

**Minutes  
Huron-Clinton Metropolitan Authority  
Board of Commissioners  
Thursday, November 9, 2017**

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A regular meeting of the Huron-Clinton Metropolitan Authority's Board of Commissioners was held at 10:30 a.m. on Thursday, November 9, 2017 at the Administrative Office

Commissioners Present:	Timothy J. McCarthy Kurt L. Heise Steve Williams Jaye Quadrozzi John Paul Rea Bernard Parker
Staff Officers:	
Acting Director/Chief of Police	Michael Reese
Deputy Director	David Kirbach
Absent:	
Commissioner	Robert W. Marans
Other Attendees:	
Steve Mann	Miller, Canfield, Paddock and Stone, PLC
Andrea LaFontaine	Michigan DNR

Chairman McCarthy called the Nov. 9, 2017 meeting to order at 10:30 a.m.

**1. Chairman's Statement**

Commissioner McCarthy asked that item 8-B-1: Approval – Investment Policy Change Statements be removed from the agenda. He reminded everyone there would be a special Board meeting on Nov. 21 to discuss the director's position; said the Foundation will be doing its annual appeal to commissioners and that a letter would be sent to each commissioner with the hope that everyone would support the Foundation. Commissioner McCarthy also said he would not be able to attend the Dec. 14, 2017 meeting and that there was another albino deer at Kensington and staff would pay a lot of attention to the deer.

**2. Public Participation**

None.

**3. Approval – October 25, 2017 Special Meeting Minutes**

Motion by Commissioner Quadrozzi, support from Commissioner Heise that the Board of Commissioners' approve the Oct. 25, 2017 special meeting minutes as presented.

Motion carried unanimously.

**4. Approval – November 9, 2017 Agenda**

Motion by Commissioner Williams, support from Commissioner Rea that the Board of Commissioners' approve the amended November 9, 2017 agenda as presented.

Motion carried unanimously.

**5. Approval – November 9, 2017 Consent Agenda**

Motion by Commissioner Williams, support from Commissioner Rea that the Board of Commissioners approve the consent agenda consisting of the following:

- a. Approval – October 2017 Financial Statements and Payment Registers
- b. Approval – October 2017 Appropriation Adjustments
- c. Purchases
  1. Rock Salt, Various Locations
  2. Five-Yard Dump Truck with Underbody Scraper, Stony Creek

- d. Approval – Health Insurance Renewal
- e. Approval – 2018 Worker’s Compensation Insurance
- f. Approval – 2018 Fiduciary Liability Insurance

Commissioner Parker requested that item 5-C-1 for the purchase of rock salt be moved to the regular agenda.

The item was moved and listed as item 6-A.

Motion carried unanimously.

## **6. DNR Presentation**

Commissioner McCarthy introduced Andrea LaFontaine with the DNR and said Commissioner Heise asked that she give a presentation to the Board.

Commissioner Heise said he served with Ms. LaFontaine in the Michigan Legislature for six years and said she is doing a great job with the DNR. He said he met with her previously about grant opportunities and other services provided by the DNR to other groups similar to the Metroparks and thought it would be a good idea for Ms. LaFontaine to come and speak at one of the Board meetings.

Ms. LaFontaine introduced herself and said she is special advisor for SE Michigan with the DNR and a governor appointee. She reviewed the following aspects pertaining to the DNR: goals and objectives, ways to collaborate with other organizations, economic impacts such as tourism, state park attendance, recently acquired land, the recreation pass and where the funds go, grant programs, the Iron-Belle Trail and collaboration with other organizations.

Commissioner Williams asked if it was still the DNR philosophy to look at contiguous land when acquiring property. Ms. LaFontaine said it’s not necessarily a philosophy but a factor.

Commissioner Williams said he was surprised to hear that the Michigan House of Representatives passed a bill amending the state’s ballast water discharge regulations that were passed in 2005 and that it is now going to the Senate. He wanted to know the reasoning behind the amendment to the bill. Ms. LaFontaine said more than likely the bill had the backing of the shipping industry and was changed to be better environmental stewards.

