

MINUTES

COUNCIL-MANAGER BRIEFING

February 11, 2013

Mayor D'Epifanio called the Council-Manager Briefing to order at 6:00 p.m. at the Fairfield Municipal Building, 5350 Pleasant Avenue. The following Councilmembers were present: Tim Meyers, Adam Jones, Mike Oler, Terry Senger, Jeff Holtegel, Tim Abbott and Debbie Pennington. Staff present: Alisha Wilson, Arthur Pizzano, John Clemmons, Mark Wendling, Jim Bell, Brad Williams, Carol Mayhall and Dave Butsch.

City Manager Pizzano opened the meeting and introduced Parks and Recreation Director Jim Bell and Operations Coordinator Brad Williams. The topics tonight will include the Parks and Recreation Department's current process toward accreditation, as well as an update regarding Marsh Park Lake. He commented that accreditation is important in that it helps bolster succession plans and document processes.

Parks and Recreation Accreditation Update

Mr. Bell explained that the accreditation process is through an organization called CAPRA – Commission for Accreditation of Parks and Recreation Agencies, comprised of eight different entities. National Recreation and Parks Association is the parent organization. The basic accreditation process requires achievement of all 36 fundamental standards, as well as 85% of the remaining 108 standards. There is no difference for agencies meeting all of the standards versus agencies only meeting the minimum of the accreditation requirements.

Mr. Bell stated that Fairfield Parks and Recreation Department is in Phase 1.5 of the three phases and in the process of doing the self-assessment report. He noted that the assessment is approximately 90% completed. Upon completion, it is submitted to CAPRA and then the timetable is set for the on-site visits, which usually happens in summer or late fall. After the visit, a report is submitted to CAPRA, which is ruled on at the following national conference, which occur each fall.

Mr. Pizzano noted that Mr. Bell went through a certification process to become an on-site assessor, which he feels will be valuable to the city's accreditation process. With a trained reviewer on staff, he will know better what the on-site visitors will be looking for.

Mr. Bell noted that the on-site visit will likely occur in the late fall or early winter of 2013 and the accreditation would be confirmed at the national conference of 2014. Re-accreditation occurs every five (5) years. There are ten (10) different categories of standards, each of which includes some of the fundamental standards. The first category is Agency Authority, Role and Responsibility, with twelve (12) standards, five (5) of them fundamental. The city charter sets most of these standards. The second category is Planning, with thirteen (13) standards, three (3) of them fundamental. There was a discussion of the Parks and Recreation Department's strategic plan. Since the city is well-established and most of the parks are established, the city is now in a maintenance stage. Mr. Bell has been tasked with updating some of the parks and the signage, to create cohesiveness among all city parks. The strategic plan is a revolving plan, with new goals being added when other goals are met. The third category is Organization and Administration, with thirteen (13) standards, five (5) of them fundamental. He commented that the new software that is being installed will assist in this category, as all information from all locations will be available in the main offices in real time, instead of having to be brought to the main office each day. The fourth category is Human Resources, with thirty-one (31) standards, six (6) of which are fundamental. The fifth category is Finance, with twenty (20) standards, six (6) of which are fundamental. The sixth category is Program and Services Management, with fifteen (15) standards, three (3) of which are fundamental. Mr. Bell noted that the department has taken some of their programs into the schools and other organizations to reach some of the under-served populations. The seventh category is Facility and Land Use Management, with fourteen (14) standards, two (2) of which are fundamental. The eighth category is Public Safety, Law Enforcement and Security, with twelve (12) standards, four (4) of which are fundamental. The safety and security plan for Red, White and Kaboom is well-established, and Mr. Bell noted that they are using that to create safety plans for all of their events and facilities. The ninth category is Risk Management, with six (6) standards, one (1) of which is fundamental. The tenth category is Evaluation and Research, with five (5) standards, one (1) of which is fundamental.

Mr. Bell noted that there are 108 accredited agencies in the United States and several in Ohio, including Metropolitan Park District of the Toledo Area, Cincinnati Recreation Commission, City of Miamisburg, City of Westerville, City of Grove City, City of Kettering, and City of Dublin. Benefits of accreditation are that it instills best management practices, measures the department against best management practices, insures high standards are achieved, provides for continuous improvement, provides better parks for healthier communities and assists in succession planning, putting institutional knowledge into writing.

