creek	623,000		655,000	58,000	1,336,000
Willow	553,000		—	32,000	585,000
Lake Erie	90,000		—	64,000	154,000
Indian Springs	11,000		—	148,000	159,000
Huron Meadows	1,410,000		—	—	1,410,000
Rounding Factor					8,000
Totals	<u>\$5,411,000</u>	<u>\$1,000,000</u>	<u>\$1,851,000</u>	<u>\$580,000</u>	<u>\$8,850,000</u>



**HURON-CLINTON METROPOLITAN AUTHORITY**  
**Preliminary 2012 Budget – Capital Improvements Projects**  
**2011 Rebudgeted Projects (29)**  
**Schedule A**

Attachment 1

<u>PROJECT</u>	<u>AMOUNT</u>	<u>REMARKS</u>
<u>METRO BEACH</u>		
1. Reconstruct Parking Lot, Phase 1	\$500,000	Initial phase to redevelop the northerly half of Metro Beach's 42 acre Main Parking Lot which was constructed in 1950. HCMA was awarded a \$1.0 million U.S. Environmental Protection Agency-Great Lakes Restoration grant. This \$1.5 million project will redesign and reconstruct the configuration and drainage system of the Main Parking Lot. It will increase green space and meet new Phase 2 storm water discharge requirements. Planning Department has developed preliminary conceptual design of this project. Construction design drawings to be developed in 2012 with contract letting planned for fall, 2012.
2. Replace Par 3 Maintenance Building	\$79,000	Replace and relocate deteriorated Par 3 maintenance building.
3. Redevelop East Boardwalk Area	\$295,000	Replace deteriorated boardwalk with paved walk, site furnishings and trees.
4. Comfort Station – Class A	\$250,000	Construct comfort station at site of old combination building which was demolished in 2010.
<u>KENSINGTON</u>		
1. Maple Beach Redevelopment	\$250,000	Initial funds to demolish outdated food bar/ bathhouse; replace with comfort station and redevelop site at Maple Beach.
2. East Boat Launch Ramp / Pier Replacement	\$255,000	Replace six boat launch ramps and three piers, walk and parking lot which have deteriorated beyond their useful lives.
3. Martindale Parking Lot Redevelopment/Resurfacing	\$400,000	Initial funds to redevelop north/south parking lots, storm system and landscaping to improve deteriorated pavement and complete the redevelopment of Martindale Beach.
<u>LOWER HURON</u>		
– Culvert Replacement – Group Camp Area	\$30,000	Replace deteriorated/failed culverts in group camp area.
<u>HUDSON MILLS</u>		
– Hudson Mills to Dexter Trail	\$600,000	Construct 2.8 miles of hike/bike trail on west side of Huron River to connect existing trail to Village of Dexter. MDNR grant approved 12/2010. Joint venture through cooperative efforts of Washtenaw County Road Commission, Washtenaw County Parks & Recreation and MDOT with total project cost at \$2,150,000. Archeological survey, final design and permit applications in progress.

**HURON-CLINTON METROPOLITAN AUTHORITY**  
**Preliminary 2012 Budget – Capital Improvements Projects**  
**2011 Rebudgeted Projects (29)**  
**Schedule A**

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STONY CREEK

1. Eastwood Beach Building Renovations	\$300,000	Renovate deteriorated Eastwood Beach Food Bar and bathhouse building interiors.
2. Boat Launch Restroom Renovations	\$250,000	Provide accessible restroom upgrades to accommodate heavy use.
3. Golf Maintenance Equipment Storage Building	\$35,000	Construct a three-sided equipment storage building to protect and extend the life of equipment.

WILLOW

1. Golf Course Drainage Improvements	\$28,000	Improve drainage of No. 16 fairway and eliminate standing water.
2. North Entrance Road - Toll Area Reconstruction	\$525,000	Replace badly deteriorated North Entrance Road with new realigned entry road and HCMA standardized toll booth off South Huron River Road.

LAKE ERIE

– Toll Booth Replacement	\$90,000	Replace badly deteriorated entrance toll booth with HCMA standardized toll booth.
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HURON MEADOWS

1. Park Service Building	\$840,000	Replace badly deteriorated park service buildings that were obtained with property acquisition 32 years ago.
2. Park Maintenance Storage Building	\$330,000	Replace badly deteriorated quonset hut supply/equipment storage buildings which were obtained with property acquisition 31 years ago.
3. Park Maintenance Building Demolition	\$85,000	Demolish existing park service and storage buildings to prepare site for construction.
4. Park Maintenance Area Paving	\$130,000	Pave new park maintenance service areas.
5. Park Maintenance Area Site Completion	\$25,000	Screen new maintenance area with landscape plantings.
– 9 Miscellaneous Minor Projects Under \$25,000 at 5 Parks	<u>\$114,000</u>	

<b>TOTAL 2011 REBUDGETED PROJECTS (29)</b>	<u><b>\$5,411,000</b></u>	
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**HURON-CLINTON METROPOLITAN AUTHORITY**  
**Preliminary 2012 Budget – Capital Improvements Projects**  
**2012 Grant Projects (1)**  
**Schedule B**

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<u>PROJECT</u>	<u>AMOUNT</u>	<u>REMARKS</u>
<u>METRO BEACH</u>		
– Reconstruct Parking Lot – Phase 1	\$1,000,000	U.S. Environmental Protection Agency-Great Lakes Restoration grant of \$1.0 million to be combined with \$0.5 million of HCMA funds. This \$1.5 million project will redesign and reconstruct the configuration and drainage system of the Main Parking Lot. Planning Department has developed preliminary conceptual design of this project. Construction design drawings to be developed in 2012 with contract letting planned for fall, 2012.
<b>TOTAL 2012 GRANT PROJECTS (1)</b>	<u>\$1,000,000</u>	



**HURON-CLINTON METROPOLITAN AUTHORITY**  
**Preliminary 2012 Budget – Capital Improvements Projects**  
**2012 Five-Year Plan Projects (7)**  
**Schedule C**

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<u>PROJECT</u>	<u>AMOUNT</u>	<u>REMARKS</u>
<u>KENSINGTON</u>		
1. Maple Beach Redevelopment	\$250,000	Final funding to demolish outdated food bar/bathhouse and replace with comfort station at Maple Beach.
2. Main Park Road Reconstruction – Phase 5	\$250,000	Continue with reconstruction of main park road from Mitten Bay to Martindale Beach entrance, approximately 1.0 mile.
3. Martindale Parking Lot Redevelopment/Surfacing	\$415,000	Final funding to redevelop north/south parking lots, storm system and landscaping to improve deteriorated pavement and complete redevelopment of Martindale Beach.
4. Golf Cart Paths	\$78,000	Construct new cart paths from new golf course starter building currently under construction and pave aggregate surface cart paths at various locations.
<u>LOWER HURON</u>		
– Main Park Road Reconstruction	\$203,000	Continue with reconstruction/resurfacing of main park road, approximately 1.0 mile.
<u>STONY CREEK</u>		
1. Park Entrance Road/Traffic Circle Reconstruction – Phase 1	\$255,000	Initial reconstruction of main park entrance road around traffic circle.
2. Boat Rental Facility Development	\$400,000	Replace current garage-like boat rental facility with a larger, updated structure
<b>TOTAL 2012 FIVE-YEAR PLAN PROJECTS (7)</b>	<u><b>\$1,851,000</b></u>	



**HURON-CLINTON METROPOLITAN AUTHORITY**  
**Preliminary 2012 Budget – Capital Improvements Projects**  
**2012 New Projects (15)**  
**Schedule D**

<u>PROJECT</u>	<u>AMOUNT</u>	<u>REMARKS</u>
<u>METRO BEACH</u>		
– Marina Accessible Docks	\$75,000	Provide four (4) ADA handicap accessible docks in reconstructed South Marina.
<u>DEXTER-DELHI</u>		
– West Picnic Shelter	\$50,000	Replace deteriorated large West Picnic Shelter.
<u>LOWER HURON</u>		
– Tulip Tree Campground Development	\$28,000	Develop a designated family campground site within the Tulip Tree Picnic Area with gates and parking areas.
<u>HUDSON MILLS</u>		
– Above Ground Fuel Storage Tanks - Service Area	\$84,000	Replace current underground fuel storage tanks with above ground fuel storage tanks at Service Area.
<u>STONY CREEK</u>		
– Ridgewood Campground Development	\$38,000	Clear and develop a designated family campground site within the Ridgewood Picnic Area.
<u>WILLOW</u>		
– Connector Bike Trail Erosion Control Improvements	\$32,000	Provide erosion control measures along the Huron River for the hike-bike trail connecting Lower Huron and Willow Metroparks.
<u>LAKE ERIE</u>		
– Pool Backwash System Discharge Modifications	\$49,000	Revise backwash drains to discharge to sanitary system.
<u>INDIAN SPRINGS</u>		
1. Well House Iron Removal System	\$80,000	Upgrade iron removal system for Environmental Discovery Center water supply at well house.
2. Farm Fencing - Schmitt Lake	\$51,000	Establish boundary lines on 2011 acquired land parcel around Schmitt Lake.
– 6 Miscellaneous Minor Projects Under \$25,000 at 6 Parks	<u>\$93,000</u>	
<b>TOTAL 2012 NEW PROJECTS (15)</b>	<u><u>\$580,000</u></u>	



**HURON-CLINTON METROPOLITAN AUTHORITY**  
**Preliminary 2012 Budget Estimates**  
**Schedule of Major Maintenance Projects**

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	<u>2012 Budget (83)</u>
Metro Beach	\$479,000
Kensington	\$414,000
Dexter-Huron	\$13,000
Lower Huron	\$433,000
Hudson Mills	\$87,000
Stony Creek	\$308,000
Willow	\$267,000
Oakwoods	\$0
Lake Erie	\$246,000
Wolcott Mill	\$126,000
Indian Springs	\$179,000
Huron Meadows	\$86,000
Engineering/General Planning	\$105,000
Rounding Factor	<u>\$7,000</u>
Total Major Maintenance Projects	<u><u>\$2,750,000</u></u>





**HURON-CLINTON METROPOLITAN AUTHORITY**  
**Preliminary 2012 Budget Estimates**  
**Significant 2012 Major Maintenance Projects (83)**

		<u>TOTAL</u>
<b><u>METRO BEACH (16)</u></b>		
1. Marina Walk Repairs	\$45,000	
2. Remove Cold Storage Area - Administration Building	32,000	
3. Parapet Repair/Paint - Administration/Concession Buildings	45,000	
4. Recoat Building and Roof - Oil Shed and Open Storage	90,000	
5. Lighting System Energy Retrofit - Service Building	27,000	
6. Squirt Zone Modifications	29,000	
7. Replace Boathouse Lockers	30,000	
8. Replace Trash Compactor	54,000	
– Eight (8) Minor Projects Under \$25,000	<u>127,000</u>	\$479,000
<b><u>KENSINGTON (13)</u></b>		
1. Hike Bike Trail Repairs	44,000	
2. Park Roadway Striping	30,000	
3. Warehouse Repairs	30,000	
4. Nature Center Roof Replacement	149,000	
5. Park Service Area Monitoring Wells	25,000	
6. Boat Rental Sewage Pump Replacement	29,000	
7. Paint Park Office Exterior/Fascia Repairs	29,000	
– Six (6) Minor Projects Under \$25,000	<u>78,000</u>	414,000
<b><u>DEXTER-DELHI (1)</u></b>		
– Grind Asphalt/New Parking Bumpers - Delhi		13,000
<b><u>LOWER HURON (14)</u></b>		
1. Hike-Bike Trail Repairs	49,000	
2. Woodscreek Basketball Court Resurfacing	35,000	
3. Park Maintenance Building Roof/Siding Repairs	42,000	
4. Hike-Bike Trail Pedestrian Bridge Painting	145,000	
– Ten (10) Minor Projects Under \$25,000	<u>162,000</u>	433,000
<b><u>HUDSON MILLS (2)</u></b>		
1. Hike-Bike Trail Resurfacing - Island Area	77,000	
2. Park Office - Replace Furnace/SC Coils	<u>10,000</u>	87,000
<b><u>STONY CREEK (9)</u></b>		
1. Hike-Bike Trail Repairs	62,000	
2. Baypoint Beach Food Service Roof Repairs	33,000	
3. Park Office Roof Replacement	42,000	
4. Golf Cart Path Repairs	70,000	
5. Baypoint Bathhouse Fuel Tank Remove/Install Water Heater	52,000	
– Four (4) Minor Projects Under \$25,000	<u>49,000</u>	308,000

**HURON-CLINTON METROPOLITAN AUTHORITY**  
**Preliminary 2012 Budget Estimates**  
**Significant 2012 Major Maintenance Projects (83)**

		<u>TOTAL</u>
<u>WILLOW (7)</u>		
1. Willow Pool Bathhouse/Food Bar Renovations	\$160,000	
2. Sanitary Sewer Cleaning	27,000	
3. Shoreline Protection - Connector Trail	31,000	
– Four (4) Minor Projects Under \$25,000	<u>49,000</u>	\$267,000
<u>LAKE ERIE (8)</u>		
1. Asphalt Pavement Repairs - Park Wide	50,000	
2. Wave Pool Bathhouse Doors Replacement	31,000	
3. Wave Pool Refinishing	93,000	
– Five (5) Minor Projects Under \$25,000	<u>72,000</u>	246,000
<u>WOLCOTT MILL (3)</u>		
1. Mill Raceway Repairs	65,000	
– Four (4) Minor Projects Under \$25,000	<u>61,000</u>	126,000
<u>INDIAN SPRINGS (6)</u>		
1. Environmental Discovery Center Kitchen Revisions	48,000	
2. Golf Starter Roof Replacement	50,000	
3. Golf Maintenance Building Siding/Roof/Painting	34,000	
4. Golf Course Irrigation Head Replacement - Phase 2	27,000	
– Two (2) Minor Projects Under \$25,000	<u>20,000</u>	179,000
<u>HURON MEADOWS (2)</u>		
1. Golf Cart Path Repairs/Extensions	23,000	
2. Underground Storage Tank Removal - Golf Starter	<u>63,000</u>	86,000
<u>ADMINISTRATIVE OFFICE</u>		
– Engineering and General Planning		105,000
Rounding Factor		<u>7,000</u>
<b>TOTAL 2012 Major Maintenance Projects (83)</b>		<u><u>\$2,750,000</u></u>

## 2012 PRELIMINARY BUDGET ESTIMATES KEY FACTORS

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### REVENUES

#### **Tax Revenues - \$29,100,000**

- Millage rate remains at .2146 mills for seventh consecutive year.
- “Net” tax revenues estimated at \$29,100,000, a \$2,248,000 (7.2 percent) decline from 2011 “net” taxes of \$31,348,000.
- Continued weakness in local real estate market (residential, industrial and commercial), foreclosures, minimal new construction and depressed prices have created a downward spiral on “taxable values.”
- \$2.2 million (7.2 percent) decline is second consecutive significant decline (2011 = 9.4 percent).

