

Notice
City of Traverse City and Charter Township of Garfield
Recreational Authority Board of Directors
Special Meeting

7:00 p.m.

Wednesday, January 11, 2017

Second Floor County Training Room, Governmental Center
400 Boardman Avenue
Traverse City, MI 49684

Posted: 1-6-17

The Authority does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. Penny Hill, Assistant City Manager, 400 Boardman Avenue, Traverse City, Michigan 49684, 922-4440, TDD: 922-4412, has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the ADA Coordinator.

If you are planning to attend and you have a disability requiring any special assistance at the meeting and/or if you have any concerns, please immediately notify the ADA Coordinator.

Recreational Authority Board of Directors
Matthew Cowall, Executive Director
324 Munson Avenue
Traverse City, MI 49686
(231) 929-3696 TDD: (231) 922-4412
<http://www.traverscitymi.gov/recauthority.asp>
mcowall@liaa.org

Agenda

Roll Call.

1. Election of officers for 2017. (Matt Cowall)
2. Consideration of approving the minutes of the regular meeting of November 2, 2016. (Matt Cowall)
3. Reports. (Matt Cowall et al)
 - Grand Traverse Conservation District
 - Event Facility Management
 - Any reports from Board members
 - Executive Director's report and possible verbal updates
 - December Quarterly Reports for the Management Entities at Historic Barns Park. (Botanic Garden, SEEDS, TC Community Garden)
4. Consideration of Annual Goals for the Management Entities at Historic Barns Park. (Matt Cowall, Botanic Garden, SEEDS, TC Community Garden)
5. EPA Cleanup Grant update and expenditures. (Matt Cowall)
6. Consideration of insurance renewal for 2017. (Matt Cowall)
7. Report regarding payment of expenditures. (Matt Cowall)
8. Public comment.
9. Adjournment.

The City of Traverse City and Charter Township of Garfield

Communication to the Recreational Authority

FOR THE MEETING OF JANUARY 11, 2017

DATE: FRIDAY, JANUARY 6, 2017

FROM: MATT COWALL, EXECUTIVE DIRECTOR

SUBJECT: ELECTION OF OFFICERS FOR 2017

Election of officers takes place annually. The following officers were elected to serve for 2016:

Ross Biederman, Chair
Mike Groleau, Secretary
Tim Hughes, Treasurer

The following is the procedure to elect officers:

1. The Chair opens the floor for nominations for the Office of Chair.
2. Nominations can be made individually for each office, or for a slate of the Chair, Secretary and Treasurer. Any member may nominate and no second is needed.

Sample: **I nominate _____ as Chair.**

Sample for slate: **I nominate _____ as Chair, _____ as Secretary, and _____ as Treasurer.**

3. After all nominations for the office have been made, the Chair calls for a motion to close nominations, or nominations can be closed if there is no objection and sufficient time has elapsed.

(continued)

A Director could make the following sample motion:

I move that nominations be closed.

Or, the Chair could say:

It there are no other nominations and no objection, I will close the floor for nominations.

Or the motion to close nominations can be combined with a unanimous ballot to be cast if only one nomination per office.

Sample: **I move that nominations be closed and that a unanimous ballot be cast for _____ as Chair.**

Sample for slate: **I move that nominations be closed and that a unanimous ballot be cast for _____ as Chair, _____ as Secretary, and _____ as Treasurer.**

4. The vote needs to be called in the order in which nominations were made.

Sample wording for calling the vote by the presiding officer:

**All those in favor of _____ for Chair, please say “aye.”
Those opposed say “no.”
The ayes have it and _____ is elected Chair.**

5. The first candidate receiving a majority vote is then declared elected for 2017.
6. Follow the same procedure for electing the Secretary and Treasurer.

The City of Traverse City and Charter Township of Garfield

Communication to the Recreational Authority

FOR THE MEETING OF JANUARY 11, 2017

DATE: FRIDAY, JANUARY 6, 2017

FROM: MATT COWALL, EXECUTIVE DIRECTOR

SUBJECT: MINUTES

Attached are the minutes of the regular meeting of November 2, 2016.

The following motion would be appropriate to approve the minutes:

That the minutes of the regular meeting of November 2, 2016, be approved.

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Minutes

The City of Traverse City and Charter Township of Garfield Recreational Authority Board of Directors

November 2, 2016

A regular meeting of the Recreational Authority Board of Directors was called to order in the Second Floor County Training Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 7:01 p.m.

The following Directors were present, constituting a quorum: Michael Groleau, Secretary; Tim Hughes, Treasurer; Molly Agostinelli; Mattias Johnson; Richard Lewis; and Jesse Wolff (arrived 7:03 p.m.).

The following Directors were absent (excused): Ross Biederman, Chair.

Secretary Groleau presided at the meeting.

1.

The first item being “Consideration of approving the minutes of the regular meeting of October 5, 2016,” Secretary Groleau introduced this matter. The following individual addressed the Board:

Matt Cowall, Executive Director

Moved by Agostinelli, seconded by Hughes, that the minutes of the regular meeting of October 5, 2016, be approved.

CARRIED.

2.

The next item being “Hickory Hills infrastructure request,” Secretary Groleau introduced this matter. The following individuals addressed the Board:

Matt Cowall, Executive Director
Derek Melville, City of Traverse City

John Nelson, Hickory Meadows Advisory Committee
Mac McClelland, Preserve Hickory

Moved by Lewis, seconded by Johnson, that the Board approve the concept of providing for a wastewater drain field and stormwater infiltration basin on Hickory Meadows as part of the Hickory Hills Development Plan to allow for continued site design, with site plans submitted to the Recreational Authority for approval after the review and recommendation of the Hickory Meadows Advisory Committee, as well as all necessary subsequent documents necessary to effectuate the arrangement.

CARRIED.

3.

The next item being “Reports,” Secretary Groleau introduced this matter. The following individuals addressed the Board:

Matt Cowall, Executive Director
Tom Vitale, GTCD
Stephanie Wiitala, Sunrise to Sunset Events
Karen Schmidt, BGHBP
Michael Haynes, TCCG

Moved by Lewis, seconded by Hughes, that the Board approve the purchase of event furniture up to \$10,000.

CARRIED.

4.

The next item being “Report regarding payment of expenditures,” Secretary Groleau introduced this matter. The following individual addressed the Board:

Matt Cowall, Executive Director

No action was taken.

5.

The next item being “Public Comment,” Secretary Groleau introduced this matter. The following individual addressed the Board:

None.

There being no objection, Secretary Groleau declared the meeting adjourned at 8:25 p.m.

Matt Cowall, Executive Director

The City of Traverse City and Charter Township of Garfield

Communication to the Recreational Authority

FOR THE MEETING OF JANUARY 11, 2017

DATE: FRIDAY, JANUARY 6, 2017

FROM: MATT COWALL, EXECUTIVE DIRECTOR

SUBJECT: REPORTS

Expected reports include:

- Grand Traverse Conservation District
- Event Facility Management
- Any reports from Board members
- Executive Director's report and possible verbal updates
- December 1 Quarterly Reports for the Management Entities at Historic Barns Park. (Botanic Garden, SEEDS, TC Community Garden)

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QUARTERLY REPORT SUMMARY

October 1 – December 31, 2016

The Conservation District completed the following activities as part of the Resource Management Services Contract with the Joint Recreational Authority.

ADMINISTRATION

- Scheduled and attended monthly meetings with the Hickory Meadows Advisory Committee.
- Reviewed and discussed Hickory Hill's request for wastewater treatment infrastructure on property.
- Planned orders for spring native tree and shrub plantings along the TCL&P utility corridor.
- Coordinated purchase of material for native seeding restoration along the TCL&P utility corridor and access to be paid for by CC Power.
- Contracted Wildlife and Wetland Solutions to conduct woody cut-stump treatments on invasive species.
- Contracted snow plowing service for M-72 Trailhead for the 2016/17 winter season.
- Met with local biologist, Linda Thomasma, to discuss ideas for potential wildlife surveys.

