



*Enhancing community and quality of life through people, parks, and programs.  
Making longer lives, better lives.*

**Business Development Team of the Grand Traverse County Parks and Recreation Commission**

**Tuesday, February 18, 2020, 5:30 p.m.**

**Room 300, Governmental Center**

**400 Boardman Avenue**

**Traverse City, Michigan 49684**

**AGENDA**

**General Meeting Policies:** Please turn off all cell phones or switch them to silent mode. Any person may make a video, audio, or other record of this meeting. Standing equipment, cords, or portable microphones must be located to not block audience view. If you need auxiliary assistance, contact 231-922-4780 or TDD 231-922-4412.

Members: Pete Albers (Citizen Member), Rodetta Harrand, Rod Kivell (Citizen Member and Chair), Alisa Korn, Whitney Waara (Vice Chair), Shirley Zerafa

- I. Call to Order
- II. Pledge of Allegiance
- III. Roll Call
- IV. Public Comment

Any person shall be permitted to address the Parks and Recreation Commission, which is required to be open to the public under the provision of the Michigan Open Meetings Act, as amended (MCLA 15.261, et.seq.). Public comment shall be carried out in accordance with the following Board Rules and Procedures:

- Any person wishing to address the Board shall state his or her name and address.
- No person shall be allowed to speak more than once on the same matter, excluding Commissioners' questions. The President shall control the amount of time each person shall be allowed to speak, which shall not exceed three (3) minutes. The President may, at his or her discretion, extend the amount of time any person is allowed to speak.

- V. Approval of/Additions to Agenda
- VI. Commercial Paddling Businesses Using County Parks on the Boardman River, and Medalie Park's Role (Discussion; E-mails, Medalie Park Business Plan Attached)
- VII. Second Public Comment (Please refer to rules above.)
- VIII. Notices and Team Member Comments
- IX. Adjournment



Kristine Erickson <kerickson@grandtraverse.org>

---

## Paddle For Pints - Medalie Park

1 message

---

**Troy Daily** <Troy@dailymedias.com>

Wed, Jan 22, 2020 at 8:00 AM

To: mzielins@grandtraverse.org, Kristine Erickson <kerickson@grandtraverse.org>, Katelynn Brown <kbrown@grandtraverse.org>

Hey there!

My name is Troy Daily! I operate Paddle For Pints in the Summer and with the FishPass project approaching I wanted to talk about some alternatives for when the construction starts.....

My current route utilizes Hull Park, Union Street Dam and Clinch Park. When FishPass starts this changes the aspect of my event so I am hoping to use Medalie Park as a launching start point for my events.

In 2020 I have slated 16 events that would take place on various Fridays and Sunday in June, July and August with one additional date during Cherry Festival on that Tuesday. The exact dates are below.

Dates:

June: 19(F), 21(S), 26(F), 28(S)

July: 3(F), 7(Tues), 10(F), 12(S), 17(F), 24(F), 26(S), 31(S)

August: 2(S), 7(F), 9(S), 14(F)

I am looking for information and the process I would need to take to get approval for these dates IF FishPass starts in 2020, this would only be a contingency based on construction happening before August 14th.

Medalie would be a launching point and would want to launch four groups of 50 people from 10am - 2pm on the dates listed below.

Thank you for your consideration. Please let me know if you need any additional information!

Troy Daily



Kristine Erickson <kerickson@grandtraverse.org>

---

## Paddle TC Park Usage 2020

1 message

---

**Paddle Tc** <paddletraversecity@gmail.com>

To: Kristine Erickson <kerickson@grandtraverse.org>

Thu, Feb 6, 2020 at 3:48 PM

Kristine,

Per our conversation at the BDT meeting on 2-4-2020 I am writing to request the use of Medalie Park by Paddle TC in the 2020 season. During the 2019 season we dropped off about 200-300 folks to kayak on Boardman Lake and back down to Clinch Park. Our van currently holds 11 people and I would like to have the ability to drop folks off this summer as well. It's hard to say how many per day or week because kayaking can be very weather dependent. To help clarify what a drop off looks like, most of the time the van will leave Clinch Park with passengers to drop off at Hull Park and Medalie Park, meaning we get Medalie and only a few folks exit. If I had to speculate, the total number of folks will be similar to last year (200-300). I also think its safe to say that we never bring more then a total of 40 people on any given day.

I would like to request that we are allowed to drop off 40 people max per day with a total number of folks per season not to exceed 300.

It is also important to note that we do not plan to store or leave any passenger cars at Medalie Park.

I am also interested in using the NER in the future but I am waiting for the process to become more clear.

Please let me know how to proceed with this request.

