



December Board Cycle**Milwaukee County Parks**

9480 Watertown Plank Rd.
Wauwatosa, WI 53226
(414) 257-PARK

Date: November 14, 2018
To: Theodore Lipscomb, Sr., Chairman, County Board of Supervisors
From: Guy Smith, CPRP, Parks Director
Subject: Information on a Milwaukee County Parks Partner - The Park People **(INFORMATION)**

Background

Founded in 1977 by Joy Teschner, the Park People of Milwaukee County exists to support Milwaukee County Parks with the belief that there's a need for citizen input and involvement for the park system. Formed as a 501(c)(3) nonprofit charitable organization, the Park People work to ensure parks continue to enrich our lives and communities.

The Park People of Milwaukee County's stated mission is to support the Milwaukee County Parks by promoting the value of educating stakeholders about Milwaukee County parks, encouraging park improvement through friends groups, coordinating Weed Out programs, and accepting charitable contributions, while balancing long-term park viability. The Park People's vision is a treasured park system. The organization believes that through their work, they can ensure a truly vibrant, viable system of parks that offer quality recreation experiences for all citizens. Their successes lay the foundation of a treasured park system.

Additionally, the organization adheres to the core values of: considering the park system as one of our community's most precious resources; believing in maintaining and protecting the natural beauty of our park system; striving to improve community awareness, appreciation, and engagement in the park system, and; maintaining a lean operating budget and responsibly managing the organization's resources to ensure fiscal strength.

The Park People's programs and initiatives are designed to engage citizens, businesses, and corporations in the revitalization of our storied park system through volunteer activities, various funding strategies, and public/private initiatives. Through the organization's work, a truly viable and vibrant park system is supported in offering quality recreation experiences for every Milwaukee County resident.



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The Park People are the umbrella organization for dozens of friends group; giving passionate volunteers the opportunity to apply for grants, raise money, and organize events for the benefit of the park they are dedicated to supporting. Additionally, the part-time Executive Director and the Park People Board of Directors coordinate volunteers in Milwaukee County's parks for the Weed Out program to eradicate invasive species through pulling weeds and preserving natural areas across the park system. The Park People also manage the Park Market, which gives members of the community the opportunity to donate a bench or tree to a Milwaukee County Park in honor or memory of a loved one.

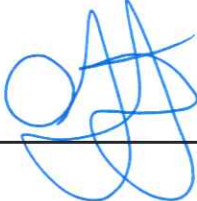
The Park People coordinate and collaborate with Milwaukee County Parks in a myriad of ways: the Weed Out program is orchestrated with the direct involvement and guidance of the Parks' Natural Areas team to determine the best parks and practices for eradicating invasive species; the Executive Director and Board of Directors coordinate memberships and member benefits with the input and assistance of the Parks Fund Development staff and Marketing staff, and; the Park Market program is done with the assistance of the Parks Forestry staff and Operations staff to determine the best locations and correct installation for donated benches and trees. Over the next few months, Milwaukee County Parks will be working with the Park People to determine potential office space for the organization in a Milwaukee County Parks facility.

Recommendation

No action requested. Informational item unless further action required.

Prepared By: Jay Burseth, Fund Development Manager

Approved By: Guy Smith, CPRP, Parks Director



Attachments:

- Attachment 1 – Park People History & Overview

Copy:

- Chris Abele, County Executive
- Raisa Koltun, Chief of Staff, County Executive's Office
- Jason Haas, Parks, Energy & Environment Chair, Supervisor District 14
- Sheldon Wasserman, Parks, Energy & Environment Vice-Chair, Supervisor District 3
- Marcelia Nicholson, Parks, Energy & Environment Committee Member, Supervisor District 5
- Felesia Martin, Parks, Energy & Environment Committee Member, Supervisor District 7



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- Steven Shea, Parks, Energy, & Environment Committee Member, Supervisor District 8
- Luigi Schmitt, Supervisor 6th District
- Kelly Bablitch, Chief of Staff, County Board of Supervisors
- Allyson Smith, Committee Coordinator, Office of the County Clerk
- Emily Peterson, Research & Policy Analyst, Office of the Comptroller
- Jeremy Lucas, Fiscal Mgt. Analyst, Admin & Fiscal Affairs/DAS



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