REGULAR MONITORING

- Visited trailheads weekly to refresh dog bags, pick-up trash, and check for maintenance needs.
- Cut and cleared down trees along trail system.
- Removed dead hazard trees adjacent to Randolph St. parking area and trailhead.
- Monitored for erosion, invasive species, and success of native seeding along TCL&P utility easement.
- Conducted native seeding effort along the TCL&P utility corridor and access through East Meadow.
- Posted 'dogs on leash' signs at trailheads that were missing them.
- Rotated seasonal displays in information stations to reflect winter topics at various trailheads.
- Replaced broken plexi-glass on kiosk info station at the Randolph St. trailhead.
- Met with Advisory Committee members to review and walk conceptual trail design by Morton Trails.
- Removed information kiosk station and replaced with 6x6 trail marker post at Historic Barns Park.
- Relocated the boot brush station, dog bag dispenser, and trash can surround at Historic Barns trailhead.
- Seeded work site of the newly implemented rain gardens with annual oats and rye at Historic Barns.

GRANTS

- Research of potential grants for wildlife survey on property.
- Requested funds from CC Power to assist with follow-up native seeding of utility corridor and access.

ANNUAL WORKPLAN PROJECTS**General Park Maintenance**

- Trail maintenance (monthly trimming, mowing, and trail upkeep) - *Ongoing*
- Repair surface and spread gravel along trails - *Ongoing*
- Dog waste bag refills- *Ongoing*
- Snowplowing for M-72 trailhead- *Winter 2016/17*
- Garbage removal for all trailheads- *Ongoing*

Habitat Restoration of TCL&P Utility Corridor

- Invasive species survey and control for the first year of five years – *Spring/Summer 2017*
- Material and labor for native planting of bare root seedlings in disturbed areas – *Spring 2017*
- Material and labor for native seeding of utility corridor and access – *Completed - Fall 2016*

Habitat Improvement/ Invasives Prevention

- Control of herbaceous species (Garlic mustard, wild-parsnip, and leafy spurge) *Spring 2017*
- Control of woody species in priority areas (glossy buckthorn, Japanese barberry, autumn olive, and black locust saplings) *Completed - Fall 2016*



Recreational Authority Board Report
Wednesday, January 11th, 2017
Stephanie Lee Wiitala

Top News: Weddings/Event inquiries have remained strong and many tours scheduled into the New Year- we have added 6 more weddings to the upcoming 2017 schedule since our meeting in November and even our third 2018 wedding- we will be seeing more of these in the coming months with all the new engagements on the Holidays and event groups making their special event plans for the year. Current goal to have all peak season Saturdays sold by January 2017 is super close . 90% of this goal is completed now with only a couple Saturdays remaining in July, August and One Saturday left in October. We continue to do well with groups who book both the barn and the gardens too.

Overall 2017 Sales are looking great with 26 events scheduled so far and by the time of today's meeting should have added even more with new bookings coming in weekly for 2017/2018.

I has a meeting with SEEDS on building program for "Zero Waste" events for the Barn starting in 2017 and how to implement this program. This meeting is happening on December 2nd and will hopefully have more to report soon as they prepare a proposal for how to implement this program

Updates on projects in the works:

- Now "In the works" for January/February 2017 -Workshop series for Families with children to come and learn how to be a "Flower Fairy" Reaching out to local florists and vendors who would want to sponsor this event to offset facility rental costs- still working on this for February.
- We recently Worked with a local photographer/décor/bridal dress and hair vendor to do this is a styled shoot at the end of December and it went great and will be great exposure for the barn We are planning to do a few more of these as these photos and collaborations are awesome for marketing and for images we can use on website , social media and more

Event Schedule for first quarter January/February/March:

Scheduled:

- February 3rd Flynn Ventimiglia Wedding
- March 4th Potential Small Wedding booking- not confirmed
- Event ideas in the works for these months to be planned and coordinated by S2S Sunrise 2 Sunset events – working on sponsors and groups to participate to see if we can get a few of these ideas off the ground

Other items I am currently working on to present for review on or before January 2017 Board Meeting:

- Setting up Wi-Fi for the barn- My company S2S will handle the monthly cost for this if it is feasible- at this time I have used my personal cell wifi and it works great as needed when I have meeting or I am working at the barn. We do have requests from corporate groups for wifi and DJ's for events/weddings but it is not seeming to be a dealbreaker for groups to book with us as of yet

- Pulling in all keys that vendors hold and activating the alarm system for the barn- working with Matt on this to be completed by the end of the month.
- Setting up credit card payment system- who can I talk to about this? Would like to see about getting this going- any input from board would be helpful
- Updating the CB website with more photos, an event inquiry form, more information about the barn, upcoming events page- been working on this weekly
- Working with transportation companies on parking support and shuttling packages- met with Celtic at the end of December for options to consider and will update in February my recommendations
- Furniture to be ordered this month- January- to be finalized with Matt and handled. I am bringing a chair to show at the meeting- would like equipment in before February Wedding.

-Will share a quick recap on concert series with Joshua Davis and May Erlewine from December with Porterhouse Presents.



Dec 1, 2016

Matt Cowall
LIAA Communications & Development Director
Executive Director - City of Traverse City and
Charter Township of Garfield Recreational Authority
324 Munson Avenue
Traverse City, MI 49686

Dear Matt,

I am delighted to submit the Quarterly Report from The Botanic Garden at Historic Barns Park, for the period of September 1, 2016 through November 30, 2016 and to share our progress with you and the Recreational Authority. As you know, the BGHBP board utilizes a Strategic Planning Process to determine its annual and 3-year goals. Each Quarterly Report presents the progress we have made in the current year's goals over that three-month period. The nine goal areas for 2016 are: to establish a long-term lease; to explore Executive Director options; to implement and expand finance strategies; to assist and support efforts for future road construction, signage and lighting; to continue work on a comprehensive marketing plan; to implement the 2016 fund development plan; to provide exciting and enjoyable experiences to visitors of the Garden through the completion the Walled Garden and Sugar Maple Allee gardens, expansion and maintenance of the present garden plantings, and development and offering of a wide range of educational classes, workshops and events; to work towards the acquisition and implementation of new technology that supports the garden's mission; and to build the board through the recruitment and training of new board members.

Sincerely,

Karen Schmidt,
Botanic Garden Board Chair



Mission: Public gardens have a powerful and positive impact on the health, environment and economy of a region. They make it a better place to live. The mission of BGHBP is to design build and manage a year-round botanic garden in Northwest Michigan for the purposes of botanical and environmental preservation, education and research, and the enjoyment and renewal of citizens and visitors

Quarterly Report

December 1, 2016

GOAL #1 – LONG TERM LEASE – Because donors, members and board directors need an assurance that their investment in the Garden will be protected across time: By December 2016 a long-term agreement will be in place with the Recreational Authority and a Reversion Agreement will be finalized with the Recreational Authority, Traverse City and Garfield Township.

We are hopeful that the long-term agreement will be finalized as a part of the Recreational Authority's Strategic Planning process since all of the necessary entities will be participating. We are extremely anxious to finalize a long-term agreement, as we continue to make a significant financial and personal investment in the park.

GOAL #2 – EXECUTIVE DIRECTOR – Because the needs and responsibilities are expanding as the garden develops, by January of 2018 a Botanic Garden Executive Director will be hired.

The board is focusing heavily on building a stronger financial base to fund this future position, with an emphasis on expanded revenue generation in the areas of memberships, gift shop revenues, venue rentals, undesignated donations, and events. Rather than rely on grants, which are never assured, the board's goal is to reach a sustainable level of revenues to support the

Executive Director's position. Until that time, the board will continue to assume the roles and responsibilities of an Executive Director.

GOAL #3 – FINANCIAL PROCESSES – Because the Botanic Garden's assets and liabilities are expanding as the garden grows, the BGHBP board is implementing a series of strategies to refine and expand specific financial processes to meet the needs of a growing garden.

- a. During this quarter, the Board contracted with an IT specialist to install a new hard drive on the Point of Sale computer, and more closely align QuickBooks with the Point of Sale system.
- b. During this quarter the Financial Committee continued to monitor and analyze operational costs and revenue sources, separating out designated funds for capital projects. The non-capital revenue sources (memberships, venue rental, events and gift-shop proceeds) are adequately funding all of our on-going operational costs (insurance, utilities, building & garden maintenance, materials, hourly staff, professional organization fees, etc.) while grants and designated donations are available for new capital projects. The goal is to increase proceeds from revenue sources in the future to fund additional staff needs.
- c. During this quarter committee chairs (Programs & Events, Development, Marketing, Venue Rental, Membership, Gift Shop, Horticulture, Site Maintenance and Volunteers) began working with their committees to develop a recommended 2017 budget for their departments).