Commissioner Rea commented on the MNRT fund grants and perhaps looking at structural changes to development dollars compared to acquisition dollars, how to begin those conversations and how do we (Metroparks) dovetail it into larger construction projects. Ms. LaFontaine said changes would have to be done through a ballot initiative and that the Attorney General recently issued an opinion on MNRT Fund grants, which gives a framework to work within. She said there is mostly likely interest within the department to look at development versus acquisition.

### **6-A: Purchase – Rock Salt**

Discussion: Commissioner Parker said he would like the Board to look at the bids and reconsider awarding the bid for rock salt to Detroit Salt from Wayne County instead of the vendor from Ohio. He said the contract is only a \$2,682 difference for a two-year contract.

Commissioner McCarthy asked where the salt comes from. Senior Buyer Heidi Dziak said the salt is shipped from Toledo, Ohio. Ms. Dziak said she appreciates geographical preference for companies that are paying taxes that support the Metroparks. However, this was an open solicitation without geographical restrictions. She said if the Board would like to move in the direction of geographical preference, then an evaluation system should be added to the bid process giving vendors points for geographical locations near the Metroparks. Ms. Dziak also said there is no policy for geographical preference at this time.

Commissioner Parker said he isn’t sure what the policy is and asked if the Board was mandated to take the lowest bidder or if the Board had some discretion in choosing the vendor. If the Board is mandated to use the lowest bidder than that’s what would be done.

Motion by Commissioner Parker, support from Commissioner Williams that the Board of Commissioner award the 2017/2018 and 2018/2019 rock salt contract to Detroit Salt.

Commissioners' Rea, Heise and Quadrozzi voted no.

Motion failed.

Commissioner Williams asked why the price went up after the first year. Ms. Dziak said the pricing was for two seasons but overall Cargill was still the cheaper of the two.

Commissioner Quadrozzi said she supports Commissioner Parkers efforts to try and bid local when possible. She said her concern is that the Board did not announce or discuss with companies about geographical preference. Commissioner Quadrozzi said she would rather see the Board move on the recommendation and add in geographical preference on future bids.

Commissioner McCarthy asked if the bid would go to Morton Salt. Ms. Dziak said no, Morton Salt was out of Chicago and that Detroit Salt was the only local company that bid on the item. She said it may be setting a precedence by using local vendors when they aren't the lowest bidder.

Commissioner Quadrozzi said she knows the item was competitively bid through Farmington Hills and asked if Farmington Hills would still go with Cargill even if the Metroparks didn't use them. Ms. Dziak said yes.

Commissioner McCarthy suggested staff work with Acting Director Reese to see if there are local pricing parameters that can be given consideration.

Commissioner Williams said he would like to see the policy that says the Metroparks are required to buy locally or in the U.S. Ms. Dziak said she was informed by the former director that there is a buy U.S. product policy.

Discussion was held on built in the U.S and the current Metroparks policy.

Commissioner Rea said that what Commissioner Parker has brought up regarding geographical preference is something that should be explored with finance and purchasing. He said while local sourcing should be a priority, the motion on the table reads in the action requested "low responsive, responsible bidder."

Motion by Commissioner Rea, support from Commissioner Quadrozzi that the Board of Commissioners award the 2017/2018 and 2018/2019 Rock Salt contract to the low responsive, responsible bidder, Cargill, Inc. as presented.

Commissioner Parker voted no.

Motion carried.

## 7. **2018 Preliminary Budget**

Motion by Commissioner Quadrozzi, support from Commissioner Williams that the Board of Commissioners' receive and file preliminary 2018 Budget as recommended by Ms. Franchock and staff.

