

**Minutes**  
**Huron-Clinton Metropolitan Authority**  
**Board of Commissioners**  
**Thursday, January 9, 2020**

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A regular meeting of the Huron-Clinton Metropolitan Authority's Board of Commissioners was held on Thursday, January 9, 2020, after the Public Hearing at the Administrative Office.

Commissioners Present:	Robert W. Marans Jaye Quadrozzi Bernard Parker Kurt Heise Steve Williams Timothy J. McCarthy John P. Rea
Staff Officers:	
Director	Amy McMillan
Deputy Director	Dave Kirbach
Chief of Finance	Rebecca Franchock
Other Attendees:	
Miller Canfield	Steve Mann

1. **Call to Order**  
Chairman Marans called the meeting to order at 10:42 a.m.
2. **Chairman's Statement**  
None.
3. **Public Participation**  
None.
4. **Approval – Dec. 12, 2019 Work Session, Public Hearing, Closed Session, Regular Meeting Minutes**  
Motion by Commissioner McCarthy, support from Commissioner Rea that the Board of Commissioners approve the Dec. 12, 2019 Work Session, Public Hearing, Closed Session, Regular Meeting Minutes as submitted.  
  
Motion carried unanimously.
5. **Approval – January 9, 2019 Full Agenda**  
Motion by Commissioner McCarthy, support from Commissioner Heise that the Board of Commissioners approve the January 9, 2020 agenda as presented.  
  
Motion carried unanimously.
6. **Approval – January 9, 2020 Consent Agenda**  
Motion by Commissioner Rea, support from Commissioner Williams that the Board of Commissioners approve the January 9, 2020 consent agenda as presented.  
  
Motion carried unanimously.
7. **Reports**
  - A. **Administrative**
    1. **Report – December 2019 Marketing Update**  
Motion by Commissioner Rea, support from Commissioner Williams that the Board of Commissioners receive and file the December 2019 Marketing Update as submitted.  
  
Motion carried unanimously.

## 7. Reports

### A. Administrative

#### 2. Approval – 2020 Marketing Plan

Motion by Commissioner Rea, support from Commissioner Williams that the Board of Commissioners' approve the 2020 Marketing Plan, Goals and Strategies and budgetary parameters as recommended by Chief of Marketing and Communications Danielle Mauter and staff.

*Discussion:* Chief of Marketing and Communications Danielle Mauter updated the Board on marketing and communications and explained where the Metroparks were at going into year two of the marketing plan. She reviewed the goals and objectives for 2019 and the 2020 marketing plan goals highlighting – increasing brand awareness, working toward better internal collaboration, increasing attendance for family events, golf outings and at aquatic facilities, increasing Instagram, Twitter and Facebook followers as well as developing a more comprehensive understanding of the visitor experience at the Metroparks.

Commissioner McCarthy asked what keeps the Metroparks from being at 100 percent in the second objective for goal 16 – develop a more comprehensive understanding of the visitor experience of the Metroparks. Ms. Mauter said not starting to capture evaluations until May last year was a hindrance and that once the Point-of-Sale (POS) system is in place, it will help staff gather data.

Ms. Mauter continued to review the 2020 marketing plan and highlighted strategy changes for 2020 that included more relationship-building opportunities, better internal communications, localizing media and marketing, changing earned media, social media re-focus and adding “pop-up” and special pricing promotions. She also said with 2020 being a presidential election year and the advertising market would be crowded with a lot of political spots.

Commissioner Williams said he liked the idea of localized emails for events.

Commissioner McCarthy asked if staff planned to continue services with Truscott Rossman. Director McMillan said staff would continue to use Truscott Rossman on an as needed basis.

Commissioner McCarthy said he recently read an article in the Detroit Free Press that said seniors had to buy permits in person. He asked if that issue could be fixed when the new POS system was in place and asked when the POS system would be in place. Ms. McMillan said the POS system (RecTrac) would be in place before the start of the summer season and once it is in place, seniors would have to buy a senior permit in person the first time and then would be able to renew online after that.

Commissioner Quadrozzi asked how staff determined the number of cars to achieve as a goal for 2020. Ms. Mauter said the staff used the same benchmark data used for 2019 from the Detroit Riverfront Conservancy in terms of their 1 percent attendance at events, which translated to 30,000 roughly vehicles for the Metroparks.

Commissioner Quadrozzi said that a 30 percent increase for attendance at interpretive services programs seemed high and asked how that goal was determined. Ms. Mauter said she worked with Jennifer Jaworski, chief of interpretive services, on determining the goal and that 30 percent goal was for regular program series that bring in repeat visitors.

Commissioner Parker said the increases set for interpretive centers seemed low, as did the overall goals. He also said didn't see any goals for targeting urban areas and asked why. Ms. Mauter said goals for urban areas were included in the strategic section of the plan.

Commissioner Parker said he would like to see targeted goals for urban areas.

Ms. McMillan said staff does reach out to local churches in the Southern District where the business has dropped off over the years. She said a way staff can measure how impactful local campaigns are by looking at the zip code scanning data from year-to-year to see where there was a market increase. The new POS system will also help staff determine the areas patrons are and are not coming from.

Commissioner Marans suggested adding footnotes to next year's plan on how marketing staff determined the goals and what departments were involved. He also said he sees the election year as an advantage and asked staff if they have reached out to candidates to handout Metroparks literature when campaigning. Ms. Mauter said staff would look into having candidates' handout literature.

Commissioner Parker voted no.

Motion carried.

## 7. Reports

### A. Administrative Department

#### 3. Approval – Purchasing Policy

Motion by Commissioner McCarthy, support from Commissioner Rea that the Board of Commissioners approved the Purchasing Policy as recommended by Director Amy McMillan and staff.

