

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: December 29, 2021

To: Marcelia Nicholson, Chairwoman, Milwaukee County Board of Supervisors

From: Guy Smith, Executive Director, Milwaukee County Parks

Subject: Milwaukee Parks Foundation

File Type: Informational Report

REQUEST

Milwaukee County Parks in conjunction with the Executive Director of the Milwaukee Parks Foundation providing an informational update on the activities of the Milwaukee Parks Foundation.

BACKGROUND

Milwaukee Parks Foundation (MPF) is dedicated to a safe and vibrant parks system that benefits all. Founded by 13 members of the community in December 2019, the MPF Board of Directors came together to create an outlet for everyone in Milwaukee County and beyond to support the Milwaukee County Parks system, with the belief that these are our parks, this is our community, and this is our future.

MISSION: Engage our community in supporting Milwaukee County Parks to collectively steward a thriving park system.

VISION: Foster dynamic connections through our land and community, expanding what is possible in our neighborhoods, and engaging residents in supporting a safe and vibrant parks system that benefits all.

Milwaukee Parks Foundation puts equity and inclusivity at the forefront of all we do. While not a department of the County, we were founded as the philanthropic arm of Milwaukee Parks, work very closely with Milwaukee County Parks, and increase the scope, reach, and engagement of our parks system overall.

Specifically, we are aligned to Milwaukee County's strategic plan in the following ways:

- 1B: MPF works closely with Milwaukee County Parks to increase resident voice and increase capacity for community engagement
- 1C: MPF uses purchasing power to invest in minority and women-owned businesses and is

- in the process of setting metrics around this for 2022
- 2C: Milwaukee County Parks' equity lens, as well as resident conversations, are at the forefront of all MPF decisions.
 - 3A: One of MPF's strategic priorities is equitable amenities and programs. This means investing in parks that have seen historic disinvestment and funding programs/initiatives within these parks that promote wellness and belonging
 - 3B: MPF intends to make significant grants directly to Milwaukee County Parks as well as advocate for more sustainable funding for our parks
 - 3C: One of MPF's strategic priorities is awareness, access, and belonging. Our work aims to dismantle barriers, so all people feel ownership over their parks system

Related File No's:	20-739
Previous Action Date(s):	1/11/2021

ALIGNMENT TO STRATEGIC PLAN

Describe how the item aligns to the objectives in the [strategic plan](#):

- 1B: Create and nurture an inclusive culture across County government
- 1C: Increase the number of County contracts awarded to minority and women-owned businesses
- 2C: Apply a racial equity lens to all decisions
- 3A: Invest "upstream" to address root causes of health disparities
- 3B: Enhance the County's fiscal health and sustainability
- 3C: Dismantle barriers to diverse and inclusive communities

VIRTUAL MEETING INVITES

Rebecca Stoner, Executive Director, Milwaukee Parks Foundation

PREPARED BY:

Rebecca Stoner, Executive Director, Milwaukee Parks Foundation
 Jeremy Lucas, Director of Administration & Planning, Milwaukee County Parks

APPROVED BY:

Guy Smith, Parks Executive Director *Guy Smith*

ATTACHMENTS:

MPF Overview Parks Committee

cc: David Crowley, County Executive

Mary Jo Meyers, Chief of Staff, County Executive's Office

Sheldon Wasserman, Parks, Energy & Environment Chair, Supervisor District 3

Steven Shea, Parks, Energy & Environment Committee Vice-Chair, Supervisor District 8

Felesia Martin, Parks, Energy & Environment Committee Member, Supervisor District 7

Sylvia Ortiz-Velez, Parks, Energy & Environment Committee Member, Supervisor District 12

Liz Sumner, Parks, Energy & Environment Committee Member, Supervisor District 1

Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors

Janelle M. Jensen, Legislative Services Division Manager, Office of the County Clerk

Aaron Hertzberg, Director, Department of Administrative Services

Joseph Lamers, Fiscal & Budget Director, DAS

Vince Masterson, Fiscal & Strategic Asset Coordinator, DAS

Pamela Bryant, Capital Finance Manager, Comptroller's Office

Justin Rodriguez, Capital Finance Analyst, Comptroller's Office

Kelsey Evans, Committee Coordinator, Office of the County Clerk

Ciara Miller, Research & Policy Analyst, Office of the Comptroller

Anthony Rux, Budget & Management Analyst, DAS-PSB