

Minutes
Huron-Clinton Metropolitan Authority
Board of Commissioners
Thursday, May 9, 2019

A regular meeting of the Huron-Clinton Metropolitan Authority's Board of Commissioners was held on Thursday, May 9, 2019, at 10:30 a.m. at Indian Springs Metropark.

Commissioners Present:	Timothy J. McCarthy Robert W. Marans Bernard Parker Jaye Quadrozzi John Paul Rea (arrived at 10:40am)
Staff Officers:	
Director	Amy McMillan
Deputy Director	David Kirbach
Chief of Finance	Rebecca Franchock
Other Attendees:	
Miller Canfield	Steve Mann
Miller Canfield	Larry Dudek
Factory Detroit	Mark Lantz
EPIC-MRA	John Cavanaugh
Absent:	
Commissioner	Steve Williams
Commissioner	Kurt L. Heise

1. Call to Order

Chairman McCarthy called the meeting to order at 10:30 a.m.

2. Chairman's Statement

None.

3. Public Participation

None.

4. Approval – April 11, 2019 Regular Meeting Minutes

Motion by Commissioner Quadrozzi, support from Commissioner Marans that the Board of Commissioners approve the April 11, 2019 Regular Meeting minutes as presented.

Motion carried unanimously.

5. Approval – May 9, 2019 Full Agenda

Motion by Commissioner Quadrozzi, support from Commissioner Parker that the Board of Commissioners approve the May 9, 2019 agenda as presented.

Commissioner McCarthy requested that item 6-c: 2019 Pension Valuation, GASB Statements 67 and 68 and Contribution; and item 6-d: 2019 Retiree Health Care Trust Valuation and Contribution be moved to the regular agenda.

Motion by Commissioner Parker, support from Commissioner Quadrozzi that the Board of Commissioners approve the May 9, 2019 agenda as amended.

Motion as amended carried unanimously.

6. Approval – May 9, 2019 Consent Agenda

- a. Approval – May 2019 Financial Statements
- b. Approval – May 2019 Appropriation Adjustments
- c. Approval – 2019 Retiree Health Care Trust GASB Statements 74 and 75
- d. Report – Purchases Over \$10,000
- e. Purchases
 - 1. Lightning Detection System

Motion carried unanimously.

6. Reports (removed from Consent Agenda)

- f. Approval – 2019 Pension Valuation, GASB Statements 67 and 68 and Contribution**
- g. Approval – 2019 Retiree Health Care Trust Valuation and Contribution**

Discussion: Chief of Finance Rebecca Franchock updated the Board on the contribution recommendation from the Pension Committee and Retiree Health Trust Board, which held their quarterly meeting before the regular meeting. She said the actuary consultant, Gabriel, Roeder, Smith & Company, recommended a \$2.7 million contribution for the Pension Plan and \$1.1 million for the Retiree Health Care Trust Plan. Ms. Franchock said the Pension Plan and Retiree Health Care Trust Board is recommending a \$3.4 million contribution for the Pension Plan and \$1.1 million for the Retiree Health Care Trust Plan (\$4.5 million). She said the contribution funding was budgeted and will have no impact on the 2019 budget.

Motion by Commissioner Marans, support from Commissioner Quadrozzi that the Board of Commissioners' approve the recommended \$3.4 million contribution to the Pension Plan and the \$1.1 million contribution to the Retiree Health Care Trust Plan as recommended by Chief of Finance Rebecca Franchock and staff.

Motion carried unanimously.

7. Reports

A. Administrative Department

1. Report – Capital Project Fund Monthly Report

Motion by Commissioner Quadrozzi, support from Commissioner Parker that the Board of Commissioners' receive and file the April Capital Project Fund report as submitted by Chief of Finance Rebecca Franchock and staff.

Discussion: Commissioner Parker asked if there was anything unusual in this month's report. Ms. Franchock said no.

Motion carried unanimously.

2. Approval – Metroparks Branding Campaign Presentation, Factory Detroit

Discussion: Director McMillan gave background information on the project Factory Detroit was hired to do and introduced Mark Lantz.

Commissioner Rea arrived at 10:40 a.m.