Best,

Jeffrey Bensley  
Paddle TC

To: **Kristine Erickson, Director**  
**Grand Traverse County Parks and Recreation**

From: **Tawny Hammond, Owner**  
**The River Outfitters**

Re: **2020 Season**

Date: **February 6, 2020**

This memorandum is concerning the 2020 season at Medalie Park. Please share this with the Parks and Recreation Commission at your discretion. Thank you in advance for your consideration on this time sensitive and important matter.

I am traveling for work this week, hence my absence from the Grand Traverse County Parks and Recreation business meeting earlier, but I will be able to attend the Commission meeting next week.

It is The River Outfitters goal to continue to provide high quality recreational opportunities and partner with Grand Traverse County Parks and Recreation as stewards of Medalie Park. It is a community treasure and oasis that we are proud to be part of protecting.

The River Outfitters is more than just a vendor. Our company ethics are grounded in stewardship, preservation and community wellness. Parks and recreation are a significant part of a vibrant and healthy community and that is what we strive to be part of.

My credentials and references can be found at <https://tawnylynnhammond.com/>. I spent 30 years in public service devoted to professional excellence in parks and recreation and later in animal services. I am currently consultative to municipal executive leadership nationwide.

The River Outfitters is part of the community and that commitment is what drives us to:

- Provide free rentals to all Grand Traverse County Senior Center members
- Offer kayak and stand up paddle board lessons to Grand Traverse Senior Center members
- Offer free rentals to all Grand Traverse County employees
- Participate in the Grand Traverse County employee wellness program
- Provide free rentals to service industry employees on their days off
- Work collaboratively with the Grand Traverse Parks and Recreation on the removal of storm damage and brush piles from invasive plant removal
- Monitor the park daily during operating season for safety and maintenance issues
- Patrol the park restrooms addressing concerns and reporting issues to the director and staff

The closure of the river between Cass Street and Union Street during the Fish Pass construction project for two years, will have negative impacts on The River Outfitter's business. River paddles are a big part of what people choose to do with the rented kayaks and stand up paddle boards. Allowing additional vendors to use Medalie Park will significantly increase the negative impact on The River Outfitters daily business.

Medalie Park is a small park with no public boat launch. The shores of the island are ecologically fragile and currently vendors are launching from the shoreline next to the Tritons Rowing Clubs Dock.

Additionally, it was our understanding that the rowing clubs dock was for public use, not commercial use by other vendors. It is important to point out that The River Outfitters enjoys a positive and collaborative relationship with the Tritons Rowing Club and we communicate regularly regarding the park and share in the stewardship.

Finally, we offer excerpts from the signed agreement regarding the subject of exclusivity which illustrates that the agreement never intended to allow for other commercial use related to kayak, stand up paddle board and bike rentals:

- The below section of the agreement references food vendors and the public's use of the park.

#### 13. Exclusivity of The River Outfitters

The River Outfitters acknowledges that the Parks and Recreation Commission cannot guarantee that The River Outfitters will have exclusive rights to sell food at Medalie Roadside Park, nor that it shall have exclusive use of the park, which is open to the public. The Parks and Recreation Director may permit a user group to sell food for an event to be held at Medalie Roadside Park. The Director will contact The River Outfitters prior to the event to discuss the event details.

- The section below refers to common areas, non-leased areas of the facilities and grounds by the public and other user groups. This does not reference commercial operations and it was our understanding that this referred to open space and the park picnic shelter.

#### 16. Non-exclusive Use of Park

The River Outfitters shall make all reasonable efforts not to interfere with the use and enjoyment of common areas and non-leased areas of the facilities and grounds by the public or other user groups.

- The section below states that the Parks and Recreation Commission shall neither solicit nor encourage any group who is not a party to this Agreement to engage in the sales, services, or promotions during the term of this lease, unless permitted by the Director.
- Our understanding of this part of our agreement was as it directly related to kayak, stand up paddle boards, bicycle rentals and related activities.

#### 17. No Third-party Vendors

Parks and Recreation Commission shall neither solicit nor encourage any person or group who is not a party to this Agreement to engage in the sale of any goods, services, or promotions during the term of this lease, unless permitted by the Director.

We respectfully request that the Parks and Recreation Commission not allow other commercial vendors to continue to bring rental equipment and customers into Medalie Park out of acknowledgement that:

- 1) The current agreement was not written to allow for additional commercial use without permission.
- 2) The additional commercial use will negatively impact The River Outfitters.

3) The additional commercial business will negatively impact the environment at Medalie Park.

I am available to answer questions and offer additional information.

Thank you.