GOAL #4 – ROADS, LIGHTING AND SIGNAGE – Because the Botanic Garden and the Historic Barns Park are both negatively impacted by the poor condition and placement of the present roads, limited parking, and the lack of lighting and signage, BGHBP will work closely with the Recreational Authority and other entities at the park to focus on the issue of roads, parking, signage and lighting.

- a. The Botanic Garden continues to discuss the next step in road construction at the park with the R.A., as future development of the garden is impeded by the present road situation. BGHBP covered the cost of a great deal of the road engineering and design work by Nelson Byrd Woltz and Jozwiak Consulting. That work, combined with additional engineering work funded by the Recreational Authority, will provide enough information necessary to obtain a ballpark estimate of the cost of constructing the new road. Once an estimate is procured, BGHBP would be glad to assist the Recreational Authority in their search for funding for road construction.
- b. An \$18,850 grant from The Grand Traverse Band of Ottawa and Chippewa Indians from their 2% funding was awarded to The Botanic Garden, SEEDS and the Traverse City Community Garden for the purpose of educating visitors about the mission and features of the park and gardens. During this quarter design work began on signage, projects and demonstrations that inform the park. The Botanic Garden will utilize their third of the grant for signs that describes the historical background of certain features of the garden (horse barn/walled

- garden, silos/pool & conversation circle, granary/visitor center, root cellar/pavilion), signs that identify specific gardens and their themes, and plant I.D. signage.
- c. Lack of outdoor lighting continues to be an issue in parts of the park and garden. The new lighting of the Pavilion and the water feature is a significant improvement in night visibility for safety and event purposes. The Botanic Garden will continue to explore pathway lighting options, with an emphasis on solar lights.

GOAL #5 – MARKETING – Because the Garden needs to increase public awareness, support and participation: During 2016 the BGHBP board will continue developing a variety of components within their marketing plan, including the use of social media, rack cards, posters, brochures, media ads and public presentations.

- a. During this quarter, the Marketing Committee continued to work closely with the Program Committee to design beautiful e-posters that advertised each class, workshop and event held at the Garden. These e-posters were featured on Facebook and the website, run off as hard-copy posters, and incorporated into the Event-Brite advertising as well.
- b. This quarter the board took out a half page ad in Traverse the Magazine's Wedding issue and an ad in the local Discovery Map which is in all the Michigan Visitor Centers.
- c. Once again this quarter, the Marketing Committee ran several new Facebook paid ads, encouraging membership and event participation. We saw an increase in both memberships and event participation when these ads ran.
- d. Although not designed as a marketing tool, the large number of docent-led guided tours offered free of charge from April 1 through October 31, increase public awareness, support and participation in the garden. After participating in a guided tour, many individuals choose to take out a membership, make a contribution, become a volunteer, and/or shop in the gift shop.

GOAL #6 – FUND DEVELOPMENT - Because a diverse and strong revenue source is critical to the operation and growth of the Garden: By December of 2016, The Botanic Garden will implement the fund development plan for this year. The development plan will address each of the elements (membership, annual giving, planned giving, grants, endowments, donations, events, newsletters, marketing) using the timelines defined in the development calendar. Donor Perfect On-line software is now operational to support a number of these elements.

- a. During this quarter, the Development Committee continued grant application work, with a focus on funding for handicap accessibility, new garden development, and horticultural support.
- b. Venue rental continues to be an important source of revenue for the Garden and the Garden's venues are becoming increasingly popular. During this quarter we booked 6 weddings for 2017. The board is focusing on attracting businesses that may wish to rent the Visitor Center Hall for strategic planning, board meetings, etc.

- c. During this quarter we continued to offer a series of classes, workshops and events that not only supported our mission of education but generated important revenues for operation.
- d. Gift shop revenues also continue to bring in significant revenues for operation. This quarter several holiday shopping events were held, with a 20% discount for members. This is one of a variety of perks for our membership. This quarter we continued to feature a great number of items crafted by local artists, supporting the local economy in one more way.
- e. During this quarter the Annual Appeal brochure was designed and is scheduled for printing and bulk mailing over the next week. The brochure highlights the tremendous progress the garden has made over the past three years, featuring each completed project, identifies new project goals (ADA ramp, Secret Garden), and encourages support through membership and donations.

GOAL #7 – FEATURES AND PROGRAMS –In order for the Garden to achieve its mission to provide botanical and environmental preservation, education and research, and the enjoyment and renewal of citizens and visitors, the Garden recognizes the need to establish beautiful spaces, trial and ornamental gardens, and attractive buildings and hardscapes, as well as educational opportunities for both adults and children.

- a. SUGAR MAPLE ALLEE – Because the Sugar Maple Allee is an important architectural and horticultural component of the garden, providing structure and beauty as well as access to future gardens for thousands of visitors, a great deal of work was dedicated this quarter to the Allee. Tons of compost, donated by Left Foot Charlie, was spread on the two long allee garden beds and rototilled into the soil. A small army of volunteers planted 11,000 daffodil and Glory of the Snow bulbs in those beds, promising a stunning spring show. Fundraising is underway for the spring purchase of hundreds of perennials that will fill the beds when the bulbs are through blooming, guaranteeing bloom from April or May through early November.
- b. WALLED GARDEN: Because the Walled Garden will bring a whole new level of beauty and function to the Botanic Garden and the park, to be enjoyed by thousands, it's completion is an important goal: This year, the design and construction of the Walled Garden will be completed, including walkways, plantings, fences and screens. Additional features (fountain, exterior planting, and completion of the adjoining Secret Garden) are scheduled for 2017.
 - 1. During this quarter design work and construction continued on the entrance gate to the Walled Garden, which is being built by master craftsman Dan Nickels. Because of the intricacy of this gate's design, it is not yet completed, so we are using a temporary gate to keep deer out. Dan estimates the gate will be completed by April.
 - 2. During this quarter, horticulturist Laurel Voran worked with garden volunteers to cut back and winterize perennials and shrubs in the Walled Garden, and to plant over 2,000 bulbs. Because of the warmth and protection provided by the stone walls enclosing the garden, many perennials bloomed through November.

3. This quarter a 2" stabilized stone finish was installed on the Walled Garden walkways and patio area, providing a firm but permeable surface for easy wheel chair access. TruNorth donated their labor for this project. At a Walled Garden wedding this fall the father of the bride, who is wheelchair-bound, was able to easily maneuver the paths with this new stabilized finish.
- c. VISITOR CENTER GARDENS – Because the Visitor Center is often the first place visitors stop when they come to the park and garden, it is important that the exterior of the center be attractive and inviting. Several projects were a focus this quarter to enhance that area:
1. Container gardens filled with flowers and purple kale were arranged around the Visitors Center and maintained by the Friendly Garden Club and our own volunteers. Winter displays were designed for these containers and will be completed over the next two weeks.
 2. Two donors covered the cost of additional work on Lucille's Garden, which is directly in front of the Visitor Center. A 7' wide bluestone walkway was installed at the entrance to the garden and a bluestone and brick patio was laid in the central area where the benches are located.
 3. A new shade garden was installed under the large mulberry tree in Lucille's Garden, planted with hydrangeas and heuchera (coral bells), bringing more color and bloom to this area.
 4. The garden by the mailbox was significantly expanded this quarter. Grass was removed and topsoil and compost worked into the beds. A number of shrubs and perennials, donated by MSU as part of our plant research collaboration, were installed as well.
 5. This quarter an Eagle Scout candidate from Troop 27 worked with his team to install a lovely cedar split rail fence around the perimeter of the Visitor Center lawns and gardens. This project not only increased the beauty of the site but delineated garden areas from parking areas.
- d. RAIN GARDENS – The Botanic Garden has been interested in creating and featuring rain gardens for several years now, to both address rainwater runoff issues and to educate home and business owners on the purpose and construction of rain gardens. When the last decontamination project by ECT was to remove arsenic contaminated soil from the trailhead, where washouts were an on-going problem, the Garden chose to collaborate with ECT in the construction and cost of the rain gardens. ECT oversaw Northern A-1's excavation of the soil and lining of the swales with permeable liners and pea stone, finishing with topsoil from the Botanic Garden. The Garden, in turn, purchased and laid erosion matting around the swales and added trees and plants. The Garden will add more plants in the spring and maintain the rain gardens permanently. The Conservation District moved the trailhead signs, redirecting hikers to a loop north of the rain gardens, and seeded the disturbed area around the rain gardens. Runoff from a recent rainfall filled the first rain garden, keeping the water from washing out the road below.

