

**NOVA Parks**  
5400 Ox Road  
Fairfax Station, Virginia 22039

**Board Meeting, May 20, 2021**

**7:30 p.m.**

**The meeting took place online via ZOOM**

The meeting was live streamed on YouTube at:

<https://www.youtube.com/channel/UCcKufx1dafi-b2lsgGeMyDA>

## **MINUTES**

### **ATTENDANCE:**

#### **Members Present:**

Cate Magennis Wyatt, Chair  
Paul Baldino  
James Bonfils  
Paul Ferguson  
Patricia Harrison  
Brian Knapp  
Sean Kumar  
Michael A. Nardolilli  
Scott Price  
Jeffrey Tarbert

#### **Members Absent:**

Mark Chandler  
Stella Koch

#### **Staff Present:**

Paul Gilbert, Executive Director  
Christopher Pauley, Director of Operations  
Kim McCleskey, Budget Administrator  
Lauren Weaver, Director of Finance  
Brian Nolan, Director of Planning & Development  
Danielle Endler, Human Resources Administrator  
Blythe Russian, Park Operations Superintendent  
Mark Whaley, Park Operations Superintendent  
Mike DePue, Land Manager  
Diane Creasey, Administrative Assistant

## **OPEN SESSION:**

### **OPENING STATEMENT:**

At 7:31 p.m., Chair Cate Magennis Wyatt read the following:

*The Governor has declared a state of emergency in Virginia for the Coronavirus. It is impracticable and unsafe for the Authority to assemble in a single location, so the meeting will be held electronically pursuant to the 2020 Appropriation Act. The purpose of the meeting is to discuss or transact the business statutorily required or necessary to continue operations of the Authority and the discharge of its lawful purposes, duties, and responsibilities.*

*On March 19, 2020, NOVA Parks adopted a policy on electronic participation for board meetings that includes section 2.2-3708.2 for states of emergency.*

*On April 14, 2020, the Fairfax County Board of Supervisors adopted Emergency Uncodified Ordinance to Establish Methods to Assure Continuity in Fairfax County Government and Conduct of Meetings of Boards, Authorities, Commissions, and Regional and Interjurisdictional Public Bodies within Fairfax County Government During the Novel Coronavirus Disease 2019 (COVID-19) Emergency.*

*To minimize exposure to the virus, NOVA Parks is holding the November 19, 2020 Board meeting with remote electronic participation by Board Members.*

*This meeting addresses emergency matters, and critical functions of NOVA Parks.*

*Notice of this meeting has been posted. Video of this meeting is being both recorded and livestreamed on YouTube, for public access.*

### **CALL TO ORDER:**

The Chair called the meeting to order at 7:32 p.m.

### **Presentation on FY22 Operating Budget by Kim McCleskey, Budget Administrator**

Ms. McCleskey noted that the Board is being asked to adopt the Budget presented at the March 18, 2021 meeting with minor changes based on the pandemic conditions to waterpark personnel funding and contingency funds. They will also be asked to approve the Restricted License Fee Fund and approve the creation of the Strategic Opportunity Reserve fund.

The FY22 budget has been altered to increase rates of pay for waterpark employees now that we know the pools will be open and to offset the loss of the J 1 Visa employees due to COVID. Recruitment of employees has been extremely difficult in the current market. These pay increases to attract employees will be offset by reducing the Enterprise Fund contingency by \$50,000.00.

The Restricted License Fee Fund includes Fiber Optic line fees, interest on investments and revenue from Friends Groups. The Revenue outweighs expenses.

The Strategic Opportunity Reserve will be a set-aside as discussed at the March 2021 meeting that promotes strategic growth investment. The Designated Set Aside is funded first and must reach its 15% target in order that the Strategic Opportunity Reserve may be funded, as decided by the Board. Mr. Tarbert suggested that Board approval is required for both the Designated Set Aside and Strategic Opportunity Reserve to be funded. Mr. Knapp asked about the use of the new reserve fund.

