

August 13, 2019 Board Minutes

Preservation Parks of Delaware County

1 PM Hogback Ridge Park

**Attendees:**

Board: John Bader, Glenn Marzluf, Bruce Ruhl

Staff: Matt Simpson, Beth McCollam, Derek Parham, Rich Niccum, Bonnie Houk, Dennis Welch, Chris Roshon, Kyle Pace, Tony Benishek, Mary Van Haaften, Tom Curtin

Public: Jeremy Slagle, Amy Tovar, Steve Berry, Mary Zaye, Gary Budzak

**Call to order:** B. Ruhl called the meeting to order at 1:00 PM, roll call was taken, all members present.

**Adoption of Agenda:** G. Marzluf moved to adopt the revised agenda as presented, J. Bader seconded, all members voted aye.

**Approval of Minutes:** G. Marzluf move to approve the minutes of the July 18, 2019 meeting as presented, J. Bader seconded, all members voted aye.

**Budget Report:** G. Marzluf moved to approve the monthly budget report as presented, B. Ruhl seconded, all members voted aye.

**Open to the Public:** No comments.

**Park Updates:** The quarterly statements from the Delaware County Foundation have been received; the Preservation Parks fund has a balance of \$13,890.41 and the Amy Clark/Bader Bird Sanctuary Fund has a balance of \$1,503.34.

**New Business:**

1. G. Marzluf moved to approve Resolution 2019 – 410 an advance back from the Natureworks grant program fund to the general fund. J. Bader seconded, all members voted aye.
2. G. Marzluf moved to approve Resolution 2019 - 411 authorizing the Director and Deputy Director to purchase property in Sunbury. J. Bader seconded, all members voted aye.
3. G. Marzluf moved to approve Resolution 2019 - 412 authorizing the Director and Deputy Director to purchase property in Sunbury. J. Bader seconded, all members voted aye.
4. G. Marzluf moved to approve Resolution 2019 - 413 authorizing the Director and Deputy Director to purchase property in Sunbury. B. Ruhl seconded, all members voted aye.
5. J. Bader moved to approve resolution 2019 – 414 authorizing the Director and Deputy Director to purchase property in Liberty Township. B. Ruhl seconded, all members voted aye.

**Department Reports:** Accepted as presented.

**Old Business:**

1. Logo: Board President B. Ruhl provided an overview of the background and process regarding a new a logo that differentiates Preservation Parks from other parks in the region and appeals to a younger audience. He then opened the discussion to members of the public for their comments.

Preservation Parks volunteers Steve Berry, Amy Tovar and Mary Zaye shared their opposition to the proposed logo design. They feel 1.) The survey conducted as part of the strategic plan demonstrates that a majority of survey participants approve of the current logo and that it communicates the Park District's mission, and 2.) There are negative connotations associated with the image of a fox. They felt a more appropriate animal should have been proposed for the logo.

Jeremy Slagle reiterated that the goal was to identify and differentiate Preservation Parks from other parks and commented that the fox represents memorable moments in the park. It could be seen in the park, but seeing one is a special occurrence.

In support of the new logo, Executive Director T. Curtin shared results from the county-wide statistically valid survey prepared by ETC Institute relating to a) opinion about the existing logo, and b) the question asking how well the existing logo communicates the park's mission.

- a. The responses to the question on opinion about the current logo range from Very Positive, Somewhat Positive, Neutral/No Opinion, Somewhat Negative, Very Negative and Don't Know. 48.4% of the respondents have a Very Favorable opinion about the current logo, while 51.6% of respondents fall within the Somewhat Positive through Don't Know categories. This does not indicate a strong affinity for the current logo.
- b. The responses to the question on how well the current logo communicates the park's mission range from Extremely Well, Very Well, Somewhat Well, Not Well, Not Well at All, and Don't Know. 42.% of responses fell within the Extremely Well and Very Well categories while 58% of responses ranged from Somewhat Well through Don't Know. 15.1% of answers fell in the Don't Know category, and this is with the current logo and mission statement in front of them.

Mr. Curtin commented that that these statistics indicate that the current logo does not have a strong impact on communicating the park's mission.

It was explained that the staff who worked with the consultant directed him to avoid the usual tree, leaf, water or trail images in the new logo. Staff reiterated the desire to create a logo that would appeal to a younger audience and identify / differentiate Preservation Parks from other parks. Staff felt the proposed logo achieved that goal.

The board decided to table the discussion.

2. T. Curtin provided an update regarding the issue between the Village of Sunbury and the owner of the former Cellar Lumber property on Vernon Street. New legal council is representing the owner. The Park District has had to respond to a new set of questions while legal counsel works to remove the Park District from these proceedings. If removed from this issue, the Park District may still be deposed.

**Executive Session:** B. Ruhl moved to go into executive session at 2:31 PM for the purpose of discussing land acquisition and compensation of a park employee. G. Marzluf seconded, roll call was taken, all members voted aye.

1. Land
2. Personnel

The Board returned to regular session at 3:27 PM and took the following action:

B. Ruhl moved to authorize the Director and Deputy Director to negotiate for land in Oxford and Troy Townships. G. Marzluf seconded, all members voted aye.


B. Ruhl moved to authorize the Director and Deputy Director to negotiate for land in Trenton Township. G. Marzluf seconded, all members voted aye.

The next Board meeting was scheduled for 1 PM, September 5 at Hogback Ridge Park.

**Adjournment:** B. Ruhl moved to adjourn the meeting at 3:29 PM, J. Bader seconded, all members voted aye.

Respectfully submitted,

 on behalf of  
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Thomas Curtin, Executive Director

  
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Bruce Ruhl, Chair, Park Commissioner