#### **Park Operating Revenues - \$14,250,000**

- 2011 estimated actual park operating revenues are projected at \$13,917,000 – \$467,000 (3.2 percent) short of 2011 Budget targets (\$14,384,000) and a \$799,000 (5.4 percent) decline from 2010 actual park operating revenues of \$14,716,000.
- 2012 budgeted park operating revenues at \$14,250,000 represent a \$333,000 (2.4 percent) increase from 2011 estimated actual revenues.
- No new revenue producing facilities are coming on line in 2011 and 2012 approved fees and charges remain unchanged from 2011.
- Tolling revenues are expected to be favorably impacted by better spring weather and the new marketing campaign – up \$200,000.
- Event sponsorship and/or admission charges for marketing promoted events are slated to generate \$50,000 in new revenues.
- 2011 aquatic facilities experienced a \$150,000 growth due to the very favorable weather patterns of the hottest July on record. For 2012, with more normal weather patterns, aquatic facility revenues could drop \$100,000.
- Golf revenues are expected to bounce back in 2012 by a net of \$175,000, as (1) no golf starter building construction at Kensington, (2) less discounting of green fees, and (3) less flooding at Willow/Wolcott Mill even though rounds may continue to fall.
- Continues practice of projecting realistic, conservative park operating revenues that are attainable under average weather patterns.

#### **Interest Income - \$150,000**

- Due to the credit crisis and the fragile nature of the economy, the Federal Reserve has announced it will continue to be very accommodating by keeping rates at unprecedented low levels throughout 2012.
- Certificate of Deposit rates are running in the 0.30 percent range and two or three year agency issues are running around 1.00 percent.
- Investable balances will start to decline due to the cumulative impact of tax revenue declines.
- Interest chargebacks on tax tribunal ordered refunds is growing.

#### **Sale of Capital Assets - \$100,000**

- 2012 annual surplus equipment proceeds will be comparable to 2011 auction since there are only minimal golf cars and staff car/police vehicle replacements.

#### **Grants - \$250,000**

- Based on estimated final engineering design, coordination of contract letting and estimated construction schedule, 50 percent of the \$500,000 DNR grant for the Hudson Mills-Dexter Trail will be budgeted for 2012.

- The \$1.0 million EPA grant for the reconstruction of a portion of the Metro Beach parking lot will be under design during most of 2012 with contract letting planned for late 2012. Grant revenue recognition will not occur until 2013.

#### **Unencumbered Capital Appropriations - \$11,200,000**

- Estimated amount of 2011 budgeted capital appropriation funds that will not be written as work orders, encumbered or spent before year-end December 31, 2011.

- **Capital Improvements**

Metro Beach	Reconstruct Parking Lot - Phase 1	\$500,000
	Redevelop East Boardwalk Area	260,000
	Comfort Station	250,000
	Replace Par 3 Maintenance Building	79,000
Kensington	East Boat Launch Ramp Replacement	255,000
	Martindale Parking Lot Redevelopment	400,000
	Maple Beach Redevelopment	250,000
Hudson Mills	Dexter Trail - Phase 2	580,000
Stony Creek	Eastwood Beach Building Renovations	300,000
	Boat Launch Restroom Renovations	250,000
	Golf Maintenance Equipment Storage Building	21,000
Willow	North Toll Entrance Road - Toll Reconstruction	525,000
	Golf Course #16 Drainage	25,000
Lake Erie	Toll Booth Replacement	90,000
Huron Meadows	Park Service Building	840,000
	Park Maintenance Storage Building	250,000
	Park Maintenance Building Demolition	168,000
	Park Maintenance Area Paving	128,000
	Park Maintenance Area Site Completion	23,000
Various Other Minor Improvement Projects		<u>131,000</u>

Sub-Total Capital Improvement Projects	<u>\$5,325,000</u>
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- **Engineering/General Planning** \$204,000
- **Equipment** \$231,000
- **Land Acquisition** \$5,440,000

<b>TOTAL</b>	<u><u>\$11,200,000</u></u>
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### **Reserve for Future Contingencies**

• September 30, 2011 Balance		\$15,780,000
• Less: Anticipated supplemental 2011 Budget appropriations prior to year-end		(200,000)
Anticipated tax write-offs and chargebacks prior to year-end		(200,000)
• 2011 revenues realized in excess (short) of 2011 Budget amounts		
1. Grants	\$73,000	
2. Sale of Capital Assets	(50,000)	
3. Interest	(40,000)	
4. Park Operations	(467,000)	
5. Miscellaneous	<u>(5,000)</u>	(489,000)
• 2011 Park Operations and Administrative Office Expenditures under 2011 Budgeted Expenditures		1,559,000
• 2011 Major Maintenance Expenditures under 2011 Budgeted Expenditures		<u>1,450,000</u>
• Total Reserve for Future Contingencies at 12/31/2011		<u><u>\$17,900,000</u></u>

## **EXPENDITURES**

### **Engineering/General Planning - \$2,200,000**

- \$1,637,000 – Twelve (12) full-time employees in Engineering Department (including four (4) field engineers, and two (2) survey crew), four (4) full-time employees in Planning/Natural Resource Department, seven (7) part-time employees; wages and fringe benefits.
- \$ 508,000 – Outside consultants – major items:

Administrative Office	Stream Gauging	\$46,000
	Vehicular Bridge Inspections	25,000
	Kent Lake Water Quality Assessment	15,000
	Stony Creek – Creel Study	18,000
Metro Beach	Parking Lot Reconstruction	75,000
Kensington	Maple Beach Redevelopment	15,000
Hudson Mills	Service Area U.S.T. to A.S.T.	10,000
Stony Creek	Eastwood Beach Building Renovations	25,000
	Boat Launch Restroom Renovations	10,000
Willow	Service Area U.S.T. to A.S.T.	12,000
Indian Springs	Wellhouse Iron Removal System	12,000
Huron Meadows	Park Service Buildings	150,000
		\$413,000
- \$ 45,000 – Materials and supplies for Engineering, Planning and Natural Resources Departments.

### **Capital Improvements - \$8,850,000**

- Attached Schedules A, B, C and D detail the 52 capital improvement projects recommended for 2012.
- Twenty-nine (29) projects are being rebudgeted from 2011 at a cost of \$5,411,000 with nearly all 2012 cost covered by funds carried over from 2011 (\$5.3 million). Projects are detailed on Schedule A.
- The \$1.0 million EPA grant portion of the Metro Beach parking lot reconstruction project has been included. Under terms of the grant, HCMA will be reimbursed these funds after construction takes place in 2013. This project is listed on Schedule B.
- Seven (7) revised Five-Year Plan 2012 projects are being recommended for funding at \$1,851,000. This level of funding provides funds for all but one 2012 project included in the revised Five-Year Plan. These projects are detailed on Schedule C.
- Fifteen (15) new projects are recommended for funding at \$580,000. The revised Five-Year Plan included \$500,000 for unidentified minor projects. These projects are detailed on Schedule D.

**Equipment - \$1,450,000**

- Major equipment items include:

\$257,700	–	2 Dump Trucks
100,000	–	1 Mobile Stage
99,000	–	11 Golf Carts
98,200	–	4 Pickup Trucks
94,300	–	3 Tractors
75,000	–	3 Sport Utility Vehicles
60,000	–	3 Fuel Management Systems
55,000	–	2 Sprayers
51,500	–	2 Police Sport Utility Vehicles
49,500	–	5 Radios
48,600	–	1 Beach Cleaner
44,400	–	2 Staff Vehicles
40,000	–	1 Generator (portable)
38,000	–	3 Trailers
25,400	–	4 Pool Handicap Lifts
25,200	–	1 Police Vehicle
25,000	–	1 Aerifier Core Processor
25,000	–	1 Litter Vac
20,400	–	34 Handguns
20,000	–	1 Brine Tanks
20,000	–	3 Copiers

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\$1,272,200

**Land Acquisition - \$5,450,000**

- \$5,450,000 entirely represents land acquisition funds to be carried over from 2011. No new 2012 funds are recommended to be added to land acquisition.
- Provides partial funding to fulfill Board designated park boundaries at Wolcott Mill.

**Major Maintenance - \$2,750,000**

- In order to keep up with the aging Metropark infrastructure, eighty-three (83) projects have been identified and are recommended for funding. Projects are detailed on pages 9 and 10 and are summarized by type of project as follows:

- \$546,000 – Roadway/hike bike trail/cart path repairs (16 projects)
- \$485,000 – General building repairs (17 projects)
- \$290,000 – Roof repairs/replacements (11 projects)
- \$247,000 – Aquatic facility repairs (9 projects)
- \$160,000 – Bathhouse/food bar/restroom renovations - Willow
- \$149,000 – Nature Center roof replacement - Kensington
- \$145,000 – Paint Hike Bike Trail Bridge substructure - Lower Huron
- \$105,000 – General engineering/planning for all major maintenance projects
- \$74,000 – Play area surfacing replacements (5 projects)
- \$65,000 – Mill Raceway repairs - Wolcott Mill
- \$63,000 – Remove underground storage tank - Huron Meadows
- \$54,000 – Replace trash compactor - Metro Beach
- \$45,000 – Irrigation head replacement golf courses (2 projects)

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\$2,428,000

### **Administrative Office - \$5,950,000**

- Total 2012 budgeted Administrative Office expenditures of \$5,950,000 represents a \$448,000 (8 percent) increase over 2011 projected actual expenditures of \$5,502,000.
- Wage and fringe costs of the 27 Administrative Office employees, one contract employee and 140 retiree/spouses total \$4,743,000, up \$185,000 (4 percent). Contributing factors include:
  1. A net \$66,000 increase in 2012 Retiree Health Care Trust contribution costs. Current retiree health care costs are projected to increase \$193,000 due to a 12 percent rate increase in Medicare Advantage costs plus six new 2012 retirees. This increase is partially offset by a decline of \$127,000 in the prefunding allocation for the active eligible employees.
  2. A \$74,000 increase in employee bonuses due to allowances for full bonus payouts and one retirement severance payout.
  3. A \$30,000 increase in part-time wages as part-time employees will be utilized more in Accounting, Communication and Computer Services Departments.
  4. Full-time wages are expected to decline \$18,000 as a 2 percent contractual wage increase will be offset by no severance pay for the former director and only 4.5 months of contractual wages for the marketing coordinator.
- Material/supplies/outside consultant costs for the Administrative Office are expected to run \$1,207,000 up \$263,000 (28 percent). Contributing factors include:
  1. A \$58,000 increase in computer services consulting for upgrades in the Authority's information sharing platform and point-of-sale software.
  2. A \$67,000 increase in computer equipment (servers, licensees, etc.).
  3. Allowance of \$33,000 for possible increase in 2012 legal fees.
  4. An \$87,000 increase in marketing outside services for the promotion and staging of nine planned events plus a branding consultant. These costs are partially offset by a reduction in email marketing services which is now in a maintenance mode.

### **Park Operations - \$32,200,000**

- Total 2012 budgeted park operation expenditures are expected to run \$32,200,000 which would be basically flat from projected actual 2011 expenses of \$32,179,000, (up 0.1 percent).
- The \$32.2 million budgeted for 2012 is less than the original \$32.65 million budget approved for 2011 park operations.
- The \$32.2 million park operating budget requests from the District Park Managers and park administrative staffs have not been reviewed as of Oct. 26, 2011.
- Guiding objectives were to scrutinize operations closely, economize wherever possible, while maintaining services, quality, maintenance and secure parks and impacting park patrons as minimally as possible.
- No facilities or programs have been recommended for closure with camping added at Lower Huron.
- The overall leveling off of park operation expenditures should come about as a result of (1) wage and fringe benefit costs declining by about \$250,000 (1.0 percent), offset by (2) an increase of \$250,000 (3.5 percent) in material/supplies/outside services.
- Some of the factors influencing anticipated 2012 park operation expenditures include:

#### **Wages/Fringes - \$24,600,000**

1. A significant reduction of approximately \$770,000 in the amount budgeted for prefunding retiree health care for active employees as a result of funding only the annual required contribution.
2. 2.0 percent contractual full-time wage increase plus \$400 lump sum payment for supervisory/non-supervisory employees ( $\pm$  \$200,000).
3. Full year funding of park administrative positions in 2012 which were partially unfilled during 2011 as the Authority transitioned into the new reorganizational plan structure ( $\pm$  \$85,000).
4. Allowances for more complete staffing of facilities by part-time employees in early spring and late summer at food service, aquatic and golf venues ( $\pm$  \$170,000).
5. An anticipated increase in Authority 2012 pension contribution plus higher Social Security costs ( $\pm$  \$150,000).