Mr. Lantz reviewed branding challenges, opportunities on how to build public awareness and to remind people that "They're your Metroparks." He played three radio commercials and presented branding ideas that focuses on fun and bridges the amenities the parks have. The colors can be changed out to reflect the different seasons, but still have continuity to the look. Mr. Lantz said the logo needs to be

changed and offered two different logo choices – one simple logo and one with more color. He said the branding and logo changes could be rolled out in phases with social media and website changes taking place right away.

Mr. Lantz requested the Board to approve a \$71,000 budget to produce three television commercials. He said the plan was to have the commercials and new branding ready to roll out by Memorial Day.

Commissioner Quadrozzi said she is excited about the branding and likes the look of the simple logo.

Commissioner Marans said Mr. Lantz mentioned we needed to be seen as a leader during his presentation and asked a leader of what? Mr. Lantz said the Metroparks are an important institution in southeast Michigan that enhances the region and the lives of people in the community.

Commissioner Marans said there's an old saying that parks and recreation is more than planning games. There is health, social and environmental benefits and those things need to be considered and not just planning for fun. Mr. Lantz said he believes the Metroparks platform allows for engage those things.

Commissioner Parker said he liked the simpler logo and dropping the "Huron-Clinton" part of it. He also said there should be diversity in the TV commercials.

Commissioner Rea likes the idea of focusing on the characteristics that pulls the parks together. He also asked about the proposed layout would work. Mr. Lantz said the first step is laying the foundation and using social media.

Commissioner McCarthy said he likes the idea of changing the logo and using a simpler one. He said he also agrees with Commissioner Parker about dropping the "Huron-Clinton," but not all of the time. Mr. Lantz said in radio commercials, Huron-Clinton would be referenced once in the beginning and then it would be dropped on further references.

Director McMillan said there were three things staff wanted the Board to do: (1) pick a logo, (2) approve the budget for the TV commercials; and (3) approve the branding strategy.

Commissioner Marans asked how long the commercials would be used. Mr. Lantz said at least two years.

Commissioner McCarthy said the \$71,000 is a long-term investment and there may be opportunities to increase the investment. Mr. Lantz said staff could go back and film summer activities to have ready for next year.

Commissioner Parker asked how many times people would need to see the commercials before they start to gravitate to the parks. Mr. Lantz said it depends on the budget. However, people would not be over saturated with commercials or through social media.

Commissioner Parker asked if the \$71,000 was just for two, 30 second commercials? Mr. Lantz said yes. Commissioner Parker said he also hoped staff would be able to do more with social media.

Motion by Commissioner Rea, support from Commissioner Quadrozzi that the Board of Commissioners' receive and file the Metroparks Branding Campaign as recommended by Director McMillan and staff.

Motion carried unanimously.

Motion by Commissioner Quadrozzi, support from Commissioner Rea that the Board of Commissioners' approve the TV commercial production estimate from Factory Detroit, Inc., in the amount up to \$71,000 as recommended by Director McMillan and staff.

Motion carried unanimously.

Motion by Commissioner Quadrozzi, support from Commissioner Parker that the Board of Commissioners' approve changing the logo to the simple logo with the crescent accents as recommended by Director McMillan and staff.

Commissioner Marans suggested tabling the approval of a new logo until the full Board was present.

Commissioner McCarthy allowed Toni Spears to speak about the proposed logo change.

Ms. Spears said there was process when the logo was changed a few years ago and she is concerned the proposed logos were not in the public board information and that there was no public input.

Commissioner Marans asked what staff wanted. Ms. McMillan said staff was told that changing the logo would be a Board decision.

Commissioner McCarthy said he likes the recommendation to replace the logo.

Commissioner Marans and Rea voted no.

Motion carried.

7. Reports

A. Administrative Department

3. Approval – 2019 Marketing Plan, Goals and Strategies

Motion by Commissioner Marans, support from Commissioner Quadrozzi that the Board of Commissioners' receive and file the 2019 Metroparks Marketing Plan, Goals and Strategies as recommended by Chief of Marketing and Communications Danielle Mauter and staff.

Discussion: Danielle Mauter, chief of marketing and communications reviewed the contents of the marketing plan, explained that it is a working document, reviewed the target audience and the editorial themed calendar, highlighted current approach to advertising with TV, radio and print media, reviewed the revamped social media and website, which will also reflect the approved branding campaign.