Discussion: Supervisor of Budget and Payroll Rebecca Franchock updated the Board on the projected budget for 2018 highlighting tax revenue, expenditures, capital equipment purchases as well as capital improvement and major maintenance projects. She said the numbers have not been reviewed with the parks or departments and that a final 2018 budget would be brought before the Board in December for approval.

Commissioner Parker asked why administrative expenses were going up and wanted to know what the budget amount for marketing would be.

Motion carried unanimously.

## 8. Reports

### A. Administrative Department

#### 1. Report – Marketing, Media and Community Outreach Update

Motion by Commissioner Rea, support from Commissioner Heise that the Board of Commissioners' receive and file the Marketing, Media and Community Outreach report as presented by Marketing/Media Specialist Hilary Simmet and staff.

Discussion: Ms. Simmet reviewed marketing and outreach efforts for 2017 and reviewed goals for 2018 including digital media, social media, print media and radio.

Commissioner McCarthy said some things are easier to measure than others in terms of effectiveness and asked if there was a way to measure the number of weddings held this year, or in the future, in order to compare how marketing efforts are doing. Ms. Simmet said the Environmental Discovery Center at Indian Springs is completely booked in 2018 for weddings and for the beginning of 2019. She said staff will look at how far in advance advertising is needed for weddings. Ms. Simmet said the addition of bathroom facilities at Baypoint (Stony Creek) and Maple Beach (Kensington) and the ability to have tents in those areas will be the time to marketing and advertising for additional weddings.

Commissioner McCarthy said he was recently at Lake St. Clair for a cross country race and staff was setting up for a wedding at the Thomas Welsh Activity Center and said he thought weddings at the parks were a great opportunity. He asked if there was room to expand? Ms. Simmet said if a patron only comes to the park for one specific event, then staff needs to look at how to market "ourselves" within the Metroparks.

Ms. Simmet reviewed radio advertising and played an ad that was currently running on radio stations.

Commissioner Williams asked if radio stations would use the ad as Public Service Announcements (PSA). Ms. Simmet said, the Metroparks paid for the ad and it was produced by the radio station where it is currently running. The radio ad will be played for the next two weeks on WRIF (101.1FM) and The Bounce (105.1FM). For Heritage Holidays, staff will be working with Radio First again this year.

Ms. Simmet said staff plans to grow radio advertising for 2018 and staff is receiving proposals from Cumulus Media, CBS Radio and Ann Arbor radio. In addition, the Metroparks will partner with WCSX (94.7FM) for a golf event. Ms. Simmet reviewed billboard advertising and said the Metroparks had a double-sided billboard at I-75 and Auburn Road with four months of advertising and would like to use more billboard advertising in 2018. Commissioner Heise asked if it was digital, Ms. Simmet said yes.

Ms. Simmet reviewed social media – Facebook, Instagram and Twitter. Followers have increased and there were more boosted posts on Facebook. She said staff plans to use more videos on Facebook and do more "live" posts as well. She said increased traffic on the website with the Metroparks being more consistent with social media posts.

Commissioner McCarthy said he would like to see statistics and analytics. Ms. Simmet said she has all the information and will share the information on a regular basis with commissioners. She also mentioned that when 2018 permits went on sale Nov. 1, 325 permits were sold compared to only 43 permits sold on the same day in 2016 for the 2017 annual permits.

Ms. Simmet said other marketing done this year included quarterly newsletters, weekly email blasts, press releases, weekly golf emails, which is new for 2017 and was successful and event specific emails was also added this year.

Commissioner McCarthy asked if the email blasts for golfers was separated so only people interested in golfing would receive the emails. Ms. Simmet said yes.

Ms. Simmet reviewed Community Outreach efforts and said there 60 events in 2017 such as expos, health fairs, parades and in-park events. For 2018, plans are to increase outreach, but not necessarily through paid events.

Commissioner McCarthy said the Detroit Metro Convention and Visitors Bureau has a department that works with group/family reunions and asked if staff was working with the Convention Bureau. Ms. Simmet said yes.

