

# PICKAWAY COUNTY

www.pickawaycountyparks.org

141 W. Main St., Suite 400 P.O. Box 1193 Circleville, Oh 43113 740-420-5451

## PARK DISTRICT

### Minutes

June 16, 2016

Special Meeting was called to order at noon by Chairman Bill Richards at the Pickaway County Annex, 141 W. Main St., Suite 400, Circleville, Ohio.

A. ROLL CALL Board members P=present A=absent

Bill Richards P      Robert (Pete) Hartinger P      Mike Hess P  
Marshall Fields P      Tracie Sorvillo A

Secretary:            Andi Humphries A  
Treasurer:            County Auditor A  
Webmaster:            Michael Moore P  
Park Board Consultant: Tom Davis P  
Financial Liaison:  
Public Relations:  
Logan Elm Liaison: Rod Smith A  
Guests: Marsha Hull, David Fey

*approved & presented*

B. Special meeting was called to hear a presentation from David Fey, Director of Fairfield County Historical Parks, in regard to their Park District levy campaign, specifically, the levy committee that was established. Mr. Fey provided a handout (attached), which he proceeded to cover and enlighten the group on the do's and don'ts of a park levy campaign and committee. Prior to Mr Fey's presentation he advised, in regard to the District's two revenue distributions scenario's, he would encourage the District to proceed with Scenario 1 that simply provided \$ to the City of Circleville and provides a grant program for the smaller communities. His experience with providing assistance to smaller communities has been challenging at best. When asked about the size of a levy committee Mr Fey indicated their group was 6-8 members but a group of 8-12 members, who are leaders and do'ers would be adequate. Those individuals would then be responsible for recruiting "on the ground" volunteers for specific tasks such as mailings, signage, fund raising, etc. When asked "when did your committee start meeting", he advised they starting meeting in February, in prep for their November ballot. Many other questions were asked and answers provided based upon the information on the attached sheet.

F. Unfinished Business: none.

G. New Business: none

H. Next regular meeting Tuesday, June 28, 2016 at Park District Office.

I. Adjournment. Meeting adjourned at 1:35 p.m.



- Marshall

- Pete

- Mike

- Bill

- John D.

- Michael Moore

Visitor: Marsha

## FAIRFIELD COUNTY HISTORICAL PARKS

407 East Main Street, Lancaster, Ohio 43130

740.681.7249

[www.historicalparks.org](http://www.historicalparks.org)

County Commissioners  
501 C(3) ?

### Some History

Fairfield County Historical Parks – September 1981 ~

1<sup>st</sup> fulltime director hired May 1999 No other employees

6 levy attempts until 1999 – no campaign

Funding from the County Commissioners (\$25,000 to 30,000/year) plus Local Gov't Funds (1%)

Later County increased funds to \$100,000 + LGF but LGF cut in half by State

First "campaign" in 2001 – 46% for - 54% against

Three other campaigns achieved same result

Community leader involvement January 2010 – tried to convince Commission to increase funds

New County Commissioner - parks will be taken out of the general fund January 1, 2012

Two new board members – one Republican and former county commissioner and one Democrat (leaders)

### The Campaign

Need at least one or two COMMITTED community leaders – volunteer and x co. commissioner

They will network with their contacts/friends to begin to bring community leaders on board

Realtors on board by using property values and quality of life issues

Two people raised campaign funds – we had \$20,000 (\$3,500 for first 10 tries) reception for donors

Radio stations and newspapers became involved – endorsement – Chamber(s) of Commerce

Not only did we hit heritage components we also hit tourism potential and open space

Stressed cost in all lit pieces and t-shirts

Had a 10 year plan and how the \$\$ would be used

Kept message simple "YES! PARKS" 1,500 signs, 500 bumper stickers, 6,000 brochures, pizza boxes

Benefits listed in brochure and cost to seniors

Canvassed areas that had been "slightly" against levy in prior campaigns

Conducted "Absentee Chase" – info from BOE – every day for 4 weeks 6,000 pieces

Concentrated on 4's and 3's (if we had the funds) – voters in last 4 or 3 years

Bulk mailed large postcard to 34,000 3 weeks before election and 2 weeks before (4's and 3's) –

We were careful NOT to send duplicates

Speakers went to every senior citizen club, all township trustees and all village/city councils

Encouraged supporters to write letters to the editor

Asked church groups and service organizations for a time to speak and answer questions

Advertised at community events – Ask community leaders for their help - Chief of Police etc.

Participated in parades and held open house at parks

Used "flash mobs" at community events

LAST TRY idea was used heavily but you need to be careful with this one

DID NOT use phone canvassing

Emphasis on key parks but also "something for everyone"

Need lots of volunteers who can aggressively, but respectfully, get the word out

We asked each committed voter to get us at least 10 others – used "statement of support"

BIC vs. PAC – Ballot Initiative Committee vs Political Action Comm.

501C3 myth

Social Media – do a video for YouTube

Customize message for audience

Enlist college students, land trust, S&W

– timeline of committee : February committee start

Committee : Dore's vs Falken's



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- LAST TRY idea was used heavily but you need to be careful with this one
- DID NOT use phone canvassing
- Emphasis on key parks but also “something for everyone”
- Need lots of volunteers who can aggressively, but respectfully, get the word out
- We asked each committed voter to get us at least 10 others – used “statement of support”
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- 501©3 myth
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- Customize message for audience
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