Commissioner McCarthy said this is the first comprehensive plan the Metroparks has had since he's been on the Board and it is more important than the tools used to achieve the goals in the plan.

Commissioner Parker said the goal to increase attendance by 1 percent (30,000 cars) is a really low goal and could be achieved in one weekend with really good weather. He said there need to be a goal that challenges staff and to find ways to attract more people to come out to the parks.

Commissioner Marans asked if this was a one-year goal. Ms. Mauter said yes, it's for 2019.

Commissioner McCarthy said attendance has been on the decline, and stopping the decline is the first half of the goal. The second is to increase attendance.

Ms. McMillan said staff would have a presentation on attendance trends at the June meeting and that the EPIC-MRA survey would be completed at the end of July. Tolling data would also be available at the end of July for the first half of the summer.

Motion carried unanimously.

7. Reports

A. Administrative Department

4. Approval – Production of Metroparks Branded TV Commercials

Action taken in item 7-A-2: Metroparks branding campaign.

5. Report – Research Survey, EPIC-MRA

Motion by Commissioner Rea, support from Commissioner Quadrozzi that the Board of Commissioners' receive and file the polling survey suggested requirements as recommended by Director McMillan and staff.

Discussion: Ms. McMillan explained that Mr. Cavanaugh with EPIC-MRA would be discussing the scope of the survey and then bring the official survey to the June meeting for approval.

Mr. Cavanaugh said the idea was to achieve a statistically valid survey not just within the five-county region, but the area as a whole with six subsets of the region (five counties and city of Detroit); and that there would be some degree of certainty that the data would have a sufficient number of interviews. He said EPIC-MRA proposes an 800-sample survey jurisdiction wide with at least 125 coming from each subset. Mr. Cavanaugh said 125 out of each subset produces a large margin of error approaching 10 percent. After discussions with Ms. McMillan, and being mindful of budget, EPIC-MRA will come back with other proposals by suggesting higher sampling in each of the subsets to reduce the margin of error to get it closer to the industry standard, which is 5 percent.

Mr. Cavanaugh said they want the subset units to be large enough and keep the interview length at approximately 12 minutes. He said the next step is to begin drafting a questionnaire.

Commissioner Rea said with an 800-sample size, are there any thoughts to weighting the sampling by county or district. Mr. Cavanaugh said weighting is one way to do the sampling. He said he thought the sampling frame was to have a properly stratified, overall sampling, but to oversample in each subset to a to bring the end size up to a reasonable plus/minus margin of error.

Commissioner Parker asked if there is a difference in questions and if anyone has visited any of the Metroparks. Mr. Cavanaugh said yes, there would be branching questions.

Commissioner Marans said he hoped EPIC-MRA would look at the survey that was completed a couple of years ago, which would be useful in sampling or over sampling in certain areas. Mr. Cavanaugh said he has seen the data and he would

have structured the questionnaire differently and that the results from that survey said eight out of 10 households were aware of or had visited a Metropark.

Commissioner Marans asked if oversampling was done for the city of Detroit, which had the lowest number of use that said they had visited a Metropark, and then weight it there would be a better result for the entire region. Mr. Cavanaugh said oversampling by geographies within geographies or distances from parks makes greater sense in getting to the results the Metroparks are seeking.

Ms. McMillan said the next step is for EPIC-MRA to provide staff with the next range of sampling up to the \$50,000 mark, which will be part of the action staff brings to the Board for approval in June.

Ms. McMillan said one of the items staff talked about internally was how to reach non-English speaking households. One option is to work with Truscott Rossman and other partners at the local level to identify community leaders within each of the communities to speak with them so that those experiences were included as well. Mr. Cavanaugh said if the surveys will be conducted using a live operator and it will be cost prohibitive to have an operator on standby that speaks Spanish or Arabic.

Motion carried unanimously.

7. Reports

B. Planning Department

1. Approval – MOU's for Maple Beach Playground Project, Kensington Metropark

Motion by Commissioner Marans, support from Commissioner Parker that the Board of Commissioners' approve the Collaborative Partnership Memoranda of Understanding with (1) The Arc of Livingston, (2) Centria Healthcare, (3) FAR Therapeutic Arts and Recreation, (4) Genisys Credit Union; and (5) Detroit Disability Power as recommended by Chief of Planning and Development Nina Kelly and staff.