Commissioner Parker asked if the community outreach and marketing/media position was a combined position or a separate position. Acting Director Michael Reese said the positions are separate.

Commissioner Parker said he would like to see how the new marketing efforts is affecting revenue/attendance. He said urban areas such as Detroit don't know about the Metroparks or what they have to offer and more outreach in 2018 should be done in urban areas.

Motion carried unanimously.

## **8. Reports**

### **B. Finance Department**

#### **1. Approval – Investment Policy Statement Changes**

Removed from the agenda.

#### **2. Approval – Use of Blue Cross Blue Shield Rate Stabilization Surplus**

Motion by Commissioner Quadrozzi, support from Commissioner Rea that the Board of Commissioners' approve the use of a portion of Fund Balance Committed for Rate Stabilization to be paid in January 2018 to employees in the amount of \$700 for single coverage and \$1,400 for two-person/family coverage, in accordance with Board action in May 2015 as recommended by Supervisor of Budgeting and Payroll Rebecca Franchock and staff.

Discussion: Ms. Franchock said this is a continuation of the payment made to employees in 2017 to help offset the impact to the cost of the high deductible health care plan, which increased the deductible to \$2,000 for single coverage and \$4,000 for family coverage. She said the coverage remains the same for 2018 and funds were available in the rate stabilization portion of the Fund Balance.

Motion carried unanimously.

### **C. Planning Department**

#### **1. Approval – Conceptual Designs, Baypoint/Maple Beach, Stony Creek/Kensington**

Motion by Commissioner Rea, support from Commissioner Heise that the Board of Commissioners' approve conceptual plans for Baypoint Beach at Stony Creek Metropark and Maple Beach at Kensington Metropark as presented by Manager of Planning Nina Kelly and staff.

Discussion: Manager of Planning Nina Kelly updated the Board on the project and said Planning staff developed conceptual site plans for both beach areas to guide future redevelopment projects with significant input from Engineering, Operations and Maintenance staff. These plans highlight the elements proposed for inclusion in Phase One, to be implemented by the fall of 2018. Along with various site improvements, subsequent phases will include a rental picnic shelter and the moving of boat rental operations to Baypoint Beach and a redeveloped playground at Maple Beach.

Commissioner Quadrozzi asked if there was a plan in terms of timing or priority. Ms. Kelly said there are phases for priority at Baypoint; the way the phases are laid out for the projects would be the priority. Commissioner Quadrozzi asked if there was a priority between Baypoint and Maple Beach. Ms. Kelly said the projects would take place at the same time, which would help save cost.

Commissioner McCarthy asked if there were options for exterior/fixtures, would the Board be able to choose. Ms. Kelly said yes, staff would bring those items to the Board for approval.

Commissioner Rea said both concepts will be good capital improvement projects and enhance the areas. He said looking at the parking lot enhancements in the fifth phase at Baypoint with the parking lot paving and striping will be an important part of the project.

Commissioner Parker asked if the restrooms would be completed by the end of 2018. Ms. Kelly said yes. He also asked if there was a way to speed up the time frame in order for the restrooms to be completed before the beginning of the 2018 season. Ms. Kelly said there are several factors such as selecting a building, ordering the building and then bring the purchase to the Board for approval, the design needs to be completed for the site, which also includes accessibility to the building (would occur at same time as design). Looking at a three-month window for design completion. Staff hopes to begin construction by the spring 2018.

Commissioner Parker asked if the reasoning for not doing phase two at this time was cost related? Ms. Kelly said yes and that cost projections for both projects were at approximately \$1 million for just phase one and staff was trying to space out construction as there were other priorities/projects that needed to be completed as well.

Commissioner Parker said it was unfortunate as families use the beach and facilities and there should be something more than just porta johns.

Commissioner Quadrozzi that Maple Beach is not used very often and not the big beach with the splash pad etc. Western Park District Superintendent said Maple Beach was open on the weekends during this past summer and received a lot of use.

