

NOVA Parks

The Atrium at Meadowlark Botanical Gardens
9750 Meadowlark Gardens Ct.
Vienna, Virginia 22182

Board Meeting, January 19, 2023
7:30 p.m.

MINUTES

ATTENDANCE:

Members Present:

Cate Magennis Wyatt, Chairman
Sean Kumar, Vice Chairman
James Bonfils
Jeffrey Tarbert
Mark Chandler
Michael Nardolilli
Patricia Harrison
Paul Baldino
Paul Ferguson
Stella Koch

Members Absent:

Scott Price

Staff Present:

Paul Gilbert, Executive Director
Mike DePue, Planning Administrator
Danielle Endler, HR Administrator
Kim McCleskey, Budget Administrator
Brian Nolan, Director of Planning & Development
Chris Pauley, Director of Operations
Blythe Russian, Park Operations Superintendent
Mark Whaley, Park Operations Superintendent
Lauren Weaver, Director of Finance
Kelly Gilfillen, Director of Marketing and Communications
Kiley Christian, Planning & Development Assistant
Ahn Phan, Community Engagement Manager

Guests Present:

Michael Lupton, Partner, Robinson, Farmer Cox Associates

CALL TO ORDER:

The Chairman called the meeting to order at 7:21 p.m.

APPROVAL OF MINUTES:

Motion made by Mr. Bonfils, seconded by Mr. Ferguson to approve the November 17, 2022 Board Meeting Minutes.

UNANIMOUSLY APPROVED.

BOARD ELECTIONS:

Paul Ferguson spoke regarding Board Officer Elections and nominating committee. Mr. Ferguson spoke that NOVA Parks has a tradition that Board Members typically serve 3 years if able. In speaking with all Board Members, they wanted to convey their full support for the work being done.

Mr. Bonfils moved to nominate Ms. Magennis Wyatt; motion seconded by Mr. Ferguson.

VOTE: UNANIMOUSLY APPROVED.

Mr. Ferguson moved to nominate Mr. Kumar as Vice Chair; motion seconded by Mr. Tarbert.

VOTE: UNANIMOUSLY APPROVED.

Mr. Tarbert moved to nominate Mr. Baldino as Treasurer; motion seconded by Mr. Ferguson.

VOTE: UNANIMOUSLY APPROVED.

Mr. Baldino moved to nominate Mr. Tarbert for At-Large Member; motion seconded by Ms. Magennis Wyatt.

VOTE: UNANIMOUSLY APPROVED.

MICHAEL LUPTON, PARTNER, ROBINSON, FARMER COX ASSOCIATES, PLLC:

Michael Lupton, Partner, Robinson, Farmer, Cox Associates presented the FY22 NOVA Parks Audit Report. Mr. Lupton summarized the Audit Report is unmodified, with the financial statement disclosures neutral, consistent, and clear.

A motion was made by Ms. Harrison to accept the Auditor's report as presented; seconded by Mr. Kumar.

VOTE: UNANIMOUSLY APPROVED.

REPORT ON BULL RUN FESTIVAL OF LIGHTS, MARK WHALEY, SUPERINTENDENT:

The festival was open this year from November 11, 2022 - January 8, 2023, with 58.5% of sales being online. There were a total of 59,768 vehicles through the light show. There is an encouragement to have customers purchase tickets online, in in order to control the traffic flow. There is a price difference when purchasing tickets at the gate vs. online. Mr. Whaley discussed looking ahead and ideas which include new displays with “wow” factor, new audiences for online ticketing, more impact in final half mile, and improving guest experience.

Admissions:	\$1,969,611
Village:	\$47,963
Vendors:	\$125,547
Gross Revenue:	\$2,143,121

REPORT ON MEADOWLARK’S WINTER WALK OF LIGHTS, BLYTHE RUSSIAN, SUPERINTENDENT:

The festival was open this year from November 11, 2022 - January 1, 2023, with multiple closures due to weather. There were multiple new light displays, including stomp pads. The firepit was brought back for marshmallow roasting, with alcohol and beverages with the addition of some food items this year for guests to enjoy while viewing the light displays. The bring your dog night was a huge hit again this year!

Ms. Russian discussed Meadowlark had 85,272 visitors to the Winter Walk of Lights this year. The online number of tickets purchased were 77,156 and there were 2,302 tickets purchased at the door, and 3,120 Group tickets purchased.

For the 21-22 Season, Meadowlark had a total of 111,374 guests. The 10-year total for Meadowlark Winter Walk of Lights is: 666,114.

Admission:	\$1,887.184
Retail:	\$24,532
Food & Beverage	\$105,667
Alcohol	\$22,448
TOTAL	\$2,039,831

**REPORT ON ICE & LIGHTS THE WINTER VILLAGE AT CAMERON RUN, BLYTHE
RUSSIAN, SUPERINTENDENT:**

Ms. Russian reported The Ice & Lights Winter Village was open this year from November 18, 2022 - January 1, 2023, and the ice rink will re-open January 7 - February 26, 2023 for ice skating only on the weekends, weather permitting. There were multiple weather related closures this season, for both the light show and the ice rink.