Discussion: Ms. Kelly said the goal of the Maple Beach project is to create an accessible playground to be enjoyed by all park patrons, inclusive of those with cognitive, emotional, physical, and intellectual disabilities. To help guide design, development and fundraising, staff met with community members and representatives from area disability advocacy organizations to form a steering committee and adopted the moniker FAIR (Fun, Accessible, Inclusive Recreation) Play Coalition. While the FAIR Play Coalition is currently focused on the Maple Beach playground project, staff anticipates working closely with the group on a variety of accessibility-focused projects in the future and in order to solidify the commitment of the organizations involved for this purpose, staff would like approval of MOUs with the five organizations listed above.

Motion carried unanimously.

C. Engineering Department

1. Bids – Marcite Pool Repairs, Turtle Cove Aquatic Center, Lower Huron Metropark

Motion by Commissioner Rea, support from Commissioner Marans that the Board of Commissioners' award Contract No. 706-18-188R to the low responsive, responsible bidder, Advanced Pool Services, Inc. in the amount of \$205,770 as recommended by Chief of Engineering Services Mike Henkel and staff.

Discussion: Chief of Engineering Services Mike Henkel said the existing marcite surface is delaminated from the pools substrate. The delamination occurs due to the age, freeze/thaw seasonal cycles, and drying of the finish surface. At the end of last year, the pool bottom was sounded to map and find any hollow delaminated areas. However, once construction begins more delamination may become evident as the work progresses. Additional areas may need to be added to the contract.

Motion carried unanimously.

7. Reports

C. Engineering Department

2. Bids – Storm Water Maintenance Revisions, Lake St. Clair Metropark

Motion by Commissioner Rea, support from Commissioner Quadrozzi that the Board of Commissioners' award Contract No. 502-17-684 to the low responsive, responsible bidder, TSP services, Inc., in the amount of \$149,874.53; and (2) authorize staff to transfer funds within the Capital Project Fund as recommended by Chief of Engineering Services Mike Henkel and staff.

Discussion: Mr. Henkel said this project was included in the 2018 original budget, however the project was mistakenly not identified and included with the development of the capital project fund. Funding for the project is available from two existing projects – the Hudson Mills Bridge replacement project and the Stony Creek Sewer Rehabilitation project. He said this project was identified to address potential storm water runoff issues that could occur with the current site drainage configuration. The project will redirect runoff to be retained to help treat runoff from the maintenance area before entering the Black Creek.

Commissioner Rea asked what type of treatment would be used. Mr. Henkel said berm and a level structure.

Motion carried unanimously.

8. Closed Session

Motion by Commissioner Marans, support from Commissioner Quadrozzi that the Board of Commissioners adjourn the regular meeting and enter into a close session for: (1) the purpose of consulting with attorney(s) regarding specific pending litigation pursuant to Section 8(e) of the Open Meetings Act; and (2) to consider the periodic personnel evaluation of Director McMillan, pursuant to Section 8(a) of the Michigan Open Meetings Act.

ROLL CALL VOTE

Voting yes: Marans, Rea, Quadrozzi, Parker, McCarthy

Voting no: None

Absent: Heise, Williams

Motion carried unanimously.

The regular meeting adjourned at 12:21 p.m.

Commissioner McCarthy reconvened the regular meeting at 1:15 p.m.

9. Other Business

Commissioner McCarthy said Steve Mann, legal counsel for the Metroparks advised the 3-2 vote for approving a new logo is not sufficient for approval with the way the bylaws are written. A favorable vote needs to be from the majority of the entire seven-member

board, and not the majority of board members present at the meeting. He said the board members that voted no can change their vote or the item will need to be taken up for reconsideration at the June meeting. Mr. Mann indicated the matter would need to be taken up for reconsideration at this meeting or the next meeting, pursuant to *Robert's Rule of Order*. Chairman McCarthy indicated the matter would be taken up at the June meeting.

10. Staff Leadership Update

None.

11. Commissioner Comments

None.

12. Motion to Adjourn

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

The meeting adjourned at 1:20 p.m.

Respectfully submitted,



Shawn M. Athayde
Recording Secretary