Commissioner Quadrozzi asked if anything could be done with the geese in the park. Manager of Natural Resources and Environmental Compliance Ryan Colliton said goose control is currently done in the parks by collecting eggs, which is the most efficient method to reduce the geese population.

Motion carried unanimously.

## 8. Reports

### C. Planning Department

#### 2. Approval – Wolcott Mill Trail Association Memorandum of Understanding

Motion by Commissioner Parker, support from Commissioner Rea that the Board of Commissioners approve a Memorandum of Understanding with the Wolcott Mill Trail Association as recommended by Manager of Planning Nina Kelly and staff.

Discussion: Ms. Kelly updated the Board on the background and history with the group and said the MOU is similar to the one approved by the Board for the Clinton River Area Mountain Bike Association (CRAMBA) at Stony Creek.

Motion carried unanimously.

### D. Engineering Department

#### 1. Approval – Change Order for Sewer Rehabilitation Project, Stony Creek

Motion by Commissioner Quadrozzi, support from Commissioner Rea that the Board of Commissioners' approve a change order to Contract No. 709-17-031 in the amount of \$26,908 as recommended by Manager of Engineering Mike Brahm-Henkel and staff.

Discussion: Manger of Engineering Mike Brahm-Henkel updated the Board on the project and said the project was originally budgeted for \$100,000. The original contract was approved in the amount \$45,900. With the additional proposed work in the amount of \$26,908, the project will still be under the original budgeted amount by \$27,192. He said

the added section will line a portion of sewer and will include additional televising of sanitary sewer at the Winter Cove picnic area, which is experiencing infiltration.

Motion carried unanimously.

**9. Other Business**

None.

**10. Staff Leadership Update**

Ms. Franchock thanked staff from the finance department for their hard work on the 2016 audit and said the Metroparks received the Government Finance Officers Association's (GFOA) Certificate of Achievement for Excellence in Financial Reporting Program again this year.

Acting Director Michael Reese said the police department is participating in Wigs for Kids (Pigs for Kids) fundraiser in November and encouraged everyone to donate to this cause.

**11. Commissioner Comments**

Commissioner Parker said he would like to know if the pre-board meetings were needed as it is time consuming for staff.

Commissioner McCarthy said the pre-board meetings are not mandatory and up to the individual commissioners if they needed to meet with staff.

Commissioner Rea said he talked about water quality issues over the summer and that Macomb County was working a joint meeting with County Executive Mark Hackel, Public Works Commissioner Candice Miller, representatives from the Macomb County Planning department and the DEQ to try and understand the intricate nature of water issues around Lake St. Clair Metropark and that he would like Metroparks representation at the meeting. He said the state has highlighted several areas that can be focused on that include bird habitat and beach nourishment. He said Macomb County would like to build partnerships and work with Lansing to get discretionary funding or special project funding for DEQ projects. He said the Metroparks cannot have another summer with six weeks of beach closures like what happened over the summer.

Commissioner McCarthy said to work with Acting Director Reese on Metroparks participation.

Commissioner McCarthy also said former Commissioner Hertel used to tell the story about funding that was earmarked to remove the sand bar at Lake St. Clair Metropark and how the DNR denied the request.

Commissioner Heise asked if the Nov. 21 meeting was specifically to discuss the director position. Commissioner McCarthy said yes and that Mr. Laycock would update the Board on his progress.

Commissioner Williams agreed with Commissioner Parker about the use of staff time for the pre-board meetings. However, he said he found the meetings beneficial.

Commissioner Quadrozzi said she has had phone calls with staff and also shared Parker's concern.

**12. Motion to Adjourn**

Motion by Commissioner Parker, support from Commissioner Rea that the Board of Commissioners' adjourn the regular meeting.

The meeting adjourned at 11:59 a.m.

Respectfully submitted,



Shawn M. Athayde  
Recording Secretary