Thomas O. Marsh Park Update

Mr. Williams gave an overview of the Marsh Park area, noting that it is sixty (60) acres of property, fifteen (15) acres of land and forty-five (45) acres of water. It includes over one (1) mile of walking/bike paths, LifeTrail Wellness Stations, 4,000 feet of accessible shoreline, a picnic area, fishing docks and a bait house. In 1956, Dravo Corporation agreed to deed the entire mining site to the city at the end of the operation for recreational purposes. In 1978, eighteen (18) acres was leased to the city with restrictions, including that the city only has access to half of the lake shoreline. The park opened to the public on April 1, 1996. The city began self-operation of the fishing lake in 1997.

There are two operations at the park – bait house and maintenance. Adjustments and enhancements were made in 2012. The bait house prices were changed to enhance revenue, hours of operation were changed to be more tailored to when fishermen want to fish, rather than being open all the time, and staffing levels were adjusted for non-peak hours to reduce costs. Smart mow was started on the maintenance operation; instead of mowing all three (3) acres of land, only half is mowed and the other half is on a smart mow system, where bird houses will be installed this year. With these enhancements, the subsidy from the general fund has been cut in half. The intent is to make it self-supporting.

The 2013 Operation Plan includes adjustments to the hours of operation, use of a new global software for the Parks and Recreation Department, and open access to the park year round. The new season begins on March 1.

Future plans for the park include use of all 140 acres, with eighty (80) acres of land and sixty (60) acres of water, over 2.5 miles of walking/bike paths, over 11,000 feet of accessible shoreline, lake access for paddleboat and sailboat rentals, camp sites and a lakeside lodge.

Adjournment

Council/Manager Briefing adjourned at 6:55 p.m.

Respectfully Submitted,

Alisha Wilson
Clerk of Council



Accreditation Update

City Council/Manager Briefing
February 11, 2013

CAPRA

Commission for Accreditation of Parks and Recreation Agencies

- o National Recreation and Parks Association
- o American Academy for Parks and Recreation Administration
- o International City/County Management Association
- o National League of Cities
- o Council of State Executive Directors
- o American Association for Physical Activity and Recreation
- o National Association of County Park and Recreation Officials
- o Armed Forces Recreation Society

Accreditation Process

Basics

- Accreditation is based on an agency's compliance with 144 standards for national accreditation
- To achieve accreditation, an agency must comply with all 36 Fundamental Standards and at least 85% of the remaining 108 standards (92)
- Commentary/suggested evidence of compliance is provided
- Compliance is either met or not met

Accreditation Process

Phase 1

Development of the agency self-assessment report

Phase 2

On-site visitation

Phase 3

Commission's review and decision

Once accredited, agencies are required to submit an annual report

Other Organizations that use an Accreditation Process

Law Enforcement

Public Works

Fire Suppression

Colleges and Universities

Camps

Zoos and Aquariums



Standards

1.0 Agency Authority, Role, and Responsibility

12 standards, 5 fundamental

- o Source and Authority
- o Mission
- o Agency Goals and Objectives
- o Policy Manual
- o Agency Relationships

2.0 Planning

13 standards, 3 fundamental

- o Involvement in Local Planning
- o Comprehensive Plan
- o Strategic Plan

3.0 Organization and Administration

13 standards, 5 fundamental

- o Organizational Structure
- o Administrative Policy and Procedures
- o Coordinated Process of Public Information, Community Relations, and Marketing
- o Management Information Systems
- o Communication System

4.0 Human Resources

31 standards, 6 fundamental

- o Personnel Policies and Procedures Manual
- o Code of Ethics
- o Equal Employment Opportunities and Workforce Diversity
- o Staff Qualifications
- o Job Analysis and Job Descriptions
- o Chief Administrator

5.0 Finance

20 standards, 6 fundamental

- o Fiscal Policy
- o Fees and Charges
- o Fiscal Management Procedures
- o Accounting System
- o Independent Audit
- o Annual Budget

6.0 Program and Services Management

15 standards, 3 fundamental

- o Recreation Program Plan
- o Objectives
- o Outreach to Underserved Populations

7.0 Facility and Land Use Management

14 standards, 2 fundamental

- o Maintenance and Operations Management Plan
- o Natural Resources Management and Environmental Stewardship

8.0 Public Safety, Law Enforcement and Security

12 standards, 4 fundamental

- o Public Safety and Law Enforcement Role of Agency Staff
- o Laws and Ordinances
- o Authority to Enforce Laws and Ordinances by Law Enforcement Officers
- o General Security Plan