*Discussion:* Director McMillan said she did not receive any comments from the Board regarding the purchasing policy. She said the proposed policy would be the foundation for purchasing going forward and that several items were added to the policy as a result of discussions held with board members over the course of the last year (professional services and tie bid language).

Ms. McMillan said language for local vendor preference is the only place in the policy that addresses local preference. Staff reviewed several other organization's policies that address local preference and have not found one that fits the Metroparks yet. She said there were also questions as to what "local" means to the Metroparks – bids from all five counties and which vendor is most local or does local mean the person or business. Ms. McMillan said staff hasn't received a consensus on language for diversity, equity and inclusion (DEI) regarding women and minority-owned businesses and was not added to the proposed policy. However, staff could bring an amended purchasing policy to the Board at a later time with language for both local preference and DEI.

Commissioner Heise said the proposed policy is better than the current one and can always be amended once the board see how it works.

Commissioner Rea said he was impressed with the language and guidelines.

Commissioner Parker said he was disappointed that language for local advantage was not included as he has been talking about it for a long time. He said he understands that staff hasn't developed the correct language, but you can't change something that isn't included.

Commissioner Marans asked if it was a working document. Ms. McMillan said yes, and that staff could come back to the Board with more examples for local preference language.

Commissioner Williams said he agrees with Commissioner Parker; however, he would vote in favor of the policy.

Commissioner Parker made a motion to have an amendment in 90 days for language on a local advantage program.

No support.

Commissioner Parker voted no.

Motion carried.

## 7. Reports

### A. Administrative Department

#### 4. Approval – Metroparks Branded TV/video Commercials Production, Winter Season

Motion by Commissioner Quadrozzi, support from Commissioner Williams that the Board of Commissioners approve the Metroparks TV production estimate from Factory Detroit, Inc., in the amount not to exceed \$75,000 to include video shoot, post production and contingency as recommended by Chief of Marketing and Communications Danielle Mauter and staff.

*Discussion:* Ms. Mauter said Factory Detroit would shoot video, weather permitting, as they did for the summer and fall.

Motion carried unanimously.

### B. Planning Department

#### 1. Approval/Resolution – Amended 2018-2022 Community Recreation Plan

Motion by Commissioner McCarthy, support from Commissioner Rea that the Board of Commissioners the resolution adopting the 2018-2022 Amended Metroparks Community Recreation Plan as recommended by Chief of Planning and Development Nina Kelly and staff.

*Discussion:* Chief of Planning and Development Nina Kelly acknowledged staff that worked on the amended plan.

Motion carried unanimously.

#### 2. Report – 2020 Recreation Programming Work Plan

Motion by Commissioner McCarthy, support from Commissioner Heise that the Board of Commissioners receive and file the report on the 2020 Recreation Programming Work Plan as recommended by Chief of Planning and Development Nina Kelly and staff.

*Discussion:* Ms. Kelly introduced Janet Van De Winkle, grant writer and recreation programs coordinator, who presented the recreation programming work plan.

Ms. Van De Winkle reviewed the implementation plan and goals that included continuing and developing partnerships, grow the value of the annual permit, increase revenue streams from programming and adding a signature event in each district. She highlighted the signature events planned for Hudson Mills, Lake Erie and Lake St. Clair Metroparks. Ms. Van De Winkle said MOUs with partner organizations and sponsorship packages would be completed by the end of January.

Commissioner Heise asked if staff had specific businesses identified to work with on the signature events. Ms. Van De Winkle staff has several businesses in mind but would like recommendations from board members as well.

Ms. Van De Winkle reviewed recreation programming that included swim lessons at Lake St. Clair, movies in the park, the Great American Campout in June, a kid's concert series, the Detroit Institute of Arts Inside/Out program, field trips with the Detroit Public School Community District and a marina harvest festival at Lake St. Clair.

Commissioner Williams said the swimming lessons were a good idea and asked if staff was intentionally starting with a small group. Ms. Van De Winkle said yes.

Motion carried unanimously.

#### 3. Report – Planning and Development Monthly Update

Motion by Commissioner Rea, support from Commissioner Williams that the Board of Commissioners receive and file the Planning and Development monthly update as recommended by Chief of Planning and Development Nina Kelly and staff.

Motion carried unanimously.

**7. Reports**

**C. Engineering Department**

**1. Report – Prioritized Plan for 2020 Capital Improvements/Major Maintenance Projects**

Motion by Commissioner Williams, support from Commissioner Rea that the Board of Commissioners receive and file the Prioritized Plan for 2020 Capital Improvements/Major Maintenance Projects as recommended by Chief of Engineering Services Mike Henkel and Staff.

Discussion: Chief of Engineering Mike Henkel said staff would have a quarterly report on capital projects and major maintenance items and that currently, there were 35 capital projects and 57 major maintenance projects scheduled for 2020.

Motion carried unanimously.

**8. Closed Session**

Motion by Commissioner Rea, support by Commissioner McCarthy that the Board of Commissioners adjourn the regular meeting and enter into a closed session for the purpose of consulting with attorneys to consider material exempt from discussion or disclosure by State law pursuant to Section 8 (h) of the Open Meetings Act.

**ROLL CALL VOTE**

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

Voting no: None

Absent:

Motion carried unanimously.

The regular meeting adjourned at 12:30 p.m.

Commissioner Marans reconvened the regular meeting at 12:56 p.m.

**9. Other Business**

None.

**10. Staff Leadership Update**

Ms. McMillan said staff would have a report for the Board on Wolcott Mill at the February meeting and she is planning a staff retreat and if the Board wanted to hold a retreat to let her know.

**11. Commissioner Comments**

Commission Williams wished everyone a happy new year.

**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 12:57 p.m.

Respectfully submitted,



Shawn M. Athayde  
Recording Secretary