- e. **ACCESSIBILITY AT THE GARDEN** – BGHBP continues to work towards our goal of making the Garden accessible to everyone. We submitted a series of grant requests last quarter and again this quarter for that purpose, with a goal of installing an ADA ramp that would allow people with wheelchairs and walkers to move from the lower level by the Silo Pool up to the Pavilion and upper level of the Visitor Center, an automatic door at the upper level of the Visitor Center, and a ramp up to the pavilion. The garden was recently awarded a \$2,132 grant from Rotary Good Works towards this project and we are waiting on the results of several other grants. Any paths and walkways we install will be ADA accessible, meeting the requirements of width and surface stability. The ADA ramp was listed as a high priority in our Annual Appeal brochure.

- f. **IRRIGATION OF THE GARDEN** – The board experienced significant savings with the new irrigation system, since we now use the irrigation well instead of relying on costly city water. It is evident that the lawns, trees and gardens are much improved because of the new irrigation system, further enhancing the park.

- g. **PROGRAMS AND EVENTS** – This quarter our Program Committee continued work on developing a robust series of classes and workshops for 2017. They oversaw several floral design and fused glass classes as well as a workshop on gardening with native plants. They also coordinated and oversaw two receptions for the September and October Artists of the Month. This quarter they planned and oversaw special group tours with Green Elk Rapids, By the Bay Garden Club, MSU Extension directors, and a group of 80 sixth graders from West Middle School.

GOAL #8 – BOARD CAPACITY – Because a diverse and knowledgeable board, with clear guidelines and policies, bring strength to an organization: During the 2015 year, the capacity of the Botanic Garden board was greatly expanded through the acquisition of nine new board members, whose experience, skills and knowledge have been a huge asset to the board. During 2016, BGHBP provided new board members with orientation and training, supporting them in their work on our standing committees. Board capacity was also enhanced through the review and revision of our by-laws and board policies. In order to attract new board members and volunteers, the Botanic Garden once again participated in the day-long FuseNorth exhibit, networking with a large number of individuals interested in becoming involved with non-profits.

GOAL #9 - TECHNOLOGY - Because an evolving public garden has responsibilities in marketing, finance, membership, donor and plant data bases, education, and commerce (i.e. gift shop), the importance of staying current in the technology that supports these needs is critical. During 2016, the Botanic Garden expanded it's use of Donor Perfect software, purchased new point-of-sale software and chip card reader, and wrote grant applications to help fund an electronic guest book and a BG-BASE plant accession software program and training.

- a. This quarter the board utilized the services of an IT specialist to continue work on upgrading the Point of Sale system, coordinating it with QuickBooks, and increasing both memory and security with hardware and software applications.
- b. This quarter the board explored a new Plant Acquisition software program to track and identify all plant materials installed in the garden. More investigation of this program will be done through the winter months. This new program is not as costly as the BG-BASE program and is more easily maintained.

VOLUNTEERS: The Botanic Garden could not accomplish what it does without volunteers who serve as visitor center assistants and tour guides (docents) daily through October, the many gardeners who plant and maintain the gardens, and the grounds crew that maintains lawn areas throughout the park. Two individuals oversee the Volunteer program. One handles the procurement and scheduling of volunteers while the other supports and reinforces volunteers with notes, activities, and newsletters that let them know how much they are appreciated.

This Autumn in the garden:



Gunner Walter, Eagle Scout candidate, who coordinated and oversaw the split rail fence project



New bluestone walkway and brick patio in Lucille's Garden



Completed rain gardens prior to planting





TC Community Garden
1500 Red Dr – PO Box 875
Traverse City, MI, 49685

Matt Cowall
LIAA Communications & Development Director
Executive Director - City of Traverse City and
Charter Township of Garfield Recreational Authority
324 Munson Avenue
Traverse City, MI 49686

December 1, 2016

Dear Mr. Cowall:

Enclosed please find the Quarterly Report from the TC Community Garden for the period of September 1, 2016 thru November 30, 2016. The Board is pleased to share with you and the Recreational Authority our progress on the 25 goals for the 2016 growing season, as well as touch on our four long-term goals.

Sincerely,

A handwritten signature in blue ink that reads "Kimberly Conaghan".

Kimberly Conaghan
President and Treasurer
TC Community Garden
Board of Directors



The mission of the TC Community Garden is to provide a place for members of the community to gather and share a common interest in organic gardening in an urban setting, to provide educational opportunities to the community that foster an appreciation for sustainable growing practices, and to grow fresh produce for distribution to local food banks.

QUARTERLY REPORT

December 1, 2016

MEMBERSHIP

From our bylaws – *“...a place for members of the community to gather and share a common interest in organic gardening...”*

GOALS 1 & 2: *Full occupancy of all available plots. Limit new membership to 12X30 (half) plots as needed to include as many new members as possible from the waiting list.*

The TCCG extended membership in all available plots in 2016 and anticipates the same for 2017. Due to continued demand, the TCCG will continue to phase out ‘full plots’ to include as many members of the community into the garden as possible. More spaces will be available in 2017. This respects the time, effort, and energy of the veteran gardeners, while creating a more inclusive approach to the demand for plots moving forward.

GOAL 3: *Discuss the possibility of 12X15 (quarter) sized plots.*

Goal was addressed in March 1, 2016 Quarterly Report to the Recreational Authority. No further action is necessary at this time.

GOAL 4: *Photographs and videos in various garden seasons.*

The TCCG is utilizing Facebook more often to promote its activities. The TCCG Facebook page ‘likes’ organically increased from 363 to 371 this quarter.

GOAL 5: *Partner with a community organization to provide access for differently-abled community members to garden, such as raised beds.*

In March, the TCCG had transitioned this to a long-term goal. However, in late August the TCCG was approached by Thom Hooper from Boy Scouts Troop 33. Hooper had a scout, Brian Lovegrove, who was interested in building ADA-compliant raised garden beds as his Eagle Scout Service Learning Project. After discussion, the TCCG Board decided to sponsor Bryan’s project.

The TCCG received six ADA-compliant raised garden beds, each measuring 4X8X4. Lowe's of Traverse City deeply discounted the cedar and hardware, and the TCCG sponsored the remaining cost at \$215.00 out of its operating budget. Over the winter, the TCCG Board is formulating a program to offer the raised beds to Member Gardeners for the 2017 season.

GOAL 6: *Create brochure for placement at the Botanic Garden at the Historic Barns Park visitor center.*

Goal was addressed in September 1, 2016 Quarterly Report to the Recreational Authority. No further action is necessary at this time.

GOAL 7: *Improve walkways between plot rows.*

Goal was addressed in June 1, 2016 Quarterly Report to the Recreational Authority. No further action is necessary at this time.

GOAL 8: *Ongoing maintenance of the two garden paths at both entrances.*

Goal was addressed in September 1, 2016 Quarterly Report to the Recreational Authority. No further action is necessary at this time.

GOALS 9 & 10: *Better communication between volunteer groups - Establish a coordinator who will communicate with all leads ensuring that people have been contacted. Better communication between volunteer workgroups - Establish a well-defined task list for members to sign up at the Spring Kick-off Meeting.*

Goal was addressed in June 1, 2016 Quarterly Report to the Recreational Authority. No further action is necessary at this time.

GOAL 11: *Investigate the potential for NMC to build a green roof shed for the Fall 2016 semester.*

The Green Roof Structure is complete. The TCCG hopes this feature will open up possibilities for years to come. Thank you to the RA and the MOU partners for support of this project in the HBP. The TCCG has plans for an open house in the Spring of 2017 to showcase and present the completed project and offer a demonstration day to the public.



From left to right: Framing after the first night. Tyvek waterproofing membrane and James Hardie Hardieplank siding installation. The completed project with the Barns in the background with the rain garden to be planted in Spring 2017.

GOAL 12: *Establish a membership of national designation for our garden exposure*

Goal was addressed in March 1, 2016 Quarterly Report to the Recreational Authority. No further action is necessary at this time.

GOAL 13: *Fence Project - Enhance west end fence by adding a high-wire on top of black locust posts, and add stronger wires.*

Goal was addressed in September 1, 2016 Quarterly Report to the Recreational Authority. No further action is necessary at this time.

GOAL 14: *Plant more annuals.*

Goal was addressed in June 1, 2016 Quarterly Report to the Recreational Authority. No further action is necessary at this time.

GOAL 15: *T-shirts*

Goal was addressed in June 1, 2016 Quarterly Report to the Recreational Authority. No further action is necessary at this time.

