

# STRATEGIC PLAN

## 2009-2014



## EXECUTIVE SUMMARY

*Geauga Park District (GPD) has been part of Geauga County's history since 1961 when the League of Women Voters petitioned Judge Robert S. Ford to establish a park system. Since that time, GPD has remained committed to the mission: "to preserve, conserve, and protect the natural features of Geauga County and to provide the opportunity for people to enjoy and appreciate those resources."*

*The 2009-2014 Strategic Plan provides an outline of action steps which balance the needs and wishes of Geauga County residents with Geauga Park District's commitment to preserve, conserve and protect the county's natural resources.*

### BOARD OF PARK COMMISSIONERS

JOHN D. LEECH

ROBERT MCCULLOUGH

MARK RZESZOTARSKI, PH.D.

### EXECUTIVE DIRECTOR

THOMAS G. CURTIN

### DEPUTY DIRECTOR

KEITH MCCLINTOCK



**GEAUGA PARK  
DISTRICT**

## **Environmental Stewardship**

---

### **Objective**

*Use biological assessments, land management practices, and an eco-regional approach to develop a natural resource management sustainability plan that will guide stewardship, land acquisition, and increase appreciation of our natural resources.*

### **Strategies**

- *Establish natural area corridors (trail access between parks and community.)*
- *Create new and expand existing databases for management of resources.*
- *Develop a priority plan for controlling and managing invasive plant and animal species.*
- *Begin long-term monitoring in parks for establishing base-line data and tracking changes.*
- *Incorporate ecologically based stewardship practices that protect biological integrity.*

## **Land Acquisition and Park Development**

---

### **Objective**

*Protect, restore and enhance the natural, cultural and scenic heritage of Geauga County through careful land acquisition, land management, and park development, providing opportunities for people to connect with nature.*

### **Strategies**

*Facility improvements and land acquisition will target areas of the county:*

- *that are currently underserved by park facilities*
- *where unique natural resources are present*
- *which are adjacent to existing parks and preserves.*

## **Public Outreach**

---

### **Objective**

*Develop programs, features and services that provide enriching experiences, foster knowledge and appreciation of our natural and cultural resources, and facilitate opportunities for self-directed outdoor exploration and discovery.*

### **Strategies**

- *Refine program and exhibit offerings and concentrate on those that have higher demand and broader outreach.*
- *Enhance existing partnerships with schools, businesses, and other organizations to develop joint programming opportunities.*

## Financial Accountability

---

### Objective

*Evaluate all available funding opportunities to maximize the leverage of public funds with other sources of funding such as foundations, grants, public and private donations, endowments, and government agency funds.*

### Strategies

- *Create a five-year budget incorporating staff projects and income.*
- *Reduce reliance on taxes by implementing a long-term development plan that includes a Planned Giving Program and an Annual Campaign.*

## Operational Effectiveness

---

### Objective

*Strengthen operational effectiveness to maximize operational efficiency.*

### Strategies

- *Update maintenance plans for existing and future parks and facilities, while incorporating “green” practices and material into park operations and facility management.*

## Human Resources

---

### Objective

*Enable the development of a highly-skilled, dedicated and inspired staff.*

### Strategies

- *Maintain and recruit qualified individuals by developing a standardized interview and selection process and implementing a competency-based system that ensures the hiring of candidates that are both experts in their field and well-rounded in their knowledge and experience.*
- *Implement a comprehensive training and professional development program that provides opportunities for continuing education, training, and recognition for all Geauga Park District employees.*

## Marketing and Communications

---

### Objective

*Increase awareness of park offerings through innovative marketing strategies.*

### Strategies

- *Publically launch the Geauga Park District brand by utilizing the Voices of Nature Campaign.*
- *Continue to enhance technological interactivity with Geauga Park District web site.*
- *Develop a Volunteer Ambassador Plan to include strategies for growing the Volunteer Corps and training and equipping them for service based on specific Park District needs.*