6. Lower group health care costs due to no rate increase from Blue Cross Blue Shield and less employees covered ( $\pm$  \$50,000).

**Materials/Supplies/Outside Services - \$7,600,000**

1. DSO returning in 2012 plus new concert venue at Kensington ( $\pm$  \$70,000).
2. Initial equipping of new golf starter facility at Kensington ( $\pm$  \$75,000).
3. Allowances for major repairs to Stony Creek's weed harvester, battery replacements at Stony Creek Golf Course and more equipment repairs associated with longer equipment replacement cycles ( $\pm$  \$60,000).
4. Allowances for increased fuel charges ( $\pm$  \$60,000).
5. Increased marketing efforts at park level ( $\pm$  \$15,000).
6. Cost reductions are anticipated in phone costs, fertilizers/chemicals and building repairs ( $\pm$  \$70,000).

**Reserve for Future Contingencies - \$14,150,000**

- Although 2011 park operating revenues will fall short of 2011 budget amounts, favorable results on the expenditure side in park operations and administrative office, plus under spending in the major maintenance area should allow this account to increase from the current September 30, 2011 balance of \$15.8 million to \$17.9 million at December 31, 2011(details on page 3).
- As anticipated in the Board approved revised Five-Year-Plan, 2012 will be the first year that the Reserve account funds will be utilized to balance the budget. It is estimated that the Reserve account will decline from \$17.9 million to \$14.15 million to start 2012.
- The \$14.15 million puts the Reserve account at 20 percent of the 2012 Budget and returns the Reserve account to the approximate same level as the Authority ended 2010.
- There may be concern that the Authority is utilizing \$3.75 million of Reserve funds at the beginning of 2012. However, historically the Authority does not spend all funds allocated to major maintenance, Administrative Office or park operations. These unused funds would be returned to the Reserve account at the end of 2012.





## HURON-CLINTON METROPOLITAN AUTHORITY

To: Board of Commissioners  
From: Kassie Kretzschmar, Marketing Manager  
Subject: Update – Six-Month Marketing Report  
Date: November 3, 2011

Began working for HCMA on May 16, 2011 and have accomplished and/or working on the following:

### Focusing on three areas:

- Ways to increase awareness and focusing on how we can brand the Metroparks
  - By building bigger partnerships with metro Detroit media outlets
  - By partnering with various corporations, groups etc.
- Ways to increase number of visitors to the Metroparks
  - Through new events and new partnerships
  - Looking at how to build on existing programs and events
- Ways to bring in more money
  - Sponsorships
  - Event fees
  - Grants

I continue to visit all the parks and attend various events to get as familiar as possible; meet with the Board members, park managers and employees to obtain their thoughts on: marketing; expectations; branding; events; sponsorships; best things about the parks plus the challenges/obstacles.

### 2011 KEY PROGRAMS/EVENTS:

- **Sept. 2011** – Our **9/11 Michigan Remembers** 10<sup>th</sup> anniversary event for Michigan military, police and firefighters at Lake Erie and Metro Beach Metroparks. We had around 10,000 attendees on a Sunday evening between 5:00 - 9:30pm. HCMA received a 9/11 military award for our 9/11 Michigan Remembers events, I received the same award, plus I received a presidential award (one of 50 that were given out in the U.S.) which was an American flag that flew at the U.S. Capitol during the time of our event on Sept. 11, 2011 for me creating the event and for inviting the military along with the police and firefighters.
  - Received a \$500 sponsor check for the event from Paragon Properties for a booth they set up at Metro Beach.
  - Received in-kind advertising from CBS Detroit Radio stations (98.7 AMP Radio, WWJ 950 Newsradio, 97.1 The Ticket, 99.5 WYCD, 104.3 WOMC) valued at \$111,600
  - Received in-kind advertising from 101.1 WRIF (a non-sponsor) valued at \$4,000
  - HCMA Cash Expense for the event was \$8,300

- Working with **Costco** on a Metroparks package to sell during the holidays at all nine Michigan Costco locations. The package includes a \$25 annual permit and a \$25 Metroparks Gift card.
- **Heritage Holidays** at Wolcott Mill, Dec. 2011 – building to this existing event by working with Magic 105.1; we will be giving out gift certificates to the first 60 to 100 families for a live (cut) Christmas tree. Families come to see Santa in an intimate, old-fashioned setting, old-fashioned children's games, Victorian Era candles, old-time television and outdoor Christmas lights; kids visit with Santa and create holiday crafts indoors, and make s'mores at the outside bonfire each evening.

#### **2012 KEY BUDGETED EVENTS AND PROGRAMS:**

- **Metroparks Cardboard Classic** event in February for Indian Springs Metropark where participants create sleds out of cardboard, paint, tape and glue only and then are judged on creativity and speed.
- **Golf promotion with WJR's Frank Beckmann** – “Beat Beckmann” golf challenge where he would invite his listeners out to a number of our courses which he will play and the public is encouraged to participate.
- **Metroparks Passport** – could be distributed at a retailers' multiple locations for the public to pick up, and then over a three month period they would visit each of the 13 parks to get a “passport” stamp and once they have all the stamps they are entered in a contest to win a grand prize trip for four. I am working to secure Dunkin' Donuts as our partner.
- **Spring Outdoor Expo with Cabela's, Beaumont and Boy Scouts** – a public event, the focus will be on healthy eating and getting active (scouts will come out for merit badges) Cabela's will do demonstrations and have interactive activities, Beaumont will have health stations.
- **Metroparks Kids' Scavenger Hunt** – will set up a scavenger hunt that will be broken down by four park districts i.e. kids would need to go to three/four parks instead of all 13, and will be entered to win a prize once they complete.
- **Motorsports event at Willow** – expanding on the Monster Truck event we currently have to bring in other motorsport activities and displays.
- **Country Fest at Lake Erie** – country bands over a summer weekend with family activities etc.
- **Metroparks and the War of 1812 Bicentennial Commemoration/Navy Week 2012** – Navy Band and Choir from Washington, D.C. would perform at one of our parks (Metro Beach or Lake Erie, we would also have 1812 War re-enactments in those parks as well, Navy Week is Sept. 5-12, 2012.
- **Fall Festival at Wolcott Mill** since it was originally a flour mill, we'd tie in King Arthur Flour as a sponsor of a baking contest, family activities, hayrides, pumpkins, etc.
- Branding ideas and testing with Focus Groups.

**OTHER EVENTS/PROGRAMS I AM WORKING ON:**

- **Fireworks** (trying to get sponsors, event already gets a lot of people)
  - This year I arranged an interview on WJR 760 am radio for HCMA Director to promote the Kensington Fireworks and also how the Metroparks was kicking off summer with other key events.
  - WWJ 950 am also did live announcements for fireworks.
- **Camper and RV events**
  - Met with the president of All Seasons Communications who manages the Camper/RV shows in Michigan to talk about partnerships and also to talk more about camping in the parks and other ways to promote the parks to their audience.
  - Met with General RV Marketing Manager to talk about partnerships and a Camper/RV show for 2012 at one of our parks.
- Met with the president of the American Powerboat Association and the Detroit Gold Cup Races' event director to talk about some boat events with the parks.
- Met with the Salvation Army about bike/hike event for 2012.
- Forgotten Harvest- I have been working with them on a project where Metroparks would provide land for an interactive farm site that involves community participation and education. Forgotten Harvest would work with local growers, local educational institutions, and local non-profit organizations to develop an interactive commercial vegetable farm benefitting all involved. This effort in support of Forgotten Harvest will invoke a community supported synergy that will benefit all through food production, community awareness and positive publicity. HCMA would benefit from increased public education and interaction, new partnerships, potential profits from value-added processing. Forgotten Harvest would benefit from surplus and any non-marketable food; partnerships in the agricultural community; increased community support for FH efforts.
- I have met with various event promoters and organizers to talk about moving existing events to our Metroparks and also building new events like a Country Fest, Blues and Jazz Festival etc.
- Working with Michigan Humane Society on pet events in the parks.
- Continue to contact companies/organizations to promote bulk annual permit purchases at the corporate discount rate. Received an order for 50 permits from ITC Holdings.
- Working on park signage opportunities and potential sponsors
  - Met with CBS Outdoor Vice President
  - Met with Palace Sports & Entertainment Executive Vice President
  - Met with Harrison Township about partnership for signage outside Metro Beach
- Soliciting sponsorships for the HCMA maps, newsletter and back of the annual permits.

**Recommendation:** That the Board of Commissioners receive and file the Six-Month Marketing Update Report as recommended by Marketing Manager Kretzschmar and staff.





# HURON-CLINTON METROPOLITAN AUTHORITY

7 - G - 3

Meeting of November 10, 2011

To: Board of Commissioners  
From: David C. Moilanen, Director  
Subject: 2012 Board of Commissioners' Meeting Schedule  
Date: November 3, 2011

The proposed 2012 Board of Commissioners' meeting schedule is attached for review. All meeting dates are on the second Thursday of each month.

## **Attachment: 2012 Board of Commissioners' Meeting Schedule**

**Recommendation:** That the Board of Commissioners approve the 2012 Commission meeting schedule as recommended by Director Moilanen and staff.





**HURON-CLINTON METROPOLITAN AUTHORITY  
2012 BOARD OF COMMISSIONERS' MEETING SCHEDULE**

Date	Site	Time	Location/Comments
Jan. 12	<b>Administrative Offices</b> 13000 High Ridge Drive Brighton, MI 48114	10:30 am	Administrative Office Board Room
Feb. 9	<b>Administrative Offices</b> 13000 High Ridge Drive Brighton, MI 48114	9:00 am	<i>Pension and Health Care Trust Meetings</i>
		10:30 am	Administrative Office Board Room
Mar. 8	<b>Administrative Offices</b> 13000 High Ridge Drive Brighton, MI 48114	10:30 am	Administrative Office Board Room
Apr. 12	<b>Kensington Metropark</b> 2240 West Buno Road Milford, MI 48380	10:30 am	TBD <i>Hike-Bike Trail Dedication</i>
May 10	<b>Metro Beach Metropark</b> 31300 Metro Parkway Mt. Clemens, MI 48046	9:00 am	<i>Pension and Health Care Trust Meetings</i>
		10:30 am	Thomas S. Welsh Activity Center
June 14	<b>Kensington Metropark</b> 2240 West Buno Road Milford, MI 48380	10:30 am	TBD <i>Golf Course Starter Building Dedication</i>
July 12	<b>Lower Huron Metropark</b> 17845 Savage Road Belleville, MI 48111	10:30 am	Turtle Cove Family Aquatic Center
Aug. 9	<b>Stony Creek Metropark</b> 4300 Main Park Road Shelby Township, MI 48316	10:30 am	TBD <i>Playground Dedication</i>
Sept. 13	<b>Lake Erie Metropark</b> 32481 West Jefferson Brownstown, MI 48173	8:30 am	<i>Pension and Health Care Trust Meetings</i>
		10:30 am	TBD
Oct. 11	<b>Wolcott Mill Metropark</b> 63841 Wolcott Road Ray, MI 48096	8:30 am	<i>Pension and Health Care Trust Meetings</i>
		10:30 am	Camp Rotary Activities Building 20505 29 Mile Road, Ray Township, MI 48096
Nov. 8	<b>Administrative Office</b> 13000 High Ridge Drive Brighton, MI 48114	10:30 am	Administrative Office Board Room
Dec. 13	<b>Administrative Office</b> 13000 High Ridge Drive Brighton, MI 48114	10:30 am	Administrative Office Board Room

**NOTE:** *Special Parks District Forum:* June 18 – 21, Three Rivers, MN  
*NRPA:* Oct. 16-18, Anaheim, CA  
*MRPA:* Feb.8-10, Dearborn, MI





# HURON-CLINTON METROPOLITAN AUTHORITY

7 - G - 4  
Meeting of November 10, 2011

To: Board of Commissioners  
From: David C. Moilanen, Director  
Subject: 2012 HCMA Employee Recognition Dinner  
Date: November 3, 2011

The 2012 HCMA Employee Recognition Dinner, hosted by the Administrative Office, is planned for Saturday, March 10, 2012 and will be held at the Laurel Manor Banquet and Conference Center in Livonia.

The Board of Commissioners has generously supported this event in the past which honors exemplary employees, pays tribute to retiring employees, recognizes employee tenure milestones and in general helps build employee morale.

An allocation, not to exceed \$7,000, is requested of the Board of Commissioners to subsidize the cost of the event.

**Recommendation:** That the Board of Commissioners approve a subsidy not to exceed \$7,000 for the 2012 Employee Recognition Dinner as recommended by Director Moilanen and staff.