EDUCATION

From our bylaws – “...to provide educational opportunities to the community that foster an appreciation for sustainable growing practices...”

GOAL 16: *Hold two classes at the beginning of the season for soil preparation and planting.*

Goal was addressed in June 1, 2016 Quarterly Report to the Recreational Authority. No further action is necessary at this time.

GOAL 17: *Hold one class in the fall for winter preparation of the soil.*

Goal was addressed in September 1, 2016 Quarterly Report to the Recreational Authority. No further action is necessary at this time.

GOAL 18: *Arrange tours and bring school field trips into the garden.*

Goal was addressed in June 1, 2016 Quarterly Report to the Recreational Authority. No further action is necessary at this time.

GOAL 19: *Utilize Bulletin Board for increased communication.*

Goal was addressed in September 1, 2016 Quarterly Report to the Recreational Authority. No further action is necessary at this time.



DONATION

From our bylaws – “...to grow fresh produce for distribution to local food banks...”

GOAL 20: *Possible modification of the donation garden plot.*

Goal was addressed in September 1, 2016 Quarterly Report to the Recreational Authority. No further action is necessary at this time.

GOAL 21: *Maintain 1,200 pound donation for Food Rescue.*

A warm fall allowed for continued harvest drop offs intermittently at Food Rescue of Northwest Michigan. The TCCG’s final tally for 2017 was 1,388 pounds of produce to local food banks. It is estimated the average price per pound of organic produce is around \$3.27 for the Midwest (depending on the crop); meaning this year the TCCG placed approximately \$4,539 worth of produce into circulation to help combat food insecurity in the region.

GOAL 22: *Involve more member gardeners in the donation program.*

Goal was addressed in September 1, 2016 Quarterly Report to the Recreational Authority. No further action is necessary at this time

GOAL 23: *Begin clearing the area west of our fence line to prepare soil for 2017 additional plots*

Goal was addressed in September 1, 2016 Quarterly Report to the Recreational Authority. No further action is necessary at this time

FINANCIAL

GOAL 24: *Conduct an analysis of anticipated costs and revenues to determine if a plot fee increase is warranted.*

Goal was addressed in March 1, 2016 Quarterly Report to the Recreational Authority. No further action is necessary at this time.

GOAL 25: *The Fundraising Volunteer Workgroup will use the 2016 goals to establish fundraising priorities to present to the Board for approval.*

Goal was addressed in September 1, 2016 Quarterly Report to the Recreational Authority. No further action is necessary at this time



LONG-TERM GOALS THROUGH 2018

GOAL 1: *Increase plots to the west at SEEDS and Master Gardner Site*

Goal was addressed in September 1, 2016 Quarterly Report to the Recreational Authority. No further action is necessary at this time.

GOAL 2: *Construct a raised bed 4X8 in the Master Gardener 'A' Site*

This was accomplished in 2016, although the placement of the raised beds is yet to be determined.

GOAL 3: *Develop outdoor classroom. This is a partnership opportunity with Seeds and the Botanic Garden.*

Extensive planning in 2017 will transpire in hopes for constructing an outdoor classroom in 2018 or 2019.

GOAL 4: *Increase collaboration with outside organizations such as Northwest Community Action Agency, Groundwork, etc.*

TCCG was thrilled to hear from Boy Scout Troop 33 and hopes to continue to work the group on a few ventures in 2017.

The Green Roof Shed project is an example of a current plan focused on this long-term goal by partnering with Northwest Michigan College Construction Technology Program and Inhabitect, LLC.

The TCCG continues to maintain its relationship with Food Rescue of Northwest Michigan, a division of Goodwill Industries, by donating its produce from the donation garden to the program.

As a long-term marketing strategy is developed, more collaboration opportunities will hopefully ensue.

Public relations will be a focus in 2017, with emphasis placed first collaborative efforts with the HBP partners, then on Commons neighbors, and then the community as a whole.



The City of Traverse City and Charter Township of Garfield

Communication to the Recreational Authority

FOR THE MEETING OF JANUARY 11, 2017

DATE: FRIDAY, JANUARY 6, 2017

FROM: MATT COWALL, EXECUTIVE DIRECTOR

SUBJECT: CONSIDERATION OF ANNUAL GOALS FOR THE
MANAGEMENT ENTITIES AT HISTORIC BARNS PARK

Per the Management Agreement for Historic Barns Park, the Management Entities prepare annual goals and benchmarks for the Board to review and approve at the beginning of each calendar year. These goals give all involved a stated trajectory for the coming year and give the Board and the Entities ways to measure performance and progress, primarily through the quarterly reporting submitted by each entity in March, June, September and December. Annual goals for all three Management Entities are attached for your review and comment, and of course representatives will be in attendance to address any questions you may have.

If it pleases the Board, the following motion to adopt the annual goals would be appropriate:

That the 2017 annual goals and benchmarks for the Botanic Garden at Historic Barns Park, SEEDS and TC Community Garden be adopted.

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GOALS AND BENCHMARKS 2017

Year Three of the 3-Year Strategic Plan

The Botanic Garden at Historic Barns Park has established a series of Goals and Benchmarks that support the 2015-2018 Strategic Plan, which was completed November 8, 2014. The strategic plan acts as a rudder for the Garden. It orients the organization to a particular direction and helps to focus change. These strategic priorities provide the framework for annual goal setting, tactical planning, resource allocations and committee work. All Quarterly Reports and Annual Goals and Benchmark reports will reflect the Garden's goals, and progress towards their achievement.

The strategic priorities over the next three years fall into two distinct areas – garden development and board governance. Specific goals have been developed in each of these strategic priorities to support their success.

Strategic Priority #1 – Complete elements that will enable the Garden to function as an established attraction that is poised for completion.

Goal #1 – **A series of gardens and building renovations** will be completed to the extent possible based on successful revenue acquisition.

Goal #2 – A collaborative effort will resolve issues and develop a working plan to **complete shared infrastructure**, including roads, parking and signage.

Goal #3 – **A working marketing plan** will be established that builds brand awareness and reputation at the state and national levels.

Goal #4 – **Features and programs** that attract audiences will be developed

Strategic Priority #2 – Insure that a thriving Board of Directors with solid governance and leadership is in place, along with professional level staffing that provides effective management for the Garden.

Goal #1 – **Organizational stability** will be demonstrated by an empowered Board with sustainable policies and practices in place.

Goal #2 – **A long-term lease** will be finalized for The Botanic Garden at the Historic Barns Park.

Goal #3 – **A robust development program** that generates sustainable revenue streams and builds an endowment to fund operations in perpetuity will be in place.

Goal #4 – **Professional staff** that enables the organization to conduct its business and enables continued development and maintenance of the Garden and the programs will be in place.

Goal #5 – **The use and integration of technologies** that enable productivity and the achievement of operational, funding, and marketing goals will be in place.

GOALS AND BENCHMARKS FOR 2017

Based on the 2015-2018 Strategic Plan

- 1) Since 2009 when the Botanic Garden Society of Northwest Michigan received management rights at The Historic Barns Park, the garden has invested over two million dollars in the park. Because our donors, members and board directors need an assurance that their investment in the garden will be protected across time: By December 2017, a long-term lease will be in place. The Botanic Garden has focused on the establishment of a long-term lease for the past two years. It is our goal that, through the Recreational Authority's involvement in a Strategic Planning Process, combined with collaboration with Garfield Township, Traverse City, the Recreational Authority and the Botanic Garden the lease can finally be procured by the end of this year.

- 2) Because the needs and responsibilities are expanding as the garden develops: By January of 2018 a Botanic Garden Executive Director will be hired.
 - a. Since it is recognized that consistent operational revenues are necessary to successfully fund the permanent position of an executive director, and that grants do not provide those long-term sustainable revenues, alternate funding options must be developed and expanded. During 2017, a strong emphasis will continue to be placed on increasing revenues in the areas of membership, venue rental, gift shop profits, workshop tuition and non-designated donations to increase the organization's revenue capacity to the point where it can adequately support the position of an executive director.
 - b. During this period, the board chair will continue to fill the role of an executive director.