Some of the new features were more photo ops, stomp light up pads, additional lights throughout. capacity. Tickets were sold at the door and online. The January – February skating numbers are estimated.

Village Admissions:

16,704

Skating Admissions:

22 -23: 5,315

Jan-Feb 641

TOTAL 22,363

Village: \$180,088

Skating: \$49,209

Rentals: \$23,139

Retail: \$50,177

TOTAL: \$302,683

EXECUTIVE DIRECTOR’S REPORT – PAUL GILBERT, EXECUTIVE DIRECTIVE:

Mr. Gilbert introduced Ahn Phan, Community Manager Nova Parks and discussed her role within NOVA Parks and her outreach projects.

Mr. Gilbert also discussed Nova Parks presentation to The Arlington Commission on the Arlington W&OD Dual Trails. Mr. Gilbert also Discussed the upcoming Black History Month Event at Balls Bluff.

Mr. Gilbert reported an update on the personnel handbook being completely re-written by a contracted law firm that specializes in employment law.

Mr. Gilbert reported on the updates of the survey of former TPSMA Board members.

Of the nine responses to the survey, eight believe the proper course of action is to retain these assets in the memorial maintenance fund.

The highlighted sections of the September 26, 2021, TPSMA board minutes demonstrate that there was a clear expectation that before December 2022, contracts would be in place for this project.

"RE plans for production of educational materials: the Board has not yet heard back from Keith/Sapling regarding **negotiations with Discovery**. It is currently projected that authorized funds will be transferred

to NOVA Parks by dissolution deadline, held by NOVA Parks as restricted funds while **specific plans are developed among all parties**, then disbursed in **fulfillment of those contracts**. Discovery has expressed reluctance to dealing with government entities so it will be specified that NOVA Parks will serve only in a 'pass-through' capacity. Sargent moved and McCoy seconded adoption of distribution terms as discussed. The Board passed motion unanimously."

DISTRIBUTION TERMS FOR THE EDUCATIONAL VIDEOS:

The TPSMA hereby distributes \$65,000 to NOVA Parks to disperse for the exclusive purpose of producing suffrage-related educational videos based largely on video recordings owned by Sapling Pictures, LLC. This distribution is made under the following terms and conditions.

1. A person has been identified and has agreed to oversee and fully coordinate this project.
2. The project must be underway by December 2022, otherwise the money is to be transferred into the NOVA Parks' Memorial Maintenance Fund.

September 30; 2021, NOVA Parks received a document called "Turning Point Suffragist Memorial Association Distribution of Assets to NOVA Parks." This document that was shared with the TPSMA Board several times is even more specific that this project was to be much further along with signed contracts with both Sapling and Discovery before December of 2023.

Up to \$65,000.00 is restricted for disbursement to Sapling Pictures, LLC for the exclusive purpose of producing Suffrage -related Education Videos with Discovery Education based largely on video recordings owned by Sapling Pictures, LLC. Such distribution is made under the following terms and conditions:

A motion was made by Mr. Tarbert and seconded by Ms. Koch that The Suffrage-related Education Video project must be under contract by December 2022, otherwise the funds will remain in the Memorial Maintenance Fund to be used as described in #3 above in direct support of the NOVA Parks Turning Point Suffragist Memorial.

VOTE: UNANIMOUSLY APPROVED with Mr. Ferguson momentarily unavailable during the vote. When Mr. Ferguson returned after the vote, he stated his support for the motion.

ADMINISTRATIVE ITEMS:

- A. Treasurer's Report
- B. Bid Award – Algonkian Golf Course Renovations
- C. Bid Award – Brambleton Golf Course Renovations
- D. Bid Award – NOVA Parks Headquarters Lobby Renovations

REPORT ON LIGHT SHOW MARKETING AND UPCOMING EFFORTS - KELLY, GILFILLEN DIRECTOR OF MARKETING & COMMUNICATIONS:

Ms. Gilfillen discussed NOVA Parks new marketing approach shift to strategic planning based on revenue and participation goals, promotion analytics, market analysis and customer data. Ms. Gilfillen also discussed the umbrella campaign for the light shows which used “Dive, Walk or Skae into the Holidays with NOVA Parks” and the social media correlation results and insights. Ms. Gilfillen also discussed media coverage and additional visitor impacts.


Ms. Gilfillen summarized the data shown from the 2022 light show season has shown that using social media themes in posts on lower sales days, sending emails to customers mid-week at the end of November, using more digital ads, throughout the season, increasing focus on gathering earned media, and leveraging relationships with schools and jurisdictions to amplify promotion all with all assists in continuous improvement.

ADJOURNMENT:

A motion was made by Mr. Nardolilli to adjourn the meeting, seconded by Ms. Koch.


VOTE: UNANIMOUSLY APPROVED. The meeting was adjourned at 9:20 p.m.

Respectfully submitted,

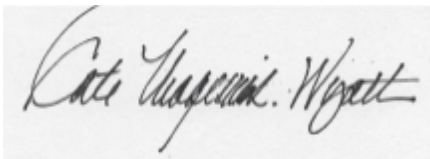


Paul A. Gilbert, Secretary

Approved by the Park Authority Board
on March 16, 2023:



Paul A. Gilbert, Secretary



Cate Magennis Wyatt, Chairman