## HURON-CLINTON METROPOLITAN AUTHORITY

To: Board of Commissioners  
From: Susan H Nyquist  
Subject: Update – Giant Michigan Stove  
Date: November 3, 2011

At The regular October meeting of the Board of Commissioners, Commissioner Hertel presented a proposal to the Board of Commissioners, requesting to relocate a Replicated Giant Michigan Stove (Stove), from the Michigan State Fairgrounds to Kensington Metropark.

In response, the Board authorized staff to proceed with the possible acquisition of a replicated Giant Garland Michigan Stove and that a report regarding the project and a possible location for the stove be presented to the Board within 30 days.

### HISTORY

By the mid-1800s, Detroit had become a center of the stove manufacturing industry, and after 1880 the city was recognized as the stove capital of the country. It was for this reason that the Great Stove was built in 1892, to represent Detroit and the state of Michigan at the World's Columbian Exposition in Chicago in 1893. The stove was a monumental scale replica of a cast iron kitchen range manufactured by the company and bearing the trade name "Garland." After the Exposition, the Stove was dismantled, shipped back to Detroit, and re-erected in front of the factory of the Michigan Stove Company. In 1927 the stove was moved to a new location on East Jefferson Avenue near the Belle Isle Bridge. In 1965, the stove was donated to the city of Detroit and was moved to the Michigan State Fairgrounds. In 1974, due to its poor condition, the stove was dismantled and moved to storage at the Detroit Historical Museum, which saved all of the parts. In the late nineties, the Stove was carefully restored and unveiled on the eve of the grand opening of the 150<sup>th</sup> Anniversary of the Michigan State Fair on August 24, 1998. Though it was a replica of a cast iron stove, the large monument was made of hand-carved oak. The fifteen ton stove model was 25-feet tall and 30-feet long. The stove, however, met near destruction as it was consumed by fire in August, 2011, believed to be caused by a lightning strike.

### LOCATION ASSUMPTIONS

The following is a list of desirable criteria used to evaluate Metropark sites for the Stove:

1. A park with high visitation
2. A site near an expressway to maximize visual exposure
3. A site near high traffic volume local roads
4. A site with in-park access by car, bike, or foot
5. A site near an interpretive facility
6. A site near a recreational facility or activity

The following is a list of undesirable criteria used to devalue potential sites.

1. Sites that would be detrimental to native plant restoration projects
2. Sites where the natural scenic value would be compromised by incompatible uses
3. Sites resulting in a negative impact on environmentally sensitive areas
4. Sites where access for construction, security, and maintenance would be difficult

As directed by the Board, and for the purposes of this report, only Metropark sites were considered. Based on the above criteria, the Metroparks with the highest visitation were selected as potential sites and include Kensington, Stony Creek, Metro Beach, Lower Huron, Lake Erie, and Willow. Sites within these Metroparks were subsequently selected to comply with items 2-6 where possible. As a result of this process, Kensington and Willow Metroparks had the only sites able to meet all the valuable criteria. Wolcott Mill, although low in attendance, was evaluated because the Stove might compliment existing historic interpretation programs.

#### DISCUSSION POINTS OF OWNERSHIP

In addition to evaluating possible sites within the Metroparks for the Stove, a subjective list of discussion points was prepared as a platform for determining of the value of ownership of the Stove by the Metroparks. The list addresses issues pertaining to education, funding, park site suitability, and marketing. By accepting ownership, the Metroparks will be solely responsible for permit and construction oversight fees, the costs of routine care, and funding future major maintenance and repairs. Costs to deliver and install the stove are dependent on a final location. However, over a thirty year period, the Metroparks can plan to invest an estimated \$40,000 for routine and major maintenance.

The results of the location feasibility assumptions and the discussion points are attached to this report. The assumptions, bullet points, and results of the study should be viewed as pliable and subjective; and are presented to facilitate further interpretation and/or discussion by the Board.

**Recommendation:** That the Board of Commissioners receive and file the Giant Michigan Stove Report, and, furthermore, provide staff with direction as recommended by Chief Planner Susan Nyquist and staff.

VALUABLE SITE CRITERIA	KMp	SCMp	MBMp	LHMP	LEMP	WMp	WMMp
A park location with high visitation	2,370,204	1,538,541	1,367,878	1,063,554	648,849	638,325	Low attendance
A site with high traffic volumes							
Highway/Interstate	Yes	No	No	No	No	Yes	No
Major (high volume) Local Roads	No	No	No	No	No	No	No
A site visible to drive-by traffic AND in-park access	Yes, Hike/Bike Trail, Golf Course	No	Yes, Park Entrance on Jefferson	No	Yes, Park Entrance on Jefferson	Yes, Golf Course	No
Other criteria							
Near interpretive facility	Farm Center	Nature Center			Museum		Mil
Near recreational facility	Trail	Trail	Trail	Trail		Trail	Farm

## DISCUSSION POINTS of OWNERSHIP

### EDUCATION

- + Preserves, interprets, and teaches a piece of Detroit Industrial History
- + Relates a story about the Chicago World Fair
- + Replicates a unique Giant landmark
- + Could support Metropark education mission with respect to southeast Michigan history
- Interest in the Michigan stove industry may be past its peak due to prominence of auto industry

### FUNDING

- + Increased visitation
- + Reconstruction of the stove might be funded by outside partner
- Funding the reconstruction may be a low priority in current tough economy
- + Funding of transportation/delivery and site construction may be funded by outside partner
- Funding of transportation/delivery and site construction may be funded by Metroparks
- In light of the current economy, there may be more worthwhile fundraising opportunities
- Metroparks would need to commit to future maintenance and repairs.
- Possible negative public opinion or backlash from debatable use of public funds

### PARK SITE SUITABILITY

- + Provides a unique attraction and fun photo opportunities.
- Need to secure from vandalism.
- Scenic views currently appreciated by the public might be compromised
- +/- Evaluate suitability to a park setting as opposed to an urban setting i.e. museum or urban renewal project.
- +/- Compliance with local zoning ordinance and site plan requirements
- +/- Despite high visitation, Metro Beach is questionable as an appropriate site due to small scale of the park
- +/- Despite low visitation, Wolcott Mill may be a suitable site due to the existing historic interpretation
- Several locations chosen for visibility are sites of extensive native plant restoration efforts

### MARKETING

- + If the station commits, it could build a positive relationship with WJR; and valuable for future projects
- + Constructs a good relationship with a reputable partner in WJR
- + Strategically located, possible increase in visitation
- + Possible positive public opinion or marketing as a result of preserving history
- Possible negative public opinion or marketing as a result of perceived spoiling of natural scenery







## HURON-CLINTON METROPOLITAN AUTHORITY

7 - G - 6  
Meeting of November 10, 2011

To: Board of Commissioners  
From: Gregory J. Almas, Deputy Director  
Subject: October Donations (11)  
Date: November 3, 2011

The following donations were received through Oct. 31, 2011:

1. CBS Radio Detroit provided equipment, airtime, Facebook/Twitter/email blasts, station email blasts, sky lanterns and HCMA stickers for sky lanterns for the "Michigan Remembers" 9/11 Tribute events held at Lake Erie and Metro Beach Metroparks; itemizing expenses of \$111,600 as an in-kind donation.
2. 101.1 WRIF provided airtime for the "Michigan Remembers" 9/11 Tribute events held at Lake Erie and Metro Beach Metroparks; itemizing expenses of \$4,000 as an in-kind donation.
3. Wilson Born provided for pruning of trees and brush disposal at Metro Beach Metropark Nature Center; itemizing expenses of \$660.
4. Linda Sutherland made a donation of a miniature donkey to be used at Kensington Metropark Farm Center; itemizing a value of \$1000 and receiving \$400 in payment.
5. Bill Cardella made a \$350 cash donation made for a bench to be used at Lake Erie Metropark.
6. Teresa Shue made a \$310 cash donation for a memorial tree to be planted at the Kensington Metropark Golf Course in memory of Joshua Sellers.
7. William Luke made a \$300 cash donation for a bench in memory of his father to be used at the Nature Center at Kensington Metropark.
8. James Morgan made a \$250 donation for a picnic table to be used at Lower Huron Metropark.
9. Greg Streby made a \$200 cash donation to be used to help rebuild the Camp Rotary "Mini-Mac" bridge at Wolcott Mill Metropark.
10. Communication Works of America Local 4008 made a \$200 cash donation to be used to help rebuild the Camp Rotary "Mini-Mac" bridge at Wolcott Mill Metropark.
11. Christina Letzring donated a Kitchen-Aid electric range – self cleaning oven for use in the kitchen of the park office at Indian Springs Metropark; itemizing a value of \$600.

**Recommendation:** That the Board of Commissioners formally accept the October donations and a letter of appreciation be sent to the donors as recommended by Deputy Director Almas and staff.



**GEORGE M. CARR, P.C.**

ATTORNEY AND COUNSELOR

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Mr. Anthony Marrocco, Chairman  
Huron-Clinton Metropolitan Authority  
13000 High Ridge Drive  
Brighton, Michigan 48114-9058

November 3, 2011

Dear Chairman Marrocco:

The legislature is currently in a last minute rush toward the scheduled November 10<sup>th</sup> recess for Thanksgiving. Hanging over the proceedings is the upcoming November 8<sup>th</sup> recall election for Representative Paul Scott from Grand Blanc. Scott is the only recall to make the November ballot out of over 30 attempts. In a rare unanimous holding the Michigan Supreme Court refused to halt or delay Scott's recall election, despite a last minute appeal for delay by Governor Snyder and Attorney General Schuette.

Except for Representative Scott personally, the outcome of the election is relatively symbolic. Even if Scott is recalled and replaced by a Democrat, Republican leadership of the House will remain intact. The major impact of the Scott recall initiative is the enormous amount of money spent by both sides. Filed reports from the Michigan Education Association (MEA) indicate over \$150,000 spent to date supporting Scott's removal from office. The House Leadership, State Chamber and numerous business groups have collectively matched or exceeded the MEA in support of Scott. When direct and in-kind expenditures are totaled over \$1 million could ultimately be spent on the recall campaign.

The much anticipated Personal Property Tax (PPT) reform from Governor Snyder has not been released to date. Overshadowed by the debate over the stalled new bridge to Canada and the Transportation Package rolled out today, the details are now expected sometime after Thanksgiving.

We are currently following several bills with potential impact on the Metroparks and the employees. Legislation on Worker's Compensation and Labor Negotiations are expected to be finalized by the Board Meeting next week. A recap of the session to date and a forecast for the balance of the 2011 session will be presented at the Board Meeting.

Respectfully submitted,

  
George M. Carr





**HURON-CLINTON METROPOLITAN AUTHORITY  
OCTOBER MONTHLY REPORT  
FOR  
BOARD OF COMMISSIONERS  
NOVEMBER 10, 2011**

**Director's Comments**

- The parks were very busy with fall activities, especially on the weekends. Halloween-oriented activities, cross country running meets, tours and programs at interpretive centers, golfing, and hiking and biking were the main draws for the parks.
- Behind the scenes, park, departmental and administrative staff are also working hard putting together their budgets for 2012. All park and departmental budgets have been submitted and senior staff is now in the process of reviewing them with each department and park unit. With the change in the administrative organization to three districts, more of the work has been delegated to middle and front line managers and staff. This shift in budget preparation responsibilities is working well. As usual, a preliminary Metroparks budget for next year will be presented to the Board for review at the November meeting.

***Eastern District***

**Metro Beach, Stony Creek, Wolcott Mill –**

**Mike Lyons**

- The first half of the month was excellent in terms of attendance and revenues due to the good fall weather.
- Picnic shelter rentals for 2012 at Stony Creek began Oct. 1 with 32 rentals on the first day, and a total of 50 for the month (up slightly from last year).
- Patrons also began reserving spaces for winter boat storage with 36 spaces reserved to date.
- A Halloween themed Rustic Family Camping weekend was held Oct. 7-9 with 16 families totaling 76 people registered for the event. Activities included a candy scramble, pumpkin carving and a costume contest.
- Other events scheduled at Stony Creek for the month included three charity walk/runs, two weddings and a commercial photo shoot.
- The final Banquet Tent wedding took place Oct. 15; this event brought the season total to 22 events at the Tent.
- The staffs at Wolcott Farm Center and the Historic Mill were busy during the month preparing for, and conducting programs.
- The Frost Bite Rendezvous was held Oct. 6 – 9. This popular annual boating event organized by several yacht clubs including the Detroit Yacht Club and the Jefferson Yacht Club. Activities included trick-or-treating, kids' crafts and games, pumpkin carving and a heated tent with entertainment. More than 200 boats took part in all the activities at the Metro Beach Marina.
- Six cross country meets were held at Metro Beach during the month with the largest being the Macomb Area Conference Final held on Oct. 22 and the Macomb Area Conference State Regional meet held on Oct. 29.

***Western District***

**Kensington, Indian Springs, Hudson Mills, Huron Meadows, Dexter-Huron, Delhi**

**Kim Jarvis**

- Kensington began the month with a camporee on Oct. 1 and 2 at the Horse Staging area of the Group Camp. Hundreds of riders enjoyed a weekend of trail riding, bonfires and entertainment.
- Kensington also hosted six cross country meets with the largest being the 52<sup>nd</sup> Annual Oakland County Championship. Warm 80 degree temperatures brought more than 6,000 people to the park for this regional meet.