- 3) Because The Botanic Garden and the Historic Barns Park are negatively impacted by the poor condition and placement of the present road, limited parking, and the lack of lighting and signage: The Botanic Garden has covered the cost of all of the design work for the new roads and now looks forward to their completion. During 2017 The Botanic Garden will continue to work with the Recreational Authority to assist and support efforts towards the construction of a new road at the park, as well as improved lighting and signage.
 - a. The Botanic Garden will support this Historic Barns Park effort in any way requested (facilitate meetings, explore grants, provide design assistance, etc.).
 - b. The Botanic Garden will explore funding sources and options for solar lighting within the garden.
 - c. The Botanic Garden will continue to design and install signage throughout the garden, including donor recognition, historic information, garden/horticulture information, sustainability information, and plant identification information.

- d. Because parking continues to be a major challenge for the Historic Barns Park and The Botanic Garden, we will work with the Recreational Authority during 2017 to address parking issues, including signage, shuttles and design.
- 4) **MARKETING:** Because the Botanic Garden needs to increase public awareness and participation: Throughout 2017, The Botanic Garden will continue implementation of its comprehensive marketing plan.
- a. During the first quarter, a committee led by a board member with marketing experience, will review marketing plans from other small public gardens to see if there are any additional strategies they would recommend.
 - b. During the first quarter the marketing committee will review the social media strategies utilized by the garden and make recommendations for any changes.
 - c. The Botanic Garden will continue to advertise in the Discovery Map (located in all state visitor centers and most of our region's hotels and restaurants) and Traverse Magazine's MyNorth Wedding publication. Additional advertising will be focused on venue rentals for business meetings as well as weddings and other celebrations.
 - d. Botanic Garden rack cards will continue to be distributed to selected sites such as the Traverse Area Visitor Center, Building 50, local resorts and selected nurseries.
- 5) **DEVELOPMENT:** Because a diverse and strong revenue source is critical to the operation and growth of The Garden: During 2017, The Botanic Garden will continue to successfully implement the fund development plan, which addresses each of the following elements - membership, annual giving, planned giving, grants, endowments, donations, events, newsletters, marketing - using the timeline defined in the development calendar. Donor Perfect software will be utilized to support these elements.
- 6) **FEATURES AND PROGRAMS:** In order for the Garden to achieve its mission to provide botanical and environmental preservation, education and research, and the enjoyment and renewal of citizens and visitors, throughout 2017 the Garden will continue to establish beautiful spaces, trial and ornamental gardens, and attractive buildings and hardscapes, as well as the provision of educational opportunities for both adults and children.
- a. **WALLED GARDEN AND SECRET GARDEN:** Because the Walled Garden has brought a new level of beauty and function to the Botanic Garden and is enjoyed by thousands, the completion of its final components (a water feature and entry gate) will be achieved in 2017. In addition, work will begin on the adjoining Secret Garden. During the first quarter, estimates will be procured for costs, and work will begin on the gate. During the second quarter, depending on revenues from the annual giving campaign, the foundation and walls of the Secret Garden will be installed. During the third and fourth quarter, landscaping work will be

completed on the Secret Garden, and work will be initiated on the Walled Garden water feature.

- b. SUGAR MAPLE ALLEE – Because the Sugar Maple Allee is a major feature of the garden, providing the backbone of the garden with paths that will lead off to additional gardens, the completion of the first phase of the Allee (parking lot to entrance to the Labyrinth) is a priority. The trees were planted and the underlying 14' wide beds were prepared and planted with 11,000 spring bulbs in 2016. During 2017, hundreds of perennials will be planted in these beds, which will also be expanded southwards towards the parking lot as well.
- c. LUCILLE'S GARDEN – During 2016 significant improvements were made to Lucille's Garden, including the addition of a bluestone walkway and brick patio. In 2017, a shade garden will be added under the present mulberry tree and a wide variety of new perennials and annuals will be added to the existing beds.
- d. PROJECTED GARDENS – Depending on grant and donation revenues, a FireWise Garden will be created in 2017, which will be located on the ridge above the barns and amphitheater, and a handicap accessible switch-back ramp will be constructed in the Native Plant Garden south of the Visitor Center. The Garden is presently developing a 'menu' of future gardens, including estimates of costs for design and construction. This 'menu' will provide donors with options for funding as well as giving the board the structure it needs to plan a timeline for future gardens.
- e. EDUCATIONAL PROGRAMMING – The Program Committee is finalizing the selection and scheduling of a diverse and robust series of classes and workshops for children and adults for the 2017 year. These educational opportunities will be held throughout the year, including the winter months.

7. TECHNOLOGY – As the Garden grows, there is an increasing need for improved technology in a variety of areas. This year the Garden updated the Point of Sale software and hardware to better align with Donor Perfect and QuickBooks and to support the new credit card chip technology. During 2017 we will purchase and utilize a GPS-based Plant Accession program that will allow us to keep a careful inventory of each plant we add to the garden. We are presently using an Excel spreadsheet to track plant inventory but as the garden is rapidly growing we need a more sophisticated program. We have hired the services of a Technology Security company to evaluate our technology practices to protect our customers, donors and members.

GUIDING PRINCIPLES

As the garden evolves, we consistently focus on several guiding principles – principles that serve as a lens for the vision of our goals:

1. **SUSTAINABILITY** – What practices will nurture sustainability at the garden? More than an ‘Energy Park’ we see this site, and this garden, as a ‘Sustainable Park’ – a model for supporting a sustainable ecosystem. Although we do focus on saving energy and developing strategies for alternative energy, which is certainly an important component of sustainability, we feel the park is and can be so much more. Energy is one factor, but we are also strongly committed to environmental sustainability through the conservation and protection of natural resources - water, native plants, trees and wildlife. We are committed to focusing on practices that support this bigger picture
2. **ACCESSIBILITY** – We feel strongly about creating a garden, and supporting a park, that is accessible to all. So as we design gardens and paths and building restorations, and as we collaborate with the Recreational Authority and our partner entities, accessibility will continue to be a focus and a goal.
3. **PRESERVATION** – We recognize that one of the things that makes the Historic Barns Park, and the Commons as a whole, a unique and valuable asset to the region, is the history of this site. The state hospital and farm served as the largest employer in the region and provided both jobs and medical care for those who lived here. As we restore buildings or remnants of the hospital’s farm, we also restore the legacy of this place – preserving the past while planting the future. Our tours and classes and programs not only highlight the garden’s progress and future but tell the stories of this site’s past as well.
4. **HEALING** – Just as the farm once contributed to the health of the hospital’s patients, the garden and the park add to the health and welfare of this community. We know from a careful study of the research, that parks and gardens have a strong and positive impact on both the physical and mental health of its visitors. Exercise, connection with nature, education about healthy living habits, meditation – these are activities that nurture physical and mental health. So as we design gardens and spaces within the gardens, and as we plan classes and activities, we focus on ways we can incorporate healing into our goals

STRATEGIC PLAN SUMMARY REPORT

Botanic Garden at Historic Barns Park
Strategic Planning Retreat
November 8, 2014

Our Vision and Strategy: Imagining 2018

The shared vision of accomplishment describes the collective aspirations of those who have a stake in the future of the organization. The practical time period for implementing a strategy to achieve the results envisioned is the next three years. The vision is intended to serve as a description of the desired future that motivates engagement and compels people to take action.

The vision and descriptive statements that follow were developed through a consensus process on November 8, 2014 with participation of twelve board members and volunteers from the community. These statements are representative of the dialog that took place that day in response to the following focus question:

What specific accomplishments would you like to see in place by January 2018 that would demonstrate the Botanic Garden at Historic Barns Park has made significant progress toward the our long-term vision of a completed, LEED certified, sustainable public garden that is functioning as the #1 year-round attraction in northwest Michigan?

The Shared Vision of Accomplishment: Three years from now multiple established gardens and renovated historic buildings, along with a committed Board of Directors and professional staff will have positioned the Botanic Garden at Historic Barns Park as a recognized, respected brand with the components in place to flourish for decades to come.

Strategic Priorities for Action over the Next Three Years Include:

The strategic directions act like a rudder. They orient the organization and volunteers to a particular direction and help to focus change. The strategic priorities provide the framework for annual goal setting, tactical planning, resource allocation and committee work.

1. Complete elements that will enable the Garden to function as an established attraction that is poised for completion.

Specific accomplishments will include:

- Completed gardens and building renovations that are built out to the extent possible within limitations of the MOU and shared site components.
- Resolution of issues and a working plan to complete shared infrastructure including roads, parking and signage.
- An established, working marketing plan that is building brand awareness and reputation at the state and national levels.
- Features and programs that attract audiences such as shops, dining, transportation for tourists and educational programming.