*We will enhance community and quality of life through people, parks and programs.*

## Parks and Recreation Commission Business Development Team's



## **Business Plan for Medalie Roadside Park December 2017**

## Introduction

**Subject Park:** Medalie Roadside Park, 1910 South Airport Road, Traverse City, Michigan 49686

**Description and History:** Acquired from the County Road Commission in 1990, this 15-acre park is located on the south end of Boardman Lake, which connects to TART Trails' East Boardman Lake Trail. It features a picnic shelter with electricity, parking, three overlooks/fishing platforms along the Boardman River, and a canoe launch site.

**Business Plan Goals:** Better serve the community; bring more activity and events to the park; create a safer, more accessible, cleaner park environment; protect natural environment and habitats.

### Projects Related to Business Plan Goals:

1. Designate Medalie Park as a Boardman Lake Loop Trailhead.
2. Develop and implement a tree and invasive species management program; fill in holes and valleys on lawn and in medians.
3. Make park safer, more accessible, and cleaner.
4. Market the park; market the pavilion as a rental facility and the livery vendor's services to generate more revenue for Parks and Recreation.
5. Make electrical upgrades; increase energy efficiency.
6. Change name of park to better reflect activities there.

**Business Plan's Relevance to Parks and Recreation Commission's Mission:** The mission of county Parks and Recreation is to "enhance community and quality of life through people, parks and programs." Projects at Medalie Roadside Park will expand our community's connection to and appreciation for this multi-use property and surrounding trails. The mission of the Senior Center Network is to "make longer lives, better lives."

**Parks and Recreation Partners:** Conservation District, TART Trails, Logan's Landing businesses, the River Outfitters (livery and concession vendor), Traverse City Roller Derby (programming), Crystal Bindi Studios (programming), Norte! (programming), Grand Traverse Bay YMCA (programming and pool management); City of Traverse City; Garfield Township; Centre I.C.E., Traverse Bay Area Youth Soccer (TBAYS), Grand Traverse Regional Land Conservancy, Consumers Energy.

### Marketing Plan for All Projects

- Partnerships and collaborations: Work closely with frequent user groups and partners to cobrand and comarket parks, park events, and pavilion.
- Internal resources: Use the county parks' website, social media, and the *Parks, People, and Programs* newsletter, to promote events, projects, and services at park.
- Cast a wide net: Advertise using all media, frequently, budget-permitting.

**Business Plan Start Date:** Immediately.

**Business Plan Completion Date:** Ongoing. Projects will be completed as funds become available.

**Specific Audience or Target Market for All Projects:** Grand Traverse County residents and visitors of all ages.

**Project 1: Designate Medalie Roadside Park as Boardman Lake Loop Trailhead.**

**Staff/Commissioner Assigned:** Kristine Erickson, Director

**Description:** Make improvements to designate Medalie Roadside Park as a trailhead for Boardman Lake Loop trail, expected to be completed by 2019.

**Location:** Entire park.

**Project Partners:** TART Trails, City of Traverse City, Nottola, Garfield Township, Conservation District, Logan's Landing businesses, the River Outfitters, Facilities Management.

**Start Date:** January 2018.

**Completion Date:** 2019.

**Estimated Engineering Design Costs:** \$89,550 (includes oversight of project by engineers)

**Funding Sources:** \$15,000 received by Parks and Recreation in January 2017 from Grand Traverse Band of Ottawa and Chippewa Indians to be applied to engineering design costs. The balance of engineering design costs will be paid from TART Trails.

**Estimated Costs for Actual Project:** Between \$50,000 and \$100,000

**Proposed Improvements and Desired Outcomes:**

- Site restoration, rain garden, and plantings
- Shoreline stabilization
- Fishing deck
- Kayak launch
- Irrigation
- Restroom and site lighting
- Reconfigured parking
- Restroom upgrades
- Accessible bridge over river, connecting East Boardman Lake Trail to Medalie Park

**Funding Sources:** Michigan Department of Natural Resources (MDNR) Recreation Passport grant application for \$50,000. MDNR notification expected in December 2017. Coastal Zone Management grant application for \$100,000 to be submitted by December 15, 2017.

**Additional Funds Needed:** At least \$5,000 in a park maintenance fund.

**Project 2: Develop and implement a tree and invasive species management program; level parkland by filling in holes and gullies.**

**Staff/Commissioner Assigned:** Kristine Erickson, Director

**Description:** Remove dead and dying trees, vegetation, and invasive species; trim trees on an established schedule. Reforest, as necessary.

**Location:** Entire park.

**Project Partners:** Conservation District, County's Forester Kama Ross, Northwest Michigan Invasive Species Network, the River Outfitters, Facilities Management.