### ***Western District (con't)***

- On Oct. 4 while mowing near the bike path, one of the park maintenance workers saw a stroller with a young girl roll into the lake while the mother was tending to another child. The maintenance worker jumped off the mower and along with the mother pulled the child and the stroller out of the lake. All three were wet and the young girl was shaken up. The mother was very appreciative for the help in averting what could have been a serious accident.
- The second annual Halloween Fun program was held at the Hudson Mills Activity Center and was featured on the Dexter Patch. This two-day event was sold out and families enjoyed craft making, apple cider making and a hayride.
- On Oct. 9 the Huron River Watershed Council cleaned the Huron River from north of Hudson Mills all the way to Ann Arbor.
- Hudson Mills also hosted eight cross country meets during October.
- Huron Meadows hosted five cross country events. The largest event had cars parked all the way to Rickett Road. Thanks go to the maintenance crew and the police department for their hard work.
- In cooperation with the Huron Valley Optimist Club, Indian Springs hosted the Great Pumpkin Hunt on Oct. 15. More than 500 people enjoyed face painting, bounce houses, interpretive displays and pumpkins.
- The Event Room at the EDC hosted five weddings during the month and staff is busy booking appointments for 2012 and 2013.

### ***Southern District***

#### **Lower Huron, Willow, Oakwood, Lake Erie –**

#### **Jim Pershing**

- Approximately 150 people participated in the ALS walk on Oct. 1 at Lake Erie.
- Turtle Cove was represented in the annual Applefest parade through New Boston on Oct. 1. The Nature Center's new farm wagon was dressed up with banners about Turtle Cove and was towed by an HCMA vehicle.
- The "Fall Fun Frolic" run took place at Lower Huron on Oct. 2. Approximately 300 people participated in a one mile fun run, 5k or 10k.
- More than 200 people participated in the "Belleville-Romulus Crop Walk" at Lower Huron on Oct. 2.
- The Fall Funforall, a celebration of the fall season, was held at the museum at Lake Erie on Oct. 8 with more than 150 people enjoying a straw maze, pumpkin carving, farm animals and made dolls from corn husks.
- Two volunteer dinners were held during the month. The first one was held Oct. 14 honoring Lake Erie volunteers, with the second held the following week honoring Willow volunteers. Approximately 30 volunteers and guests attended both events.
- A hike-bike event celebrating the trail connection between the Detroit International Wildlife refuge and Lake Erie was held on Oct. 15. Approximately 20 people took respective "cycles" to ride the four miles from Lake Erie to the Refuge for the dedication program.
- The Michigan Gazehound organization held an event at Lake Erie on Oct. 15 and 16. The group had several courses laid out with the hounds then running through numerous timed events.
- The Brownstown Fire Department Haunted Hayride was held at Lake Erie on Oct. 21 and 22. This year's event required some traffic control at the park entrance for a short time.
- Cross country meets were held at Lake Erie on Oct. 1 and 29, and at Willow on Oct. 8, 14, 22 and 29. Attendance at these races ranged from 500 to 1,500 participants with an additional 2,000 – 4,500 participants during the course of the day.

## **Interpretive Services –**

### **Mike George**

- Great weather translated into increased visitation for the interpretive facilities. All of the facilities offered a variety of programming that echoed the season and included craft making classes, hay rides, scouting activities and much more.
- Special events such as the Civil War weekend which took place at Wolcott Mill Historic Center were well attended.

### **Metro Beach Nature Center**

- The second annual “No Child Left Inside – Get Out and Play – Macomb,” held in cooperation with the Macomb County Healthy Kids, Healthy Futures Coalition, took place on Oct. 1. This was the Nature Center’s first time offering this program in October with several hundred participants.
- School groups including Great Lakes Education Program, big scout program days, Halloween programs and “American Girl Campfire” kept staff busy with program preparation.
- Out-of-park programs included “Using Native Plants in Your Garden,” presentations to Mount Clemens Women’s Garden Club and a Macomb County Master Gardeners class.
- All of the Halloween programs were well received.
- Staff met with Michigan Sea Grant representatives to continue plans for exhibits under the phragmites grant.
- Storm water education reports were prepared for HCMA staff and the Macomb County Public Works Department.
- Volunteers contributed in several areas during October which included Buckthorn removal, shoreline clean-up, cleaning flower and shrub beds and setting up bird feeding stations.

### **Wolcott Mill Historic Center**

- The center’s largest event, the Civil War Skirmish, held Oct. 8 and 9 had a good turnout both days even though this was the first year a fee was charged to attend the event. The event also received great press coverage.
- Halloween Hauntings held on Oct. 21 and 22 had two nights of public programs and a day of limited party goers which made the event enjoyable for those that attended.

### **Wolcott Mill Farm Center**

- Public programming attracted numerous visitors during the month. Weekend “Pumpkin, Cider and Donut Wagon Rides” were very popular.
- “Create a Spooky Gingerbread House” again provided a great holiday craft for patrons.
- The “Farm Trick-or-Treat” had a large turnout.

### **Wolcott Mill Farm Center**

- The annual Metroparks equipment auction had a great turnout; overflow parking filled, and people wherever space was available.

### **Stony Creek Nature Center**

- “Autumn Adventure,” school tours, “Naturally it’s Howl’O’Ween” and preparation for school outreach and scout badge programs took up most of the staff’s time in October.
- “Autumn Adventure” continued to be very popular and provides most of the program numbers from schools.
- School outreach registrations were sent out by mail earlier in the month and the center has already been receiving calls from schools.
- Twenty-six volunteers donated 77 hours of time to the care and feeding the animals and in helping with programs and activities.

## **Interpretive Services (con't) –**

### **Indian Springs Environmental Discovery Center**

- Younger groups chose activities from the traditional “Autumn Adventure” lineup. Middle and high school classes concentrated their studies on “Water Quality” and “Ecosystems.”
- Staff set up an interpretative table at the Great Pumpkin Hunt which took place at the Meadowlark picnic area on Oct. 15.
- Weekend Boy Scout programs were a hit. Webelos Badge days filled completely and the two-day long Wilderness Survival Merit Badge received great reviews from attendees.
- Two Woodland Discovery Backpacks were borrowed by families during the month.

### **Kensington Farm Center**

- There were great programs and excellent visitation and pumpkin sales during the month.
- Chartered evening rides and bonfire pit reservations made the Farm Center a popular destination place for traditional fall activities.
- The busiest weekend of the month was by far was for the Fall Festival. Visitors experienced a number of demonstrations from farm and Mobile Learning Center staff.
- The annual “Fun on the Farm” Halloween party was also successful.
- Projects included the repainting of the old office building and the Sugar Shack. In addition, there was a large carpentry project that entailed refurbishing the entryway in the chicken coop to make it handicap accessible.
- Students from Lakeland High School spent time at the Farm Center and volunteered with the Halloween programs.
- Two new Jacob sheep also joined the farm during the month.

### **Kensington Nature Center**

- Based on the traffic counter there were six weekend days with more than 1,000 visitors. Two of these days had well over 2,000 visitors.
- Mike Broughton attended an intensive astronomy workshop at Acadia National Park in Maine. It was a great experience and he returned with many ideas that will be incorporated into Metropark programs.
- The center’s big October event was the fall festival entitled “Rosco and the Rock Wall.”
- The center’s Halloween program, “Animal Myths, Legends and Superstitions” attracted 90 participants.
- Staff also spent time pruning invasive aliens, mostly autumn olive.

### **Mobile Learning Center**

- Staff was set-up inside the Ann Arbor Hands-on Museum during its “Creature Feature” event on Oct. 2.
- The MLC participated at Kensington’s Farm Center for their Fall Festival on Oct. 8 and 9.
- The MLC truck was out at least two days each week and had decent numbers.
- A mail marketing campaign targeting preschools was done during the month. Previous such marketing attempts have proved successful and MLC staff hopes to accomplish the same results with the latest mailing.

### **Hudson Mills Activity Center**

- October was filled with school programs with the most popular being “Color of Autumn,” “Plants Parts and Their Cycles” and “Huron River Ecosystem.”
- “Edventures,” programs taken to schools was also popular during the month.
- For the second year, the center held its “Halloween Fun” program. Two sessions were offered and they were sold out two days before the program.



## **Interpretive Services (con't) – Oakwoods Nature Center**

- This year marked the sixth year of the Lantern Tour programs and demand increased to the point that it appears 2012 will see an expanded two-weekend version.
- The center received its new wagon in September and it was quickly put to use for “Evening Hayrides,” the “Fall Festival,” “Autumn Adventure” and “Lantern Tour” programs.
- “Kids Kandy-n-Krafts” had steady attendance. This was also the first year an Autumn Adventure program with hayrides, cider, donuts, leaf printing, cider pressing and an autumn hike was added to the event.

## **Lake Erie Marshlands Museum and Nature Center**

- The “Fall Funforall” had great weather, and was well attended. Approximately 150 Patrons enjoyed wagon rides, pumpkin carving, animal petting and dancing.
- The Great Lakes Education Program, better known as Schoolship, had 10 classes over the course of 11 Schoolship days which amounted to around 39 program hours.
- Woodchips were laid on a one-third section of the Trapperr’s Run Trail by an Eagle Scout candidate.
- The museum also co-hosted an evening program about eagles. A U.S. Fish and Wildlife eagle expert was invited by Detroit River International Wildlife Refuge staff to speak about the current status of the Bald Eagle in Michigan. Forty-five people attended the event.

## **Human Resources – Carol Stone**

- Sgt. Dale Alexander was promoted to Lieutenant effective Oct. 24.
- Second interviews were conducted for the Park Operations Supervisor positions at Stony Creek and Metro Beach. Appointments to the positions are anticipated for sometime in November.
- Interviews for one full-time and several part-time police officer vacancies took place Oct. 17 and 18. Sixteen candidates were interviewed.
- As identified in the Strategic Plan, HR is currently developing a customer service program to present to the parks for review with the intent of implantation in spring 2012.
- Staff is also revising the evaluation process with a focus on employee development, creating an employee website and preparing the 2012 budget requests.

## **Information Systems – Nolan Clark**

- All final computer orders should be received by the end of November.
- Golf Course Point of Sale systems should be winding down at the end of November in preparation for ski centers.

## **Community Relations – Jack Liang**

- Worked with Graphics and IT staff reconfiguring a PowerPoint presentation for the Eastern District so park staff can access, download and edit their presentations.
- Met with Detroit Symphony Orchestra (DSO) leadership regarding planning and seeking funding support for 2012 DSO concerts in the parks as well as the youth music camp.
- Working with staff from the Wolcott Mill and Farm Center regarding volunteers/friends strategies for both the Mill and Farm.
- Participated in a planning meeting with “Advantage Livingston Placemaking” group composed of county civic leaders trying to address strengthening of downtowns, mass transit and promotion of recreational opportunities.
- Assisted in coordinating dedication for the hike/bike trail between Lake Erie and Humbug Marsh.

## **Community Relations (con't)–**

- Met with REI outreach specialists to seek funding/equipment support for overnight family camping at the Metroparks. Staff is attempting to tie this into the annual efforts of the National Wildlife Federation which promotes overnight camping, generally the last weekend in June.
- Met with Henry Ford Health System representatives regarding joint health programs in the parks.

## **Planning –**

### **Susan Nyquist**

- Geographic Information Systems (GIS) staff attended a presentation of the Oakland County GIS/Asset Management group.
- The Request for Proposal (RFP) for the maintenance of the Kensington Golf Course has been completed.
- Staff has been assisting with the development of a business plan for the Wolcott Mill Farm Center.
- Eleven organizations were invited to submit proposals (via an RFP), to conduct a random recreation survey of the five-county area.
- The site plan, construction drawings and specifications for the replacement golf maintenance building at Metro Beach's Par 3 course is being prepared.
- Staff is also studying alternatives for providing barrier free parking closer to the Nature Center at Metro Beach. Included in the study is the location of a potential school bus drop-off lane closer to the Nature Center.
- Prior to finalizing plans for the replacement of the boat rental building at Stony Creek, staff is preparing a study of the area extending from the Mt. Vernon picnic area to Baypoint Beach for either potential relocation or to confirm that the existing location is appropriation.

## **Engineering –**

### **Mike Arens**

#### **Wolcott Mill**

- The Macomb County Department of Roads awarded a contract to the T. R. Pieprzak Co. for the Mill Tailrace Reconstruction project. A preconstruction meeting was held Oct. 19, and work is under way. Wolcott Road will be closed at the tailrace site for the duration of the project which will be completed by the end of the year.

#### **Stony Creek**

- Work is progressing on the Baypoint Bathhouse fuel tank removal project. Environmental Maintenance, Inc. will be on site next week to perform asbestos abatement, in preparation for demolition of existing boiler/indirect water heating system and replacement with a new hot water system.
- Staff continues to investigate the failed bypass sluice gate mechanism on the South Dam. It is important for the sluice gate to operate in order to effectively control the dam.
- Work on the Golf Cart Path Repair project by Total Asphalt Paving is tentatively scheduled to begin this week, weather and ground conditions permitting.

#### **Indian Springs**

- DTE Energy is finalizing the pre-design phase of the SolarCurrents photovoltaic project. Purchase of equipment is in progress; a design kickoff meeting will be scheduled in the near future.