**Motion to Adopt the FY2022 General Enterprise and Restricted Fund Budgets as presented with the new Reserve policy language and updated Aquatics expenses was made by Mr. Tarbert and Seconded by Ms. Harrison.**

**VOTE: No opposition or abstention, UNANIMOUSLY APPROVED**

Mr. Tarbert noted that the online charts from the Budget Staff were a huge help in understanding the budget and offered congratulations to the team for all their hard work.

**GOLF PRESENTATION:**

Jon Mendez, Assistant Manager of Pohick Bay Regional Park, presented a report on Golf Operations across all courses. Jon has worked in each of the golf courses over his 16 years with NOVA Parks and is currently the Chair of the Golf Operating Committee. For FY21, golf is up 43%. Efforts to recruit and retain our current golfers and to attract new golfers have been expanding. The committee is making an effort to collect and analyze data in order to more effectively market to golfers. More contact through monthly emails, rating prompts and via text messages through the Text Club have increased sales and engagement. Social Media is also being used to draw in current and new users. Events that add value for golfers and their families include Swing In Spring promotions, in-house tournaments, beer tastings, Happy Hours, food promotions and Family Fun Nights that incorporate the driving ranges. Using a marketing consultant and having weekly meetings with them promotes new ideas and year-round marketing. Point of Sale use, the Heron Club and special events draw in more diverse participants and include younger golfers. Mr. Tarbert congratulated Jon for all his success and Ms. Magennis Wyatt noted that his professionalism is an asset and that no team out there in golf has done this better. She asked about staff working with the non-profit First Tee and if Jon would organize a tournament for the Board of Directors.

**WHITE'S FORD RE-NAMING:** Consideration has been given to the re-naming of the NOVA Parks property that includes a ford across the Potomac in Loudoun County. The land was generally known as White's Ford after the family of Elijah White, a Confederate Officer in the Civil War and the owners of the property at one time. The area is of historical significance because the Confederate Army crossed the Potomac at that point on their way to Antietam. There is also significant archeological evidence of a Native American village in the area. Some suggestions are: Potomac Ford; Potowack Ford (the original spelling); Sinowan; Piscataway, and Limestone Regional Park. All the options are based on historic or geographic features. Mr. Nardolilli noted that Piscataway could be confused with a park of the same name in Maryland across the Potomac. Mr. Kumar asked if we had consulted with any Native Tribes and Mr. Gilbert reported that we have done research with the head of Historic Resources in Loudoun

County. Mr. Ferguson suggested that we form a committee to review naming suggestions and Mr. Bonfils and Ms. Magennis Wyatt offered to serve.

**DIVERSITY, EQUITY AND INCLUSION REPORT:** The report sent to the Board Members compares 2017 and 2020 data and we are now collecting 2021 data. Mr. Gilbert reported that NOVA Parks has made progress in ethnic and gender diversity in hiring, but still needs to make improvements. He explained that the strategy of “casting a wider net” to as many employment sites as possible for recruitment will eventually help create a workforce that looks like the region itself. Mr. Chandler has suggested websites to add, and Mr. Gilbert noted an effort to diversify programming and signage at facilities. He noted that this is a “forever project” and Ms. Harrison thanked him for his efforts and Ms. Magennis Wyatt asked that he post the presentation on the website.

**ADMINISTRATIVE ITEMS:**

**A. Approval of Minutes from March 18, 2021 Board of Directors Meeting**

RECOMMENDATION: That the minutes from the **March 18, 2021** Board of Directors meeting be approved, as circulated.

**B. Approval of Minutes from February 18, 2021 Board of Directors Meeting**

RECOMMENDATION: That the minutes from the Board of Directors Meeting on February 18, 2021 be approved, as circulated.

