



FREDERICK COUNTY PARKS AND RECREATION COMMISSION

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JEREMY KORTRIGHT - DIVISION DIRECTOR

MINUTES

The Frederick County Parks and Recreation Commission

September 14, 2023

Parks and Recreation Commission Attendees:

Howard Looney
Nicholas Augustine
BoE Liaison – Nancy Allen
Viktor Kraenbring
Mary Jo Richmond

Parks and Recreation Commission Absentees:

Council Liaison-Mason Carter
Mary Ann Brodie-Ennis
Harry Lashley
Charlotte Davis

Staff Attendees:

Jeremy Kortright
Bob Hicks
Kayla Brannen
Lin Wang
Desire Lehman
Melissa Kinna

Voting Legend

For-Against-Abstained-Absent

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APPROVED
Oct 12, 2023

Call to Order:

Chair Howard Looney called the September 14, 2023, meeting to order at 6:30 p.m.

Approval of Minutes:

Minutes from the July 2023 meeting were presented for approval. Mary Jo Richmond motioned to approve the July 2023 minutes. Nicholas Augustine seconded the motion.

The Motion passed 5-0-0-4

PRC Chair Comments:

Chair Howard Looney addressed the commission regarding the request for any suggestions for new state legislature that the committee would like to see discussed. Howard said that the PRC commission should remember to keep this in mind for next year.

The notice from the state usually comes out in July. Next year, the commission could invite a representative from the County Executive Office to discuss options in May/June 2024.

Nancy asked how PRC meeting notices are sent out to the public. Jeremy stated that we post the agenda on our website.

2024 Marketing Plan

The Marketing Team presented their 2024 Marketing Plan, marketing summary, marketing samples, and branding of the division.

The following topics were discussed.

- Demographic & Target Markets: Identified Parks and Recreation's target audience and analyzing current County growth by population group in comparison to our customer base.
- Marketing Strategies: Discussed the marketing strategies for 2024.
- Marketing Tools: Provided examples of the tools that will be used in 2024 such as, social media, websites, email campaigns, printed media and publication, videos, surveys, and written communication.
- Marketing Insights: Discussed how the division measures its success of marketing campaigns and initiatives.
- Website: Unveiled new website design and search function. A total of 364,280 website visits were documented in FY23.
- Social Media Marketing Outreach and Statistics: Discussed social media outreach and how our division continues to make and maintain meaningful connections with the community with the current audience.

Viktor asked why our division limits ourselves to Facebook and Instagram. They stated that we base our platform decisions on the customers. The marketing team will discuss adding additional ones, like LinkedIn, with the County to see what is available. Viktor also asked why the commission is not reviewing customer survey results. Jeremy stated that we began obtaining data from surveys about a year ago and we will begin to bring surveys to the commission for their review seasonally.

Mary Jo Richmond asked why active adults are defined as 55+ and the programs are held mainly during the

day. She stated that many members of this demographic still work, and they are not able to attend senior focused events. Our office will take this feedback and share it with the Recreation office.

Nancy asked a question if we survey why people are unsubscribing for emails. The Marketing Team stated that customers were stating they are getting too many emails. Since, our office is working on a new procedure to limit the number of emails sent and allow customers to select topics they would like to get emails about.

Nicholas asked if we have a frequent shoppers discount or if we have ran any special deals. Desire stated that we do provide \$50 gift certificate to the account holders who have spent the most amount of money and the highest number of programs. Melissa stated that we provide FCG employees with a discount code and we have done Black Friday deals.

Lin stated that while the team mainly focuses on external marketing, they also work on internal marketing. The department sends out newsletters, sets up employee events, and much more. Viktor requested that PRC members be added to the internal staff newsletter.

Recreation Specialist-Teen Programming Budget Request

Jeremy provided an update on the agenda item for the Recreation Specialist who focuses on Teen Programming. Since July, we had a Recreation Supervisor provided her end of employment notice and the office has re-organized the position to include Teen Programming, Camps, and Special Events.

By doing this, we can demonstrate the need for teen programming and revisit the budget request next year.

Director's Comments:

Jeremy shared the Division Strategic Plan, and the process how our staff contributed to the project. Over the next few months, Jeremy will meet with each department to gather input and tasks that may be able to be accomplished within the next year.

Superhero Training Day is on September 15 with 150 participants registered. Day of the Fairies is on September 16 at Fountain Rock Park with 150 participants registered. Paint and Punch with the Adaptive Recreation Team will be held on September 15. There is 00+ participants in the Fall NFL Flag Program.

World War II Weekend at Rose Hill Manor was held August 18-19 with ~500 visitors over the weekend.

Jr. Ranger Program was launched this spring.

Trail Committee held their first meeting.

The 2024 Natural Resources Plan and the Marketing Plan are in draft form.

Nicholas asked if we have charging stations located in our parks. Jeremy stated that our parks close at night and therefore are not an ideal location.

The Natural Resources team is working with FCG IIT to develop a crowd sourcing app to use in our parks to capture wildlife data.

Commission Items:

Viktor stated that the PRC Tour went well. He enjoyed the Othello Farmhouse and farm at Utica District Park.

Nancy stated that her friend contacted Frederick County Government to tell them how happy she was about the handicap swing install.

Mary Jo Richmond said how sorry she was to miss the Park Tour. She also stated that at a session that she attended, a guest speaker said that there is a display at Heritage Frederick that includes clothing from the descendants of Othello. She discussed the opportunity for a public facing Eagle Scout project list. Bob stated he has a running list of items to do in our parks.

Howard inquired about any PRC applications. So far, the County has posted an ad in the Frederick New Post. We've posted on Parks & Recreation's website and social media. Our office will inquire about reposting and paid advertisement on social media.

Nancy asked if Parks & Recreation has a booth at the Frederick Fair. Jeremy stated that we do not due to the staffing requirements, but he will check with Frederick County Government to see if they have one.

Public Comments:

NONE

Adjourn:

There being no further business, Viktor Kraenbring made a motion to adjourn the meeting at 7:49 p.m. and Nicholas Augustine seconded the motion.

The Motion passed 5-0-0-4

Respectfully Submitted,

Kayla Brannen
Recording Secretary