

**GEAUGA PARK DISTRICT
BOARD OF PARK COMMISSIONERS
WORK SESSION MINUTES
March 21, 2012**

A work session with members of the Geauga Park District Board was held on March 21, 2012 at the Donald W. Meyer Center, Chardon, Ohio. The meeting was called to order at 10:00 a.m. President James Patterson was in the Chair. Commissioners John Leech and Michael Petruziello were present.

Employees Present:

Thomas Curtin, Executive Director
Keith McClintock, Deputy Director
Kathy Hanes, Executive Secretary
Paige Hosier, Marketing & Admin. Services Director
Eileen Smith, Administrative Services Coordinator

Guests:

Glen Miller, *The Maple Leaf*

ADOPTION OF THE AGENDA

Mr. Leech moved to adopt the agenda for the meeting.

Mr. Petruziello seconded the motion and the roll being called upon its adoption, the vote resulted as follows:

Mr. Petruziello	Yes
Mr. Patterson	Yes
Mr. Leech	Yes

WORK SESSION WITH MARKETING DEPARTMENT

Paige Hosier reviewed the primary functions of the Marketing and Administrative Services department.

Mr. Leech asked if the budget for Marketing has been consistent throughout the years. Ms. Hosier stated that significant changes were made two years ago with the incorporation of the Administrative Services Department into the Marketing Department; thus, the reason for the significant budget allocation changes from 2010 to 2011. She mentioned one of the major changes over the last few years has been the increase in web page updates and the use of social media.

Eileen Smith provided a break-down of the aspects covered under the Administrative Services portion of the department. Mr. Patterson asked about purchases in the Marketing budget requiring competitive bids. Ms. Hosier stated that the only budget line item large enough to require bidding is newsletter printing and distribution. A brief discussion was held on why Geauga County companies do not bid competitively for this line item.

Ms. Hosier provided information on the park district's Ambassador Program. The Marketing Department is meeting with area business leaders to develop partnerships with each. Mr. Patterson suggested that it might be helpful to train and recruit a volunteer to ensure continuity in the program.

Ms. Hosier explained how various Marketing databases are used for park outreach. For example, there are targeted lists for newsletter mailings, astronomy activities, Foundation events, etc.

ADJOURNMENT

The meeting was adjourned at 11:30 a.m.

SUNSHINE LAW COMPLIANCE

It is declared that notification of this meeting and any business conducted therein by the Geauga Park District Board of Commissioners was in compliance with Ohio's Sunshine Laws.

Respectfully submitted,

Thomas Curtin, Executive Director

James Patterson, President