## **Engineering (con't)– Kensington**

- The Kensington - Milford Trail Connector project by D & R Earthmoving is nearing completion. D & R is currently completing repairs of washouts caused by intense rainfall in the early fall. Turf is becoming well-established on sideslopes and erosion is under control.
- A preconstruction meeting was held with Reliance Building Co. for the Sanitary System Improvement project on Oct. 19. The contractor has mobilized on site, and selective demolition and initial clearing are currently under way.
- West Bay Exploration has recently decommissioned three of the five oil and gas wells producing at five leases in Kensington: One well at the Orchard site will remain in operation, as will the well at the former gravel pit. The three decommissioned wells, taken together, produced nearly \$6 million in royalty revenues for HCMA since operations began in 1993. This represents a very good production run for these Niagaran reef wells. The wells are currently being cemented, capped and properly abandoned.
- Construction of the Golf Starter Building continues to progress. The contractor is pushing to enclose the building in preparation for interior work through the winter, and to complete as much exterior work as possible before winter sets in. Beams and roof structure were installed; kitchen equipment is being delivered; rough electric is complete, with electrical switchover to permanent power planned for Nov. 16. Roofing is in progress: flat roof EPDM installation is complete, and metal roofing will begin in the near future. Glazing installation is in progress.

## **Hudson Mills**

- Design of the Hudson Mills to Dexter Trail continues to progress. Commonwealth Cultural Resources, Inc., retained to provide Phase I archaeological services, has completed their field work. No significant cultural sites or artifacts exist in the project area which will affect the bike trail alignment. Additional soil borings will be obtained to further characterize soil conditions at boardwalk, bridge and culvert locations.

## **Willow**

- Construction of the Picnic Shelter project by Park forces (located in the Willow Pool Area parking lot) is in progress. Excavating and grading is under way, along with stone placement.
- Work on the Pool Area Concrete Replacement project by V&O Contracting is progressing.
- A preconstruction meeting with Matzak Construction on the UST Removal/AST Installation project at the Park Service area was held Nov. 3. The existing USTs will not be decommissioned and removed until after the AST is completed and approved.

## **Natural Resources – Paul Muelle**

- Staff attended the first meeting of the SEMCOG Green Infrastructure Vision Task Force. Over the next two years the Task Force will be identifying and defining the green infrastructure in Southeast Michigan followed by categorizing deficiencies and developing a metrics to enhance these elements.
- The steering committee for the Detroit River Western Lake Erie Cooperative Weed Management Unit held its first meeting to discuss how to proceed with the phragmites removal grant implementation process.
- Met with various contractors of the Metro Beach restoration project to discuss the construction timeline, habitat improvement details and budget issues. Also met with Wayne State University representatives to discuss involvement with water quality monitoring for the Metro Beach parking lot improvement grant.

## **Natural Resources (con't) –**

- Students from three universities, the University of Michigan, Michigan State University and the University of Illinois will be working with Natural Resources Department staff on developing various components of the Metroparks sustainability program. Items to be developed by the students include, park user recycling, energy efficiency, water quality and public communication and participation.
- Staff conducted five workdays in October engaging 137 volunteers at Stony Creek, Kensington, Dexter-Huron, Oakwoods and Indian Springs Metroparks, all of whom helped staff with invasive plant eradication within high quality natural areas and collecting native seed for future restoration projects in the park system.
- The NRC finalized the construction of a maintenance and construction access road at Hudson Mills in anticipation of the new trail implementation, as well as the demolition and cleanup of a house and pole barn at Indian Springs. The crew also began the demolition and reconstruction of a bridge in the Indian Springs nature area as well as the removal of dead and dangerous trees throughout the parks.

## **Purchasing – Scott Michael**

- Staff met with Fifth Third Bank to review procurement card processes and procedures.
- Staff met with Rochester Hills regarding the proposals submitted on snow and ice trucks. This will be the first Joint Evaluation Committee that the Purchasing Department has participated in.
- Purchases for 2012 small tools and capital equipment have been finalized.
- The RFP for the maintenance of the Kensington Golf Course was posted and a pre-bid meeting was held on Oct. 28.

## **Police Department – George Phifer**

### **Hudson Mills**

- Police Officers found a deceased individual in a vehicle parked at Dexter-Huron Metropark on Oct. 30. The Washtenaw Medical Examiner determined that the individual died of a suicide.

### **Willow**

- There were several larcenies related to license plates being stolen from vehicles inside the park during the month.
- Police officers observed several coin rental locking mechanisms located in the women's locker room had either been damaged or removed.

### **Oakwoods**

- Officers observed that several trees had been cut down when checking the property. Officers checked the area but were unable to find any suspects and are following up on leads.

### **Lower Huron**

- Officers observed two air conditioning units located at Turtle Cove had been turned on its side. Both units were damaged as a result.

## **Communications – Denise Semion**

- The winter newsletter is finished and at the printer.
- Social media marketing efforts are progressing with nearly 5,000 "likes" on the Huron-Clinton Metroparks Facebook page.
- The email marketing campaign has changed to only two emails per month.
- Please see the attached Communications report for more details.

## **Marketing –**

### **Kassie Kretzschmar**

- Working with Dunkin' Donuts on details of a Metroparks Passport idea that could be distributed at their locations for the public to pick up. Over a three month period, patrons would then visit each of the 13 parks in order to receive a "passport" stamp. Once patrons collect all of the stamps they would then be entered into a contest to win a grand prize trip.
- Met again with show promoter (Watts Up, Inc.) regarding festivals for next year at Lake Erie and Hudson Mills.
- Continue to work on a February 2012 Cardboard Classic event at Indian Springs where participants create sleds out of only cardboard, paint, tape and glue. Participants would then be judged on creativity and speed. Also working on securing sponsors for the event.
- Contacted more companies to promote annual permit purchases at the corporate discount rate. Have already received an order for 50 permits from ITC Holdings.
- Met with Beaumont Health System representatives regarding health focused event(s) in the parks in 2012. We are creating a partnership promoting youth health and tying in our "No Child Left Inside" program as well.
- Continuing meetings regarding the War of 1812 Bicentennial Commemoration and Navy Week 2012 for a Sept. 5 – 12 event schedule for Lake Erie and Metro Beach.
- Continuing work on the Forgotten Harvest/Metroparks project. The project involves Forgotten Harvest using Metroparks land to help educate citizens about farming and giving back to the community by planting and harvesting food that Forgotten Harvest can use. Forgotten Harvest has provided a proposal for rolling out the program in one park (Wolcott) to begin.
- Met with American Powerboat Association and the Detroit Gold Cup Races' representatives regarding having boating events in the parks.
- Met with General RV Center representatives to discuss an RV show at the parks and other partnership opportunities.
- Working on building the existing event, "Heritage Holidays" at Wolcott Mill to give out certificates for up to 100 fresh cut trees for participants who come to the event.

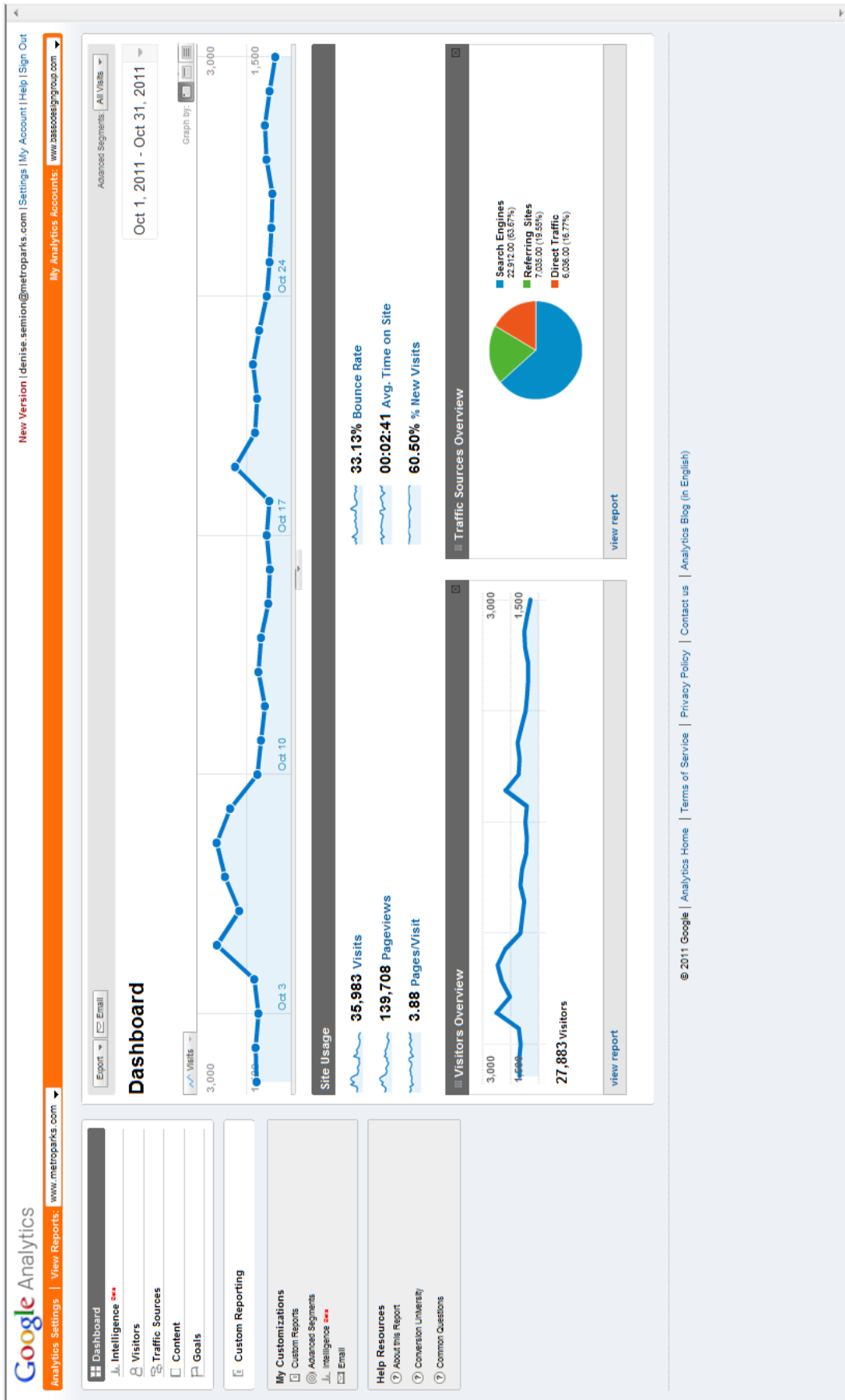
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## October 2011 Communications and Marketing Report

Activity Type	Activity	Park (8XX)	Total
Advertising	Ad Resource Book - Girl Scouts of Southeastern Michigan	AO	700.00
	Hayride ads Wolcott Mill	Wolcott Mill	202.50
Advertising Total			902.50
Interpretive	EDC staff presented a Michigan Glacial Geology workshop at the Michigan Alliance of Environmental and Outdoor Educators Annual Conference in Bay City to 25 educators	Indian Springs	
	EDC staff promoted the center's Girl Scout programs at an expo for area Girl Scouts in Clarkston to 35 people	Indian Springs	
	MLC staff gave a presentation on mammals to 437 people at the Ann Arbor Hands-on Museum during their 'Creature Feature' event	Kensington	
	MLC staff was set up at the Kensington Farm Center for their 'Fall Festival' weekend event - made contact with 905 visitors	Kensington	
Interpretive Total			
Miscellaneous	Press release reading service	AO	274.00
	Email & Social Media Marketing	AO	6,200.00
	Photography services	AO	75.00
	Temporary Tattoos for Turtle Cove	Lower Huron	262.50
	Harvest wagon ride signs - Wolcott Mill	Wolcott Mill	270.00
	Eblast list 1,929 new contacts added - total of 42,200 on list	AO	
Miscellaneous Total			7,081.50
News Release	Harvest good times at Kensington Metropark's Fall Farm Festival	Kensington	
	Fall for Hayrides at your Huron-Clinton Metroparks	Kensington Oakwoods Stony Creek Wolcott Mill	
	Halloween is spooktacular fun at the Huron-Clinton Metroparks	All parks	
	Picnic shelter reservations accepted October 1	All parks	
	Civil War Skirmish at the Mill	Wolcott Mill	
	Fall 'fore' great rates at Huron-Clinton Metroparks	All parks	
	Refuge Bike & Hike: Celebrating a Greenway Trail Linking Humbug Marsh to Lake Erie Metropark	Lake Erie	
	Focus on Huron-Clinton Metroparks Photo Contest	All parks	
	2012 Metroparks permits on sale - corporate discounts available	All parks	
	Name wanted for Wolcott Mill Metropark's newest Holstein calf	Wolcott Mill	
	Get out and golf at Metropark courses; winter rates start November 7	All parks	
	Savor the season at the "Fall Funforall" at Lake Erie Metropark	Lake Erie	
	Wolcott Mill Metropark Farm Center welcomes new "mini" residents 'Cramer' and 'Baron'	Wolcott Mill	
	Family Friendly Rustic Camping at Stony Creek Metropark - two releases sent to media	Stony Creek	
	HCMA Annual Used Equipment Auction held at Wolcott Mill Metropark	All parks	
News Release Total			
Online Store	There were no online sales during the month. Annual Permits for 2012 go on sale beginning November 16	AO	
Online Store Total			
Grand Total			7,984.00