2. Insure that a thriving Board of Directors with solid governance and leadership, along with professional level staffing that provides effective management for the Garden are in place.

Specific accomplishments will include:

- Organizational stability as demonstrated by an empowered Board with sustainable policies and practices in place, along with a long-term lease for the property and formal relationships with experts who can guide and sustain the organization.
- A robust development program that generates sustainable revenue streams and builds an endowment to fund operations in perpetuity.
- Professional staff in place that enables the organization to conduct its business and enables continued development and maintenance of the Garden and its programs.
- The use and integration of technologies that enable productivity and the achievement of operational, funding, and marketing goals.

Issues to Consider

Obstacles, barriers or roadblocks may prevent realization of the vision and implementation of the strategic priorities if not considered in action planning. Participants in the planning process identified the following potential issues that should be considered in developing the strategy for action.

- Competition for donors with other worthy non-profit organizations and projects
- Volunteer burnout, many are working at this like a full-time job or more

- Make-up of, and potential changes in the Rec Authority Board could impact ongoing discussions about areas of shared responsibility
- Garfield Township, City politics could influence outcomes
- With other entities operating on the property, we need to be sensitive to impact of our actions and work collaboratively to address concerns
- Opening the barns for events will have an impact on the Garden
- Usage issues, potential conflicts with other Park users
- The pool of influential leaders to assume responsibility in the future is only so big. There is competition for these people.

Strategic Plan Goals – Status as of November 2016

1. Get the long-term lease in place – **In process**
2. Hire an Executive Director – **In process**
3. Set up services with a paid accounting service (990, audit, controls) **Completed**
4. Fully implement and integrate the database and software **Completed**
5. Initiate the establishment of a formal group made up of stakeholders in the Park to address shared infrastructure issues including roads and parking – **In process**
6. Draft and begin implementation of a comprehensive marketing plan - **Completed**
7. Implement the fund development plan – **On-going**
8. Finish the Walled Garden and Visitors Center Gardens, pool, and Wagon House roof and doors - **Completed**
9. Fill vacancies on the Board of Directors and complete the review and revisions of governance structure, bylaws and function - **Completed**



SEEDS at the Historic Barns Park: 2017

SEEDS will continue to create unique and effective pathways for the public to engage with HBP. We will focus our work with those who are in close proximity and also deepen our work with youth considered to be ‘vulnerable’ whether because of past academic or behavior performance, or simply because of the low-income bracket of their family. SEEDS is uniquely positioned to help the next generation create lasting memories by offering consistent opportunities to be of service to their community. We develop self-confidence by having kids build real things with their hands.

A Big-Picture Summary

SEEDS committes to the Rec Authority the following for 2017:

- SEEDS Board oversees and refines strategic direction at HBP- Keep focus on vulnerable youth and expand focus to the Energy Park
- Research the funding required to upgrade Blacksmith Shop to include a SEEDS Energy Park office
- Create SEEDS Energy Park Tour, including teacher tools and docent notes
- Explore “Zero Waste” Energy Plan Strategy
- Run the teaching farm with youth
- Continue to conduct YCC workforce training out of Blacksmith Shop
- Improve covered bike parking and install pollinator garden with signage
- Prevent stormwater run-off from flooding the basement - change current grading practices - install gutters and design rain gardens (reflect these on the draft road plan)



During our eighth year of collaboration we intend to:

1. Refine our strategic direction for SEEDS management areas and building 223 through our Board process.
 - a. Share our maps, designs, case statement and goals with our supporters and partners.

2. Revitalize SEEDS section of the Blacksmith Shop and surrounding area.
 - a. Prevent stormwater run-off from flooding the basement - change current grading practices - install gutters and design rain gardens (reflect these on the draft road plan)
 - b. Quantify the number of square feet improved and number of square feet maintained.
 - c. Fund raise and install the pollinator garden and repair the old gas pump station to be a covered bike parking area and energy exhibit on transportation

3. Focus on the development of the Energy Park.
 - a. Research carbon sequestration techniques in line with the Energy Plan (measure and report existing carbon sequestration as of plantings in 2016)
 - b. Zero waste- lead meetings with HBP partners and event managers. Frame the ways an event can be zero waste, collect data on what waste is produced at big events and what barriers are in place to adopting a zero waste policy
 - c. Implement zero waste policy at SEEDS management areas.
 - d. Education - Create SEEDS Energy Park Tour docent notes, train our Afterschool program staff to lead kids on the tour, lead several tours on HBP.
 - e. Gain consensus on top 3 energy strategies to collectively pursue.
 - f. Staff the SEEDS Energy Park office seasonally in the Blacksmith Shop

4. Work proactively and cooperatively with BGS, TCCG and the RA.
 - a. Maintain open lines of communication and engage with park-wide communications infrastructure as it develops, especially as relates to events.
 - b. Remain open to, and cultivate as appropriate, new onsite partnerships and ventures including but not limited to formal events coordination.

5. Create and maintain beautiful borders in order to add to the visual interest and ecological diversity on the property including:

- a. Perennial garden beds especially along the concrete trail and the fence line.
 - b. Work with partners to identify storm water management strategies and fixes for known flooding trends.
 - c. Quantify the number of square feet improved and number of square feet maintained.

6. Continue to develop the quality of the educationally focused farm operation.
 - a. Improve the fertility of the cultivated soil by continuing to rotate annual crops and amending soils using organic methods.
 - b. Research carbon sequestration farming techniques in line with the Energy Plan
 - c. Continue to leverage season extension capacities. Quantify ft²

7. Continue building educational programming in relation to the site by prioritizing the development of high quality, long term program relationships with select students over simple quantity of youth on-site.
 - a. Regularly engage youth in *work force development activities youth - grounds maintenance and farming. Experiment with electric powered equipment recharged off solar panels.*
 - b. Leverage our relationship with the Agricultural Science/Natural Resources students of the Career Tech Center to the advantage of HBP.
 - c. Invest Youth Corps hours in grounds maintenance and agricultural workforce development in SEEDS management areas and priority projects.



The mission of the TC Community Garden is to provide a place for members of the community to gather and share a common interest in organic gardening in an urban setting, to provide educational opportunities to the community that foster an appreciation for sustainable growing practices, and to grow fresh produce for distribution to local food banks.

Goals 2017

- Goal 1: Increase offerings and engagement of membership internally and externally.
- Plan 1: Internal – Identify a set number of hours needed to run ‘nuts and bolts’ of TCCG sundry tasking. Utilize new method of membership hour tracking. Delegate leadership positions throughout membership through sound planning.
- External – Work with local businesses to procure additional membership benefits i.e. discounts at local stores, restaurants, services, etc. Partner with other like-minded organizations to collaborate on garden-focused offerings.
- Goal 2: Create a comprehensive plan to address fencing to prevent crop destruction by deer.
- Plan 2: Work with partners, especially SEEDS, to recognize needs, procure quotes, and identify revenue streams to complete project in collaborative and fiscally responsible manner.
- Goal 3: Improve Green Roof Structure Site
- Plan 3: Plant rain garden. Potential partnership opportunity with MOU, commons property, or greater community partner. Explore options to piggy-back as an educational class for the membership and public.
- Identify uses of contingent spaces i.e. gathering area, accessible gardening, outdoor classroom, solar pergola, etc. that would benefit membership and/or HBP visitors
- Goal 4: Increase public awareness of TCCG
- Plan 4: Host ‘Open House and Dedication Ceremony’ for the Green Roof Structure project and Boy Scout Raised Garden Boxes. Create and launch new website. Create comprehensive PR packet, including pamphlet. Increase use of social media. Approach media outlets more often about offerings. Identify places for potential membership advertising/drives. Explore creating a merchandising program.
- Goal 5: Create comprehensive plan for west end development.
- Plan 5: Till test plots to analyze soil. Develop remediation plan, if necessary.
- Goal 6: Identify revenue sources other than membership dues and grants.
- Plan 6: Inquire with membership on interest, and identify strengths within membership to execute.

-
- Goal 7: Develop events with MOU Partners and RA to highlight TCCG.
- Plan 7: Discussion, identification, and plan development of at least one event to take place within the next two seasons, with the TCCG taking lead on the venture if necessary.
- Goal 8: Utilize Donation Garden as both a production plot and teaching garden.
- Plan 8: Classes will be taught out of the Donation Garden, allowing for ‘hands on’ learning.