**C. Approval of Minutes from May 18, 2021 Board of Directors Strategic Initiatives Committee Meeting**

RECOMMENDATION: That the minutes from the Board of Directors Strategic Initiative Committee Meeting on May 18, 2021 be approved, as circulated. Mr. Knapp asked that the start time of the meeting be corrected to 7:30 p.m.

**D. Motion in support of “ONE FAIRFAX” policy on Racial and Social Equity**

Ms. Harrison worked on this initiative with Fairfax County and noted that it showed clear disparity. She stressed the economic impact of not addressing this issue. Mr. Gilbert congratulated Ms. Harrison on her efforts and encouraged everyone to read this report.

RECOMMENDATION: That the “ONE FAIRFAX” policy be approved as circulated.

**E. Approval of Treasurer’s Report to Board of Directors**

Mr. Knapp noted that he is working with Lauren Weaver, Director of Finance, to improve this presentation to the Board and thanked staff for including it as an Admin Item.

RECOMMENDATION: That the Treasurer's Report presented with the Board documents be approved, as circulated.

**Mr. Ferguson motioned to approve all Administrative Items as written, seconded by Ms. Harrison.**

**VOTE:** No opposition or abstention, **UNANIMOUSLY APPROVED**

At 8:24 p.m., Mr. Knapp asked about the future plans for in-person Board of Directors meetings. Mr. Gilbert explained that if the Governor of Virginia removes the declaration of the State of Emergency, meetings must be held in person. Ms. Magennis Wyatt offered a suggestion that meetings be held in the Parks with opportunities to experience the offerings of each park.

Ms. Magennis Wyatt also noted that was a joy to participate in the Opening of the National Suffragist Memorial on May 16<sup>th</sup>. Mr. Nardolilli noted that he appreciates her remarks at the opening and that the NOVA Parks Board of Directors has been involved with process of creating this Memorial for many, many years. It is wonderful to see the project finally come to fruition.

At 8:28 p.m., motion by Mr. Knapp, seconded by Mr. Ferguson, to move into closed session to discuss real estate and legal matters.

**VOTE:** No opposition or abstention, **UNANIMOUSLY APPROVED**

**CLOSED SESSION:**

Real estate matters, in accordance with Code of Virginia, Section 2.2-3711-(A)(3).

--Land acquisition

Legal matters, in accordance with Code of Virginia, Section 2.2-3711-(A)(7)

--Litigation

Real estate matters and legal matters were discussed. No action was taken.

At 10:37 p.m., motion by Mr. Knapp, seconded by Mr. Tarbert, to move out of closed session and reconvene in open session.

**VOTE:** No opposition or abstention, **UNANIMOUSLY APPROVED**

**OPEN SESSION:**

The Chair read the following certification:

I certify that, to the best of my knowledge, only public business matters lawfully exempted from the open meeting requirements prescribed by the Virginia Freedom of Information Act and only such

matters identified in the motion to convene closed session were heard, discussed or considered by this Board during closed session.

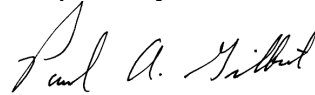
The certification was **UNANIMOUSLY APPROVED** by roll call vote.

**ADJOURNMENT:**

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

**VOTE: UNANIMOUSLY APPROVED.** The meeting was adjourned at 10:40 p.m.

Respectfully submitted,



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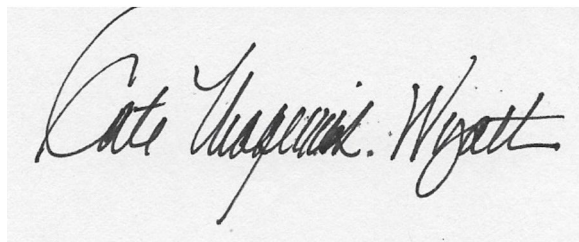
Paul A. Gilbert, Secretary

Approved by the Northern Virginia Regional Park Authority Board  
on July 15, 2021



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Paul A. Gilbert, Secretary



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Cate Magennis Wyatt, Chair