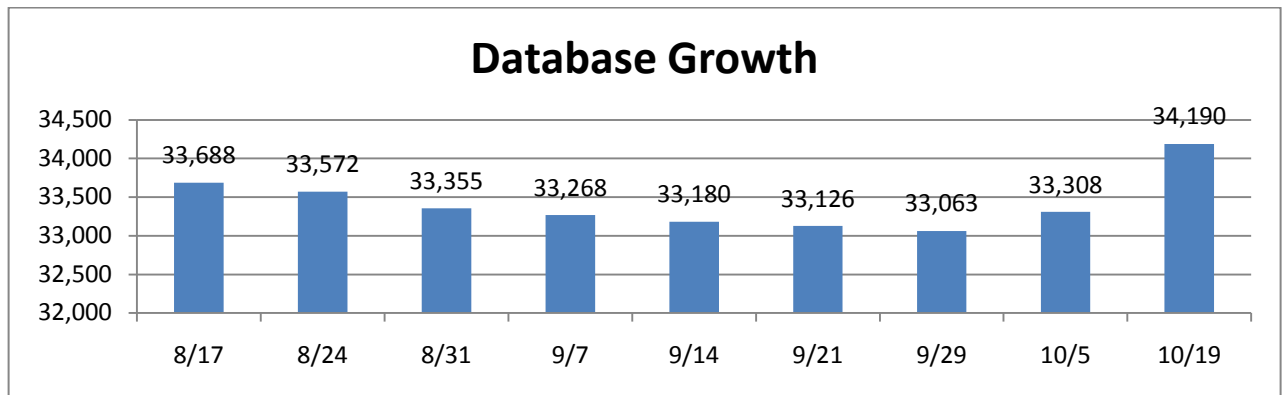
# October Google Analytics



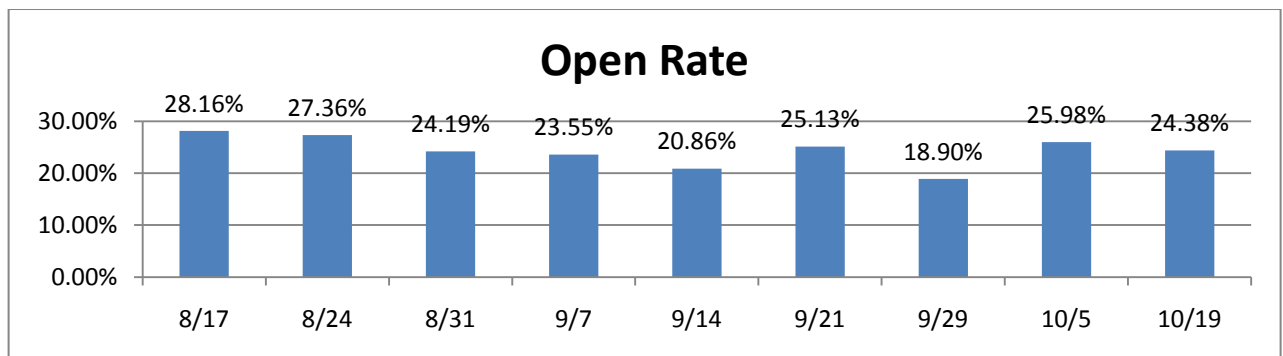


## Huron-Clinton Metroparks October 2011 Email Marketing Report

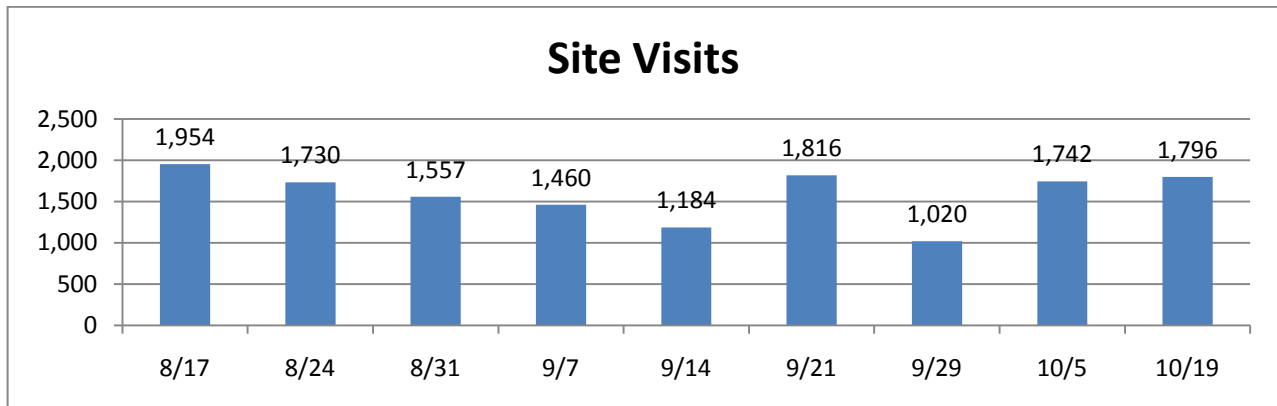
Send Date	8/17	8/24	8/31	9/7	9/14	9/21	9/29	10/5	10/19
Send Counts	33,688	33,572	33,355	33,268	33,180	33,126	33,063	33,308	34,190



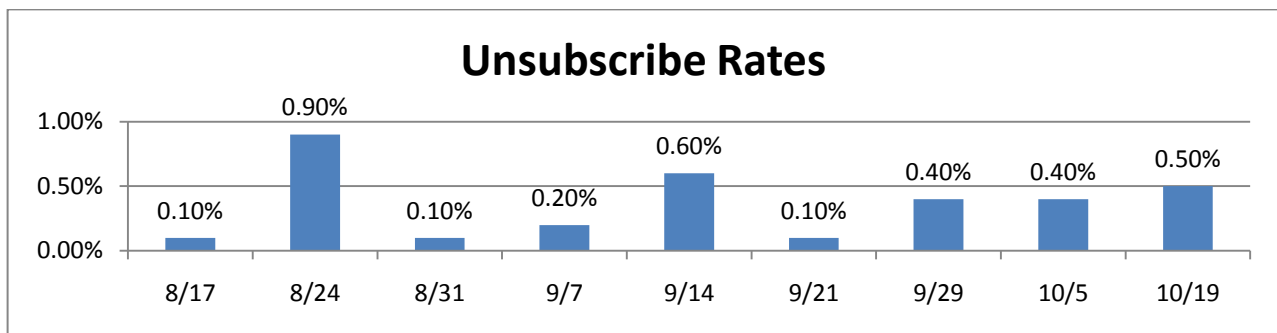
Send Date	8/17	8/24	8/31	9/7	9/14	9/21	9/29	10/5	10/19
Open Rate	28.16%	27.36%	24.19%	23.55%	20.86%	25.13%	18.90%	25.98%	24.38%



Send Date	8/17	8/24	8/31	9/7	9/14	9/21	9/29	10/5	10/19
Site Visits	1,954	1,730	1,557	1,460	1,184	1,816	1,020	1,742	1,796



Send Date	8/17	8/24	8/31	9/7	9/14	9/21	9/29	10/5	10/19
Unsubscribe Rates	0.10%	0.90%	0.10%	0.20%	0.60%	0.10%	0.40%	0.40%	0.50%



### Most Clicked Articles By Mailing:

- 10/5 Campaign: *Fall Into Fun* (<http://www.metroparks.com/content.aspx?ID=777>) – 561 Clicks
- 10/19 Campaign: *Spooky Times at Your Metroparks* (<http://www.metroparks.com/content.aspx?ID=795>) – 1,119 Clicks

### A/B Test Analysis:

This month's A/B subject line test was designed to refine open rates by testing two previously strong event types against each other:

#### Subject Lines

*Halloween and Bird Adventures at Your Metroparks*

*Halloween and Family Events at Huron-Clinton Metroparks*

#### Unique Open Rate

19.3%

19.5%

Inclusion of 'Family Events' resulted in a slight edge. Fluency recommends continued testing of variations of subject lines, including 'Family' vs. specific event names (using upcoming events with broad appeal).

## **Additional Recommendations:**

### Continue the Fall Fever:

Fall activities continue to be highly popular with your audience – top links from the October email campaigns were:

- *Spooky Times at Your Metroparks*: 1,119 clicks
- *Fall Into Fun*: 561 clicks
- *Scary Fun*: 521 clicks
- *Watch History Come Alive*: 272 clicks
- *Celebrate Fall With a Family Hayride*: 267 clicks

Continue to prominently feature Fall email stories and blog posts through November.

### Social Media Integration:

Fluency also recommends including content from social media within the emails – Facebook posts, Blog posts, YouTube videos, and even Twitter topics. For example, tease an engaging conversation that is currently happening on the Metroparks Facebook page, and link directly to the post for the email audience to comment on and participate in. Though some in your email database will not be social media enthusiasts, Fluency has found this tactic to be highly effective for other Destination Marketing Organizations to build social media engagement.

### Database Growth Tactics:

To increase the rate of Metroparks database growth, consider these tactics:

- Special online promotion or sweepstakes (with email opt-in as entry requirement)
- List exchange or co-op email marketing with other trusted organizations (with audiences that would be potentially interested in Metroparks news)
- Promote the email program via social media, including the use of a special Facebook Tab dedicated to selling the value of the email program (with a form to opt-in)



# HURON-CLINTON METROPARKS MONTHLY STATISTICS

OCTOBER 2011

PARK	MONTHLY VEHICLE ENTRIES		
	Current Year	Previous Year	Change
Metro Beach	24,500	28,690	-14.6%
Wolcott Mill	5,640	4,925	14.5%
Stony Creek	31,961	33,260	-3.9%
Indian Springs	7,508	9,238	-18.7%
Kensington	63,662	65,913	-3.4%
Huron Meadows	9,555	11,080	-13.8%
Hudson Mills	22,728	24,754	-8.2%
Lower Huron	22,688	18,363	23.6%
Willow	17,750	17,581	1.0%
Oakwoods	3,504	4,229	-17.1%
Lake Erie	16,520	18,174	-9.1%
Monthly TOTALS	226,016	236,207	-4.3%

MONTHLY TOLL REVENUE		
Current Year	Previous Year	Change
\$ 17,803	\$ 18,624	-4.4%
\$ -	\$ 1,480	-
\$ 30,364	\$ 29,419	3.2%
\$ 5,775	\$ 9,129	-36.7%
\$ 49,483	\$ 44,752	10.6%
\$ 11,465	\$ 9,733	17.8%
\$ 22,267	\$ 20,576	8.2%
\$ 4,160	\$ 3,978	4.6%
\$ 14,115	\$ 12,963	8.9%
\$ 820	\$ 785	4.5%
\$ 16,565	\$ 19,873	-16.6%
\$ 172,817	\$ 171,312	0.9%

MONTHLY TOTAL PARK REVENUE		
Current Year	Previous Year	Change
\$ 63,010	\$ 93,673	-32.7%
\$ 50,854	\$ 42,376	20.0%
\$ 101,257	\$ 111,217	-9.0%
\$ 49,165	\$ 56,050	-12.3%
\$ 134,814	\$ 132,126	2.0%
\$ 61,370	\$ 65,074	-5.7%
\$ 52,083	\$ 55,385	-6.0%
\$ 16,837	\$ 19,055	-11.6%
\$ 42,823	\$ 64,865	-34.0%
\$ 3,559	\$ 2,401	48.2%
\$ 62,274	\$ 67,014	-7.1%
\$ 638,046	\$ 709,236	-10.0%

PARK	Y-T-D VEHICLE ENTRIES		
	Current Year	Previous Year	Change
Metro Beach	375,667	428,837	-12.4%
Wolcott Mill	31,046	30,588	1.5%
Stony Creek	446,622	481,300	-7.2%
Indian Springs	85,079	97,417	-12.7%
Kensington	663,350	721,084	-8.0%
Huron Meadows	80,358	84,004	-4.3%
Hudson Mills	208,059	229,480	-9.3%
Lower Huron	284,735	324,751	-12.3%
Willow	160,250	193,564	-17.2%
Oakwoods	30,170	36,032	-16.3%
Lake Erie	182,845	201,067	-9.1%
Y-T-D TOTALS	2,548,181	2,828,124	-9.9%

Y-T-D TOLL REVENUE		
Current Year	Previous Year	Change
\$ 927,664	\$ 1,036,816	-10.5%
\$ 390	\$ 1,970	100%
\$ 1,252,206	\$ 1,282,176	-2.3%
\$ 175,549	\$ 208,998	-16.0%
\$ 1,268,242	\$ 1,341,937	-5.5%
\$ 47,980	\$ 39,068	22.8%
\$ 330,179	\$ 352,878	-6.4%
\$ 451,368	\$ 465,528	-3.0%
\$ 217,025	\$ 242,316	-10.4%
\$ 27,150	\$ 32,810	-17.3%
\$ 384,272	\$ 423,309	-9.2%
\$ 5,082,025	\$ 5,427,806	-6.4%

Y-T-D TOTAL PARK REVENUE		
Current Year	Previous Year	Change
\$ 1,588,589	\$ 1,727,528	-8.0%
\$ 436,801	\$ 453,336	-3.6%
\$ 2,366,594	\$ 2,401,747	-1.5%
\$ 743,026	\$ 829,658	-10.4%
\$ 2,586,697	\$ 2,739,020	-5.6%
\$ 732,220	\$ 781,756	-6.3%
\$ 847,513	\$ 928,869	-8.8%
\$ 1,531,097	\$ 1,480,357	3.4%
\$ 740,092	\$ 1,051,958	-29.6%
\$ 44,158	\$ 47,023	-6.1%
\$ 1,523,744	\$ 1,539,685	-1.0%
\$ 13,140,530	\$ 13,980,937	-6.0%

	Y-T-D Vehicle Entries by Management Unit		
<b>Eastern District</b>			
Metro Beach			
Stony Creek	853,335	940,725	-9.3%
Wolcott Mill			
<b>Western District</b>			
Kensington			
Indian Springs	1,036,846	1,131,985	-8.4%
Hudson Mills			
Huron Meadows			
<b>Southern District</b>			
Lower Huron			
Willow	658,000	755,414	-12.9%
Oakwoods			
Lake Erie			