The City of Traverse City and Charter Township of Garfield

Communication to the Recreational Authority

FOR THE MEETING OF JANUARY 11, 2017

DATE: FRIDAY, JANUARY 6, 2017

FROM: MATT COWALL, EXECUTIVE DIRECTOR

SUBJECT: EPA CLEANUP GRANT UPDATE AND EXPENDITURES

The last of the soil removal under the current EPA Cleanup Grant was completed just before the snow came, which also allowed for the creation of a system of rain gardens under a separate grant earned by the Botanic Garden at Historic Barns Park. The rain gardens are already working and are helping to control erosion and runoff at a particularly notorious spot near the former Garfield Natural Area trailhead in the park (which has been rerouted and shifted to the north for now). More plantings are scheduled for the spring. As budgeted under the grant, remaining expenditures will focus on community outreach, particularly a video that will document the cleanup efforts at the park.

Many thanks are owed to the EPA for all of the great things we have accomplished at the site with the 2013 grant, and for an extension into 2017 that made this last round of cleanup possible. The rain gardens would not be possible without the grant support, expertise and volunteers provided by the Botanic Garden. Tonya Lewandowski and ECT brought great skill and creativity in engineering and overseeing the work and efficiently combining the cleanup effort with the creation of the rain gardens. Tom Vitale and the Conservation District also contributed, particularly in helping to relocate the trail and trailhead. And once again, Northern A-1 went above and beyond and conducted the cleanup work on time and under budget, capping what can only be described as a generous legacy through its extensive cleanup activities the park. Thank you to all involved! I recommend the following motions:

That payment in the amount of \$16,210.00 be authorized to Northern A-1 for environmental remediation work at Historic Barns Park, with funds available under the EPA Brownfield Cleanup Grant.

That payment in the amount of \$2,851.25 be authorized to ECT, Inc., for environmental remediation work at Historic Barns Park, with funds available under the EPA Brownfield Cleanup Grant.

The City of Traverse City and Charter Township of Garfield

Communication to the Recreational Authority

FOR THE MEETING OF JANUARY 11, 2017

DATE: FRIDAY, JANUARY 6, 2017

FROM: MATT COWALL, EXECUTIVE DIRECTOR

SUBJECT: CONSIDERATION OF INSURANCE RENEWAL FOR 2017

The Recreational Authority is part of the Michigan Township Participating Plan provided through Municipal Underwriters of Michigan (MUM).

The annual insurance premium for the 2016 policy was \$3,286. The quoted price for 2017 is \$3,347, an increase of \$61, which includes a 5% increase in blanket property values. The amount budgeted for insurance in this fiscal year is sufficient to cover the renewal.

I recommend the following motion:

That the Recreational Authority's liability and property insurance policy with Municipal Underwriters of Michigan be approved for 2017; and that payment in the amount of \$3,347 be authorized, with funds available in the Operating Fund, Insurance & Bonds Line Item.

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The City of Traverse City and Charter Township of Garfield

Communication to the Recreational Authority

FOR THE MEETING OF JANUARY 11, 2017

DATE: FRIDAY, JANUARY 6, 2017

FROM: MATT COWALL, EXECUTIVE DIRECTOR

SUBJECT: EXPENDITURES APPROVED BY EXECUTIVE DIRECTOR

General Operating Fund:

Elmer's	Grading 10/31 and addition of gravel	\$ 1,496.00
Environmental Pest Control	Pest control, barn	\$ 350.00
Smith Haughey Rice & Roegge	October legal service	\$ 138.00
Consumers Energy	October electric service	\$ 279.49
LIAA	Copy costs, mailing, marketing	\$ 66.22
LIAA	Management services - Oct	\$ 5,235.00
Sunrise to Sunset Events	November venue management service	\$ 4,166.67
American Waste	December trash/recycling service	\$ 26.00
EPS	Quarterly monitoring service Jan – Mar	\$ 225.00
DGN	Audit progress billing	\$ 2,575.00
ASCAP	Music license fee	\$ 336.92
Claire Schoolmaster	Security deposit refund	\$ 500.00
DTE	November gas service	\$ 54.71
City of Traverse City	November water service	\$ 90.00
Grand Traverse County	Oct/Nov Tax Adjustments	\$ 0.97
Grand Traverse County	July - Sept Tax Adjustments	\$ 10.13
GT Conservation District	Oct & November maintenance, Hickory	\$ 466.61
Smith Haughey Rice & Roegge	November legal services	\$ 57.50
Arrow Uniform	November rug service	\$ 25.00
Arrow Uniform	December rug service	\$ 25.00
Consumers Energy	November electric service	\$ 492.44
DTE	December gas service	\$ 61.70
American Waste	January trash/recycling service	\$ 26.00
AYS Cleaning	Cleaning after 12/17	\$ 200.00
LIAA	November management services	\$ 4,156.25
LIAA	Printing, domain name, envelopes	\$ 82.85
Sunrise 2 Sunset Events	December venue management service	\$ 4,166.67
GT Conservation District	Jan - March mgmt. services, Hickory	\$ 4,750.00

CONTINUED

Debt Service Fund:

Grand Traverse County	Oct-Nov Tax Adjustments	\$ 133.90
Grand Traverse County	July-Sept Tax Adjustments	\$ 31.20
Grand Traverse County	Winter tax bond fee	\$ 72.40

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City of Traverse City and Charter Twp of Garfield Recreational Authority
Operating Fund
Statement of Activities
July 1, 2016 through January 5, 2017

	<u>Jul 16 - Jan 17</u>	<u>Annual Budget</u>	<u>Budget Variance</u>
Revenues			
500 · Tax Revenue - Operating	\$ 48,767.11	\$ 160,000.00	\$ (111,232.89)
615.1 · EPA Cleanup Grant	-	34,500.00	(34,500.00)
615.8 · Barns Park Rentals	52,150.00	70,000.00	(17,850.00)
664 · Interest Income	162.76	500.00	(337.24)
Total Revenues	<u>101,079.87</u>	<u>265,000.00</u>	<u>(163,920.13)</u>
Expenditures			
700 · Office Expense	251.00	2,000.00	(1,749.00)
805 · Professional Services			
Accounting	-	5,933.00	(5,933.00)
GTCD	14,250.00	19,000.00	(4,750.00)
Legal	2,094.75	5,000.00	(2,905.25)
Management	22,521.25	60,000.00	(37,478.75)
Other	1,302.00	25,192.00	(23,890.00)
Audit	5,875.00	5,875.00	-
EPA Clean Up	3,355.25	34,500.00	(31,144.75)
Events Manager	25,000.02	52,000.00	(26,999.98)
Total	<u>74,398.27</u>	<u>207,500.00</u>	<u>(133,101.73)</u>
806 · Event Marketing & Supplies	3,616.92	10,000.00	(6,383.08)
862 · Transportation	-	1,000.00	(1,000.00)
912 · Insurance & Bonds	3,347.00	4,000.00	(653.00)
920 · Utilities & Maintenance	8,194.27	30,000.00	(21,805.73)
920.3 - Hickory Meadows Work Plan	884.89	15,000.00	(14,115.11)
970 · Capital Projects	-	10,000.00	(10,000.00)
Total Expenditures	<u>90,692.35</u>	<u>279,500.00</u>	<u>(188,807.65)</u>
Net Change in Fund Balance	<u><u>\$ 10,387.52</u></u>	<u><u>\$ (14,500.00)</u></u>	<u><u>\$ 24,887.52</u></u>

Unaudited statement

City of Traverse City and Charter Twp of Garfield Recreational Authority
Debt Fund
Statement of Activities
July 1, 2016 through January 5, 2017

	<u>Jul 16 - Jan 17</u>	<u>Annual Budget</u>	<u>Budget Variance</u>
Revenues			
Current Property Taxes	\$ 162,355.33	\$ 530,000.00	\$ (367,644.67)
Interest Income	89.73	-	89.73
Total Revenues	<u>162,445.06</u>	<u>530,000.00</u>	<u>(367,554.94)</u>
Expenditures			
Debt Service - Fees	134.96	250.00	(115.04)
Debt Service - Interest	55,652.50	106,898.00	(51,245.50)
Debt Service - Principal	390,000.00	390,000.00	-
Total Expenditures	<u>445,787.46</u>	<u>497,148.00</u>	<u>(51,360.54)</u>
Net Change in Fund Balance	<u>\$ (283,342.40)</u>	<u>\$ 32,852.00</u>	<u>\$ (316,194.40)</u>