

Board Retreat Minutes - November 30, 2015 – 8:30 AM  
Preservation Parks of Delaware County  
Shale Hollow

**ATTENDEES:**

Board members: John Bader, Dan Boysel, Bruce Ruhl

Staff: Mary Van Haaften and Tom Curtin

The meeting was called to order by J. Bader at 8:32 AM

**ADOPTION OF AGENDA:** D. Boysel moved to adopt the agenda as presented, B. Ruhl seconded, all members voted aye.

**REVIEW OF STRATEGIC INITIATIVE:**

1. Land Acquisition – the park district continues to make progress on land purchases including the expansion of Shale Hollow, land along the Ohio to Erie Trail, and the Alum Creek corridor.
2. Public Survey - An awareness and attitudes survey was conducted in 2015; a second survey is planned for 2016 that will address public priorities.
3. Strategic Marketing Plan – A request for qualifications was sent to seven strategic marketing firms; five qualification packages were received. Interviews will be conducted in the next couple of weeks.

**BUDGET, TREND ANALYSIS, LEVY REPLACEMENT/RENEWAL DISCUSSION:** Various scenarios were discussed regarding future revenues and spending as well as levy renewal/replacement alternatives.

**DEER HAVEN COMPREHENSIVE PLAN:** The final plan was presented to the board; it will be the model for all other parks.

**PARTNERING WITH OWU - Perkins Feasibility Study/Architectural Review:** OWU has not responded to inquiries regarding moving forward.

**CHANGING DESIGNATION FROM PRESERVE TO PARK:** Discussion of replacing “preserves” with “parks” on signs and publications to be more visitor friendly and avoid confusion regarding public access.

**UPDATES:**

1. Friends of Preservation Parks – Newly established group has begun meeting and planning levy campaign activities.
2. Logo redesign options – Minor changes are recommended for better readability.
3. Park naming policy – Discussion centered upon basing the naming of future parks on the natural or cultural history associated with the land, and allowing features/facilities to be named after individuals / families. This would be determined on a case by case basis.

D. Boysel moved to adjourn the meeting at 11:14 AM, B. Ruhl seconded, and all members voted aye.