Y-T-D Toll Revenue by Management Unit		
\$ 2,180,260	\$ 2,320,962	-6.1%
\$ 1,821,950	\$ 1,942,881	-6.2%
\$ 1,079,815	\$ 1,163,963	-7.2%

Y-T-D Total Revenue by Management Unit		
\$ 4,391,984	\$ 4,582,611	-4.2%
\$ 4,909,455	\$ 5,279,303	-7.0%
\$ 3,839,091	\$ 4,119,023	-6.8%

# HURON-CLINTON METROPARKS MONTHLY STATISTICS

OCTOBER 2011

## ACTIVITY REPORT - GOLF

GOLF COURSE	MONTHLY ROUNDS		
	Current Year	Previous	Change
Wolcott Mill	1,151	1,347	-14.6%
Stony Creek	2,275	2,548	-10.7%
Indian Springs	1,972	1,968	0.2%
Kensington	2,239	2,505	-10.6%
Huron Meadows	2,179	2,396	-9.1%
Hudson Mills	1,036	1,195	-13.3%
Willow	1,247	2,017	-38.2%
Lake Erie	1,631	1,542	5.8%
Regulation Subtotal	13,730	15,518	-11.5%
MB Par 3	404	1,130	-64.2%
L. Huron Par 3	294	488	-39.8%
<b>TOTALS</b>	<b>14,428</b>	<b>17,136</b>	<b>-15.8%</b>

ROUNDS Y-T-D		
Current Year	Previous Year	Change
15,390	18,608	-17.3%
29,491	32,433	-9.1%
22,128	23,096	-4.2%
28,466	39,153	-27.3%
24,085	26,151	-7.9%
15,636	17,330	-9.8%
15,159	23,769	-36.2%
21,948	21,834	0.5%
172,303	202,374	-14.9%
12,010	16,412	-26.8%
5,774	8,274	-30.2%
<b>190,087</b>	<b>227,060</b>	<b>-16.3%</b>

GOLF REVENUE Y-T-D		
Current Year	Previous Year	Change
\$ 300,610	\$ 364,611	-17.6%
\$ 691,421	\$ 750,991	-7.9%
\$ 489,934	\$ 535,737	-8.5%
\$ 622,224	\$ 742,495	-16.2%
\$ 568,634	\$ 626,158	-9.2%
\$ 320,458	\$ 365,583	-12.3%
\$ 292,407	\$ 539,710	-45.8%
\$ 455,083	\$ 463,448	-1.8%
\$ 3,740,771	\$ 4,388,733	-14.8%
\$ 61,579	\$ 82,138	-25.0%
\$ 29,225	\$ 42,574	-31.4%
<b>\$ 3,831,575</b>	<b>\$ 4,513,445</b>	<b>-15.1%</b>

## ACTIVITY REPORT - INTERPRETIVE FACILITIES

FACILITY	MONTHLY PERSONS SERVED		
	Current Year	Previous	Change
Metro Beach	12,850	12,134	5.9%
Wolcott Mill	9,070	11,722	-22.6%
Wolcott Farm	11,786	9,523	23.8%
Stony Creek	27,114	22,430	20.9%
Indian Springs EDC*	9,984	9,832	NA
Kensington NC	31,482	39,053	-19.4%
Kensington Farm	39,755	38,785	2.5%
Hudson Mills	4,653	4,876	-4.6%
Oakwoods	14,025	11,093	26.4%
LEMP Museum	13,921	14,642	-4.9%
Mobile Unit	2,206	1,464	50.7%
<b>TOTALS</b>	<b>176,846</b>	<b>193,191</b>	<b>-8.5%</b>

Y-T-D PERSONS SERVED		
Current Year	Previous Year	Change
163,693	143,060	14.4%
36,222	38,055	-4.8%
83,920	85,980	-2.4%
208,443	228,434	-8.8%
84,864	65,190	NA
266,870	300,668	-11.2%
336,204	344,703	-2.5%
40,722	40,725	0.0%
119,819	113,820	5.3%
130,510	139,582	-6.5%
23,669	23,149	2.2%
<b>1,494,936</b>	<b>1,654,743</b>	<b>-9.7%</b>

REVENUE Y-T-D		
Current Year	Previous Year	Change
\$ 12,355	\$ 11,200	10.3%
\$ 12,117	\$ 5,570	117.5%
\$ 86,077	\$ 51,484	67.2%
\$ 27,682	\$ 22,829	21.3%
\$ 26,966	\$ 14,623	NA
\$ 14,861	\$ 14,350	3.6%
\$ 82,938	\$ 75,072	10.5%
\$ 13,099	\$ 7,488	74.9%
\$ 16,596	\$ 13,290	24.9%
\$ 7,133	\$ 7,211	-1.1%
\$ 13,935	\$ 9,754	42.9%
<b>\$ 313,759</b>	<b>\$ 245,152</b>	<b>28.0%</b>

\* Combined Indian Springs Nature Center and Environmental Discovery Center Statistics

## ACTIVITY REPORT - FINAL SUMMER ACTIVITIES

SWIMMING	PATRONS		
	Current Year	Previous	Change
Metro Beach	0	0	-
KMP Splash-Blast	0	0	-
Lower Huron	0	0	-
Willow	0	0	-
Lake Erie	0	0	-
<b>TOTALS</b>	<b>0</b>	<b>0</b>	<b>-</b>

PATRONS Y-T-D		
Current Year	Previous Year	Change
62,155	59,799	3.9%
61,547	60,195	2.2%
122,157	110,773	10.3%
24,072	21,357	12.7%
44,330	47,712	-7.1%
<b>314,261</b>	<b>299,836</b>	<b>4.8%</b>

REVENUE Y-T-D		
Current Year	Previous Year	Change
\$ 183,226	\$ 178,532	2.6%
\$ 204,904	\$ 199,883	2.5%
\$ 810,594	\$ 740,935	9.4%
\$ 81,525	\$ 77,552	5.1%
\$ 260,582	\$ 234,301	11.2%
<b>\$ 1,540,831</b>	<b>\$ 1,431,203</b>	<b>7.7%</b>

# HURON-CLINTON METROPARKS MONTHLY STATISTICS

OCTOBER 2011

PARK	Winter Sports this Month		
	Current Year	Previous Year	Change
<b>Metro Beach</b>			
XC Skiers	0	0	-
Ice Skaters	0	0	-
Ice Fishermen	0	0	-
<b>Stony Creek</b>			
XC Skiers	0	0	-
Ice Skaters	0	0	-
Sledders	0	0	-
Ice Fishermen	0	0	-
<b>Indian Springs</b>			
XC Skiers	0	0	-
Sledders	0	0	-
<b>Kensington</b>			
XC Skiers	0	0	-
Ice Skaters	0	0	-
Sledders	0	0	-
Ice Fishermen	0	0	-
<b>Huron Meadows</b>			
XC Skiers	0	0	-
Ice Fishermen	0	0	-
<b>Hudson Mills</b>			
XC Skiers	0	0	-
<b>Lower Huron</b>			
Ice Skaters	0	0	-
<b>Willow</b>			
XC Skiers	0	0	-
Ice Fishing	0	0	-
Sledders	0	0	-
<b>Lake Erie</b>			
XC Skiers	0	0	-
Sledders	0	0	-
Ice Fishermen	520	541	(21.00)
	Totals by Activity		
	Current Year	Previous Year	Change
XC Skiers	0	0	-
Ice Skaters	0	0	-
Sledders	0	0	-
Ice Fishermen	520	541	(21.00)

Winter Sports Y-T-D		
Current Year	Previous Year	Change
199	62	+ 137
563	767	(204.00)
8,295	6,739	+ 1556
5,800	5,000	+ 800
1,227	1,157	+ 70
5,605	5,142	+ 463
1,737	1,779	(42.00)
519	126	+ 393
0	0	-
2,222	2,337	(115.00)
1,700	2,613	(913.00)
14,120	10,628	+ 3492
554	1,167	(613.00)
4,440	3,307	+ 1133
254	419	(165.00)
2,955	2,205	+ 750
1,067	741	+ 326
684	756	(72.00)
162	NA	0
2,919	6,778	(3859.00)
22	26	-4
91	134	-43
5,922	7,817	-1,895
Totals by Activity Y-T-D		
Current Year	Previous Year	Change
16,841	13,819	+ 3022
4,557	5,278	(721.00)
22,735	22,682	+ 53
16,762	17,921	(1159.00)

2010-11 Winter Season To Date (Nov-Present)		
Current Year	Previous Year	Change
282	246	+ 36
1,458	1,663	(205.00)
16,196	15,239	+ 957
12,090	9,080	+ 3010
2,384	1,229	+ 1155
12,007	10,780	+ 1227
3,848	2,628	+ 1220
673	794	(121.00)
1,105	1,355	(250.00)
5,245	3,605	+ 1640
5,128	2,821	+ 2307
29,780	13,274	+ 16506
1,757	1,419	+ 338
8,317	4,977	+ 3340
720	795	(75.00)
5,425	4,420	+ 1005
2,284	1,601	+ 683
1,493	1,644	(151.00)
515	NA	0
10,359	9,192	+ 1167
56	81	-25
245	239	6
7,332	9,247	-1,915
Totals by Activity 2008-09 Season		
Current Year	Previous Year	Change
33,581	24,847	+ 8734
11,254	7,314	+ 3940
53,496	34,840	+ 18656
29,853	29,328	+ 525

# HURON-CLINTON METROPARKS MONTHLY STATISTICS

OCTOBER 2011

PARK	Seasonal Activities this Month		
	Current Year	Previous Year	Change
<b>Metro Beach</b>			
Welsh Center	11	13	(2)
Picnic Reservations	4	7	(3)
Boat Launches	297	448	(151)
Marina	206	292	(86)
Mini-Golf	0	0	-
<b>Stony Creek</b>			
Disc Golf <sup>1</sup>	NA	NA	NA
Picnic Reservations	54	52	+ 2
Boat Rental	0	0	-
Boat Launches	99	182	(83)
<b>Indian Springs</b>			
Picnic Reservations	2	1	+ 1
EDC Event Room	1	6	(5)
<b>Kensington</b>			
Disc Golf Daily	1,154	1,120	+ 34
Disc Golf Annual	0	0	-
Disc Golf Fees			
Picnic Reservations	51	44	+ 7
Boat Rental	0	0	-
<b>Huron Meadows</b>			
Picnic Reservations	2	5	(3)
Boat Rental	16	16	0
<b>Hudson Mills</b>			
Disc Golf Daily	840	1,266	(426)
Disc Golf Annual	0	0	-
Disc Golf Fees			
Picnic Reservations	10	11	(1)
Canoe Rental <sup>3</sup>	221	186	+ 35
<b>Lower Huron / Willow / Oakwoods</b>			
Picnic Reservations	89	100	(11)
<b>Lake Erie</b>			
Picnic Reservations	11	6	
Boat Launches	1,282	1,602	(320)
Marina	NA	NA	NA

Seasonal Activities Y-T-D		
Current Year	Previous Year	Change
91	125	(34)
533	538	(5)
6,294	8,452	(2,158)
3,749	4,494	(745)
13,447	14,940	(1,493)
NA	NA	NA
468	412	+ 56
16,883	17,001	(118)
2,241	2,985	(744)
54	59	(5)
22	43	(21)
23,910	27,003	(3,093)
110	123	(13)
480	446	+ 34
13,288	12,982	+ 306
30	40	(10)
356	465	(109)
12,424	18,289	(5,865)
165	205	(40)
151	175	(24)
5,225	5,621	(396)
419	446	(27)
109	112	
16,139	18,741	(2,602)
NA	NA	NA

Seasonal Revenue Y-T-D		
Current Year	Previous Year	Change
\$ 48,425	\$ 42,325	\$6,100
\$ 65,430	\$ 72,425	(\$6,995)
NA	NA	NA
\$ 60,528	\$ 85,028	(\$24,500)
\$ 33,782	\$ 37,158	(\$3,376)
\$ 45,214	\$ 49,547	
\$ 70,075	\$ 61,450	\$8,625
\$ 140,745	\$ 118,465	\$22,280
NA	NA	NA
\$ 8,100	\$ 8,850	(\$750)
\$ 35,388	\$ 43,358	(\$7,970)
\$ 47,820	\$ 54,006	(\$6,186)
\$ 5,446	\$ 11,548	(\$6,102)
\$ 53,266	\$ 65,554	(\$12,288)
\$ 72,000	\$ 67,095	\$4,905
\$ 150,831	\$ 118,649	\$32,182
\$ 4,500	\$ 6,000	(\$1,500)
\$ 6,396	\$ 5,274	\$1,122
\$ 24,848	\$ 36,578	(\$11,730)
\$ 12,028	\$ 10,750	\$1,278
\$ 36,876	\$ 47,328	(\$10,452)
\$ 23,850	\$ 26,250	(\$2,400)
\$ 23,531	\$ 25,271	(\$1,740)
\$ 62,950	\$ 66,850	(\$3,900)
\$ 17,075	\$ 16,800	\$275
NA	NA	NA
\$ 194,028	\$ 193,919	\$109

Note 1: Park staff can account for daily disc golf sales but total use cannot be accurately tracked because many golfers have an annual disc golf pass.

Note 2: Canoe rental revenue is the HCMA percentage of the concessionaire's total revenue.