9.0 Risk Management

6 standards, 1 fundamental

- o Risk Management Plan

10.0 Evaluation and Research

5 standards, 1 fundamental

- Evaluation Analysis

Accredited Agencies

United States

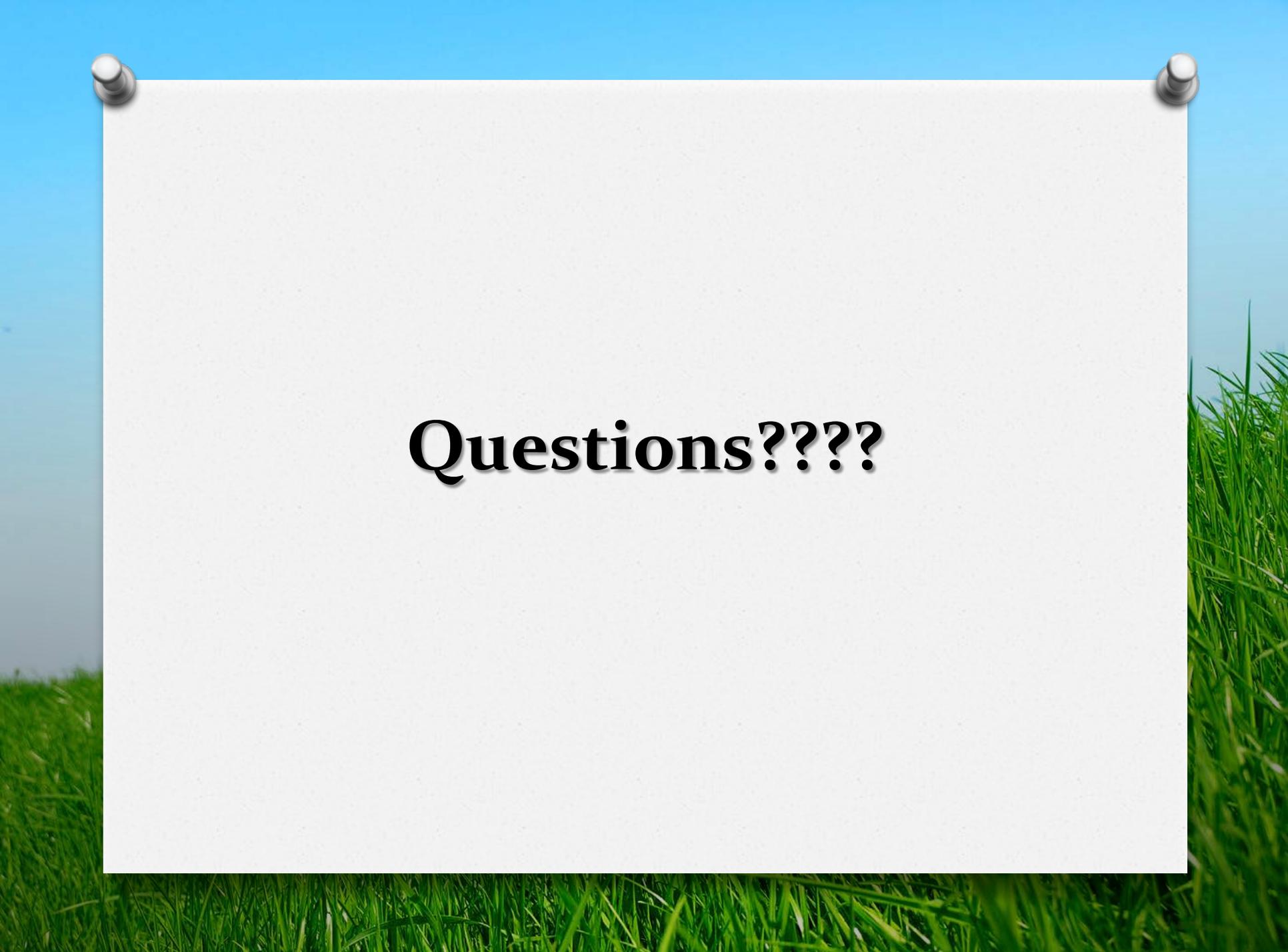
o 108

Ohio

- o Metropolitan Park District of the Toledo Area
- o Cincinnati Recreation Commission
- o City of Miamisburg
- o City of Westerville
- o City of Grove City
- o City of Kettering
- o City of Dublin

Benefits

- o Instills Best Management Practices
- o Measures the Department against Best Management Practices
- o Insures that High Standards are Achieved
- o Provides for Continuous Improvement
- o Provides Better Parks for Healthier Communities
- o Succession Planning, Puts Institutional Knowledge into Writing

A white sheet of paper is pinned to a background of a blue sky and green grass. The paper is held in place by two silver pushpins at the top corners. The text "Questions?????" is written in a bold, black, serif font in the center of the paper.