**Start Date:** This project began with park rangers and Facilities Management staff in summer 2017.

**Completion Date:** Ongoing.

**Estimated Costs for Project:** \$10,000, minimum.

**Proposed Improvements and Desired Outcomes:**

- Remove dead and dying trees.
- Trim trees.
- Remove brambles and scrub trees inhibiting shoreline views.
- Fill in holes and gullies in medians and on lawn.
- Restore beauty to entire property.

**Funding Sources:** Apply for reforestation grant and 2% grant; work with county forester and the Northwest Michigan Invasive Species Network to identify grant opportunities.

**Project 3: Make park safer; eliminate “squatters”, campers, and illegal activities.**

**Description:** Work with partners to clean park, provide more programs, and promote park as a safe, watched over recreational destination.

**Location:** Entire park.

**Project Partners:** Conservation District, Garfield Township, County Sheriff’s Department, TART Trail users, Logan’s Landing businesses, park users

**Start Date:** Immediately

**Completion Date:** Ongoing.

**Estimated Costs for Project:** \$3,000 to \$4,000 for Parks and Recreation park ranger hours; \$500 for gate.

**Proposed Improvements and Desired Outcomes:**

- Bring more programs, trail users, and pavilion users to the park to deter illegal camping and activities and to increase safety, health, and wellness opportunities.
- Promote park as a trailhead; write periodic press releases with emphasis on a cleaned up park; market food service and family friendly atmosphere of park. Partner with Garfield Township to promote all county and township parks.
- Staff park more frequently with Parks and Recreation park rangers; work with TART Trail Ambassadors program to increase eyes and ears in park.
- Enter into official agreement with Sheriff’s Department to patrol property more.
- Clean up and clear out “hiding spots” on property. (See the project to “develop and implement a tree and invasive species management program; level parkland by filling in holes and gullies.”)
- Add a gate.

**Funding Sources:** Parks and Recreation personnel budget; Parks and Recreation marketing budget.

**Project 4: Market the pavilion as a rental facility and the River’s services to generate more revenue for Parks and Recreation.**

**Description:** Market the revenue-producing facilities and services to maximize their use, bring income to Parks and Recreation, and provide more recreational options to community.

**Location:** Entire park.

**Project Partners:** The River, media contacts, TART Trails, Logan’s Landing businesses.

**Start Date:** March 2018.

**Completion Date:** Ongoing.

**Proposed Improvements and Desired Outcomes:**

- Develop marketing plan for pavilion.
- Work with the River to develop a marketing plan for livery and concession services.
- Amend agreement with River to receive a percentage of its concession revenue.
- Include better and more informative signage.
- Advertise on social media.

**Signage Suggestions:**

Install a new, more visible entry sign.

Install signs along South Airport Road well before the entry to alert drivers. See examples below.



**Estimated Costs for Project:** \$100 for marketing; \$250 to revamp kiosk.

**Funding Sources:** Parks and Recreation Medalie Park advertising budget; TART Trails.

**History of Pavilion Rentals:**

2013: 2  
2014: 0  
2015: 4  
2016: 6  
2017: 9

**Goals for Pavilion Rentals:**

2018: 12  
2019: 20  
2020: 30

**Project 5: Make electrical upgrades; increase energy efficiency.**

**Description:** Add electrical outlets and better lighting to pavilion; run electricity to The River’s “office” location; add solar panels.

**Location:** Pavilion and east side of park.

**Project Partners:** The River, Facilities Management staff

**Start Date:** April 2018.

**Completion Date:** May 2018.

**Proposed Improvements and Desired Outcomes:**

- Run electricity to River’s office.
- Add more outlets to pavilion to accommodate larger user groups.
- Add solar panels to south roof of pavilion to offset electrical costs.

**Estimated Costs for Project:** \$2,000 to \$5,000.

**Funding Sources:** The River has offered to pay for upgrades related to its office; Parks and Recreation’s budget.

**Project 6: Create a safe, nonmotorized connection between the Nature Education Reserve property and Medalie Park, across Airport Road, north to south.**

**Description:** Work with the County Road Commission to create a safe connection between the Nature Education Reserve property and Medalie Park, across Airport Road from north to south.

**Location:** Between Nature Education Reserve and Medalie Park, across Airport Road.

**Project Partners:** Road Commission; TART Trails

**Start Date:** 2019

**Completion Date:** Uncertain

**Proposed Improvements and Desired Outcomes:**

- Research infrastructure in other communities, then consult with engineers, County Road Commission, and MDOT to develop a plan (bridge, pedestrian walkway with lights, etc.)
- Implement the plan to safely connect the Nature Education Reserve with Medalie Park across Airport Road.

**Estimated Costs for Project:** Unknown.

**Funding Sources:** Grants; County Road Commission personnel hours.