Questions?????



Providing Public Services Using Sustainable Business Practices

Thomas O. Marsh Park

**City Council/Manager Briefing
February 11, 2013**

Thomas O. Marsh Park

6440 River Road

- 60 Acres (15 Land / 45 Water)
- Over 1 Mile of Walking/
Biking Paths
- LifeTrail Wellness Stations
- 4,000 Feet of Accessible
Shoreline
- Picnic Area
- Fishing Docks
- Bait House



www.fairfield-city.org/fishing

Thomas O. Marsh Park

History

- 1956** Dravo Corporation agreed to deed to City entire mining site at end of operation for recreational purposes
- 1978** 18 acres leased to City for recreational purposes with restrictions
- 1991** Parks and Recreation Board decided on Concession Operated Fishing Lake concept
- 1996** Parks and Recreation Board's Concessions/Catering Contractor agrees to operate pay lake under current contract
Thomas O. Marsh Park opened to the public April 1, 1996
- 1997** Concessions Contractor reneges on Marsh Park operations contract and city begins self-operation of the fishing lake

Thomas O. Marsh Park

Seasonal Operations

Bait House

- o Fishing Admission Sales
- o Bait and Tackle Sales
- o Food and Beverage Sales

Maintenance

- o Land and Building
- o Grass Cutting

Thomas O. Marsh Park

2012 Adjustments to Operations

Bait House

- o Enhanced Revenues
- o Adjusted hours of operation
- o Adjusted staffing levels during non-peak hours

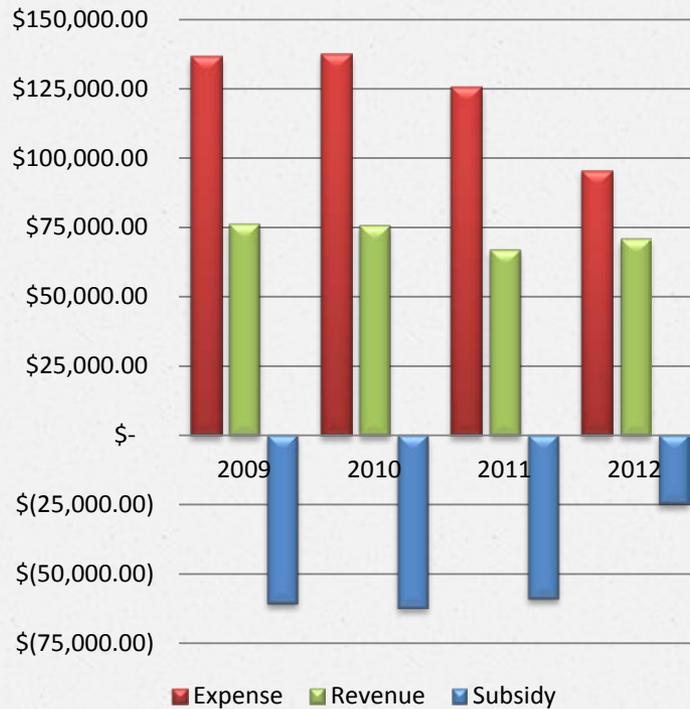
Maintenance

- o Smart Mow

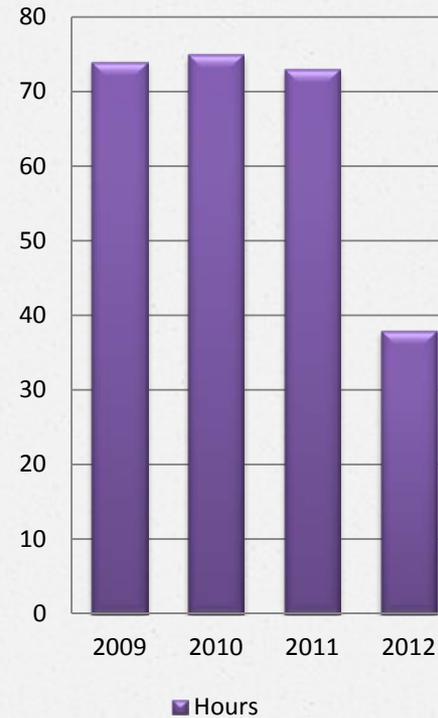
Thomas O. Marsh Park

2012 Results

Bait House



Maintenance



Thomas O. Marsh Park

2013 Operation Plan

Adjustments to Hours of Operation

New global software

Open access to park year round

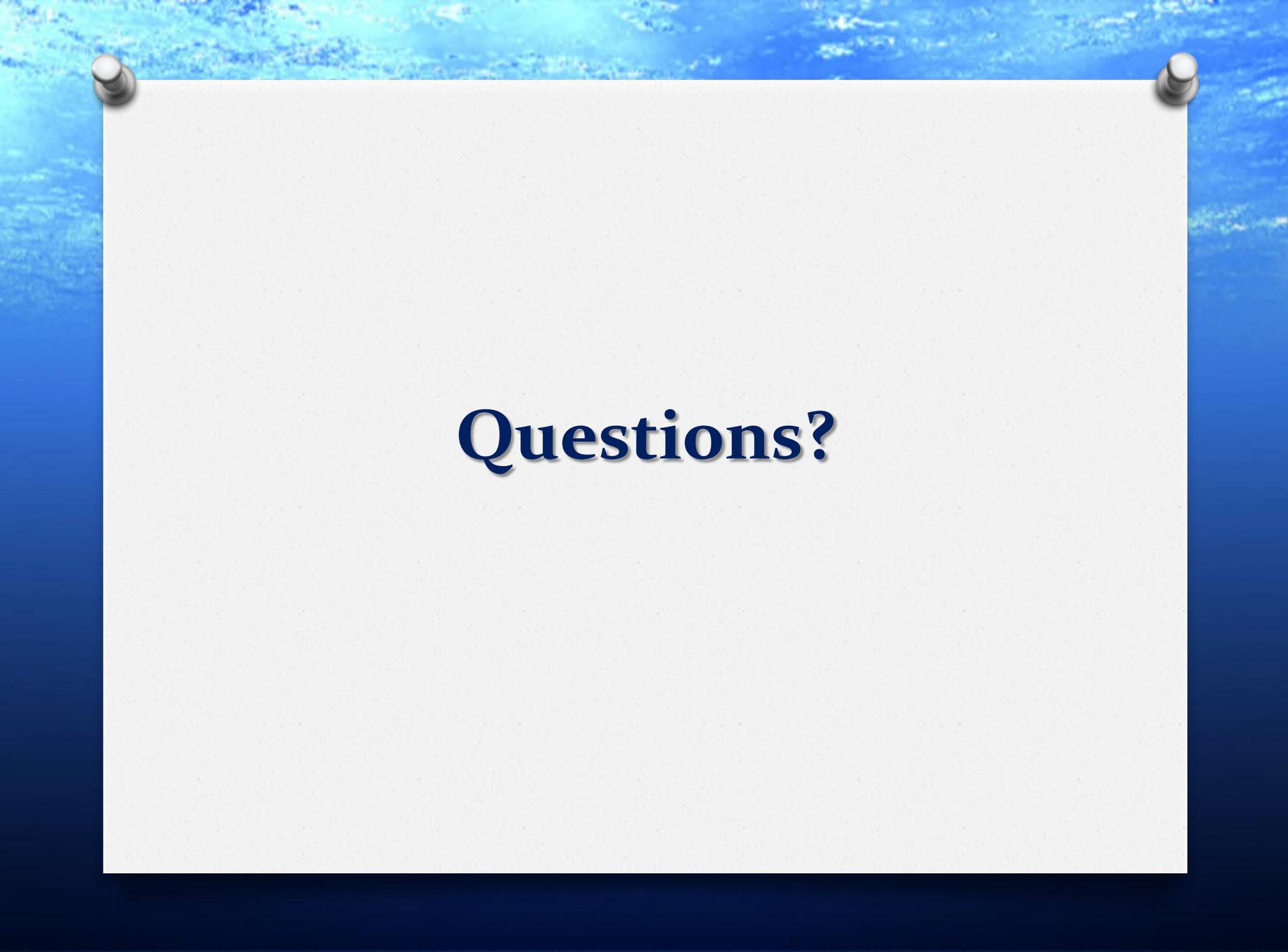


Thomas O. Marsh Park

Future

- o 140 Acre Park (80 Land / 60 Water)
- o Over 2.5 Miles of Walking / Biking Paths
- o LifeTrail Wellness Stations
- o Over 11,000 Feet of Accessible Shoreline
- o Paddleboat / Sailboat Rentals
- o Picnic Grove
- o Camp Sites
- o Lakeside Lodge





Questions?