

**PRINCE WILLIAM**  
Parks & Recreation  
**Parks and Recreation  
Commission Agenda**

**COMMISSION MEMBERS**

Brodie Freer, Chair, Occoquan District  
Benita Fitzgerald Mosley, At Large Member  
Jen Donnelly, Brentsville District  
Jane Beyer, Coles District  
Rick Berry, Gainesville District  
Ross W. Snare IV, Neabsco District  
Oriella Mejia, Potomac District  
Sharon Richardson, Woodbridge District

**June 17, 2026**

7:00 p.m. Parks and Recreation Commission Regular Meeting  
George Hellwig Admin Bldg. – 14420 Bristow Rd. Manassas, VA 20112

Pledge of Allegiance

Administrative

- Approve Minutes of May 20, 2026

Community Time

Presentations

- Davis Ford Park Master Plan Update – Patti Pakkala and Jeanelle Pridemore

Committee Reports

None

Old Business

None

New Business

- Endorse the Park and Recreation 5-year Strategic Plan – Seth Hendler-Voss
- Establish Nominating Committee for Annual Officers Election

Director's Time

Commissioner Time

Meeting Recap

Adjournment

Next Meeting: July 15, 2026

# PRINCE WILLIAM

—Parks & Recreation

## Parks and Recreation Commission Meeting Minutes

### COMMISSION MEMBERS

Brodie Freer, Chair, Occoquan District  
Benita Fitzgerald Mosley, At Large Member  
Jen Donnelly, Brentsville District  
Jane Beyer, Vice Chair, Coles District  
Rick Berry, Gainesville District  
Ross W. Snare, IV, Neabsco District  
Oriella Mejia, Potomac District  
Sharon Richardson, Woodbridge District

**May 20, 2026, 7:00 PM**

George Hellwig Administrative Bldg. Board Room  
14420 Bristow Rd. Manassas, VA

### Commission Members Present

Rick Berry  
Jane Beyer  
Jen Donnelly  
Brodie Freer  
Oriella Mejia  
Sharon Richardson  
Ross Snare (Virtual)

### Staff Present

Todd Reid  
Elle Lockhart  
John Blevins  
Joe Portell  
Rob Orrison  
Amir Wenrich  
Carter McClelland

### Commission Members Absent

Benita Fitzgerald Mosley

### Guests

None

### Secretary

Shannon Jaenicke

### Citizens

Eric Fagerholm  
Charlie Grymes

### Call to Order

At 7:00 p.m. Chair Brodie Freer called the regular meeting of the Parks and Recreation Commission to order and Sharon Richardson led the Pledge of Allegiance to the Flag.

### Administrative Items

**RES 26-15 Approve Remote Participation Request – Ross Snare. APPROVED. (SR:JD, Unanimous, Absent BFM, Abstain RS)**

**RES 26-16 Approve Minutes of April 15, 2026. APPROVED. (RB:RS, Unanimous, Absent BFM)**

### Community Time

Eric Fagerholm of Montclair spoke about the protecting and expanding tree canopy. And offered to participate in a “walk and talk” with staff around Ann Wall Moncure Park in Montclair. He proposed a “grow don’t mow”, and a maintenance program dedicated to stopping invasive plants and help with run off and sedimentation.

Charlie Grymes encouraged the Commissioners to reach out to their Trails and Blueways Council counterparts regarding the trail master plan, need trail connections, and improving citizens' access to parks through TRIP funds.

**Presentations**

None

**Committee Reports**

None

**Old Business**

None

**New Business**

**Parks and Recreation 5-Year Strategic Plan Work Session - Seth Hendler-Voss**

Director Seth Hendler-Voss presented the draft of the 2027-2032 DPR Strategic Plan. The commission was asked to provide written feedback by June 3<sup>rd</sup>. The final plan will be brought back to the June 15<sup>th</sup> meeting for endorsement [PowerPoint presentation is available from the Commission Secretary].

**Director Time**

Director Seth Hendler-Voss provided the following updates:

- Pools open this weekend except for Graham Park, which will not open due to a significant leak that is still being diagnosed.
- Assistant Director of Planning and Capital Projects, Amarjit Riat, will move to his new role with the Solid Waste division and the Landfill. Seth will assist as acting Director until that position has been filled.
- A Rec Center Feasibility Study is underway to determine how/when/where we could build additional Recreation Centers, indoor pools, indoor athletic spaces throughout the county.
- The Trails Master Plan is tentatively scheduled to go to the Board of Supervisors in July.
- Fridays at 5 started last week with over 600 in attendance. The next concert is June 12.
- This year's Juneteenth Celebration at Pfitzner Stadium will be on June 19<sup>th</sup> and DPR is providing support for this event. .
- DPR has launched a Fellowship Program – a 6-month leadership development program designed to give mid level staff an opportunity t to grow their experience. This first program will be centered around Teen Outreach- e the fellow will help build, direct, and facilitate teen program initiatives from start to finish and increase their exposure to other staff, divisions and in the executive leadership team.
- Marie Sapp has retired from the front desk after 14 years of dedicated service.
- The final Throughfare Master Plan meeting will be on June 25 at 6:00pm at Haymarket Town Hall
- Our CAPRA Reaccreditation visit went very well! The final step to reaccreditation will be for Seth to sit for a panel interview at the NRPA annual conference in Philadelphia

**Commissioner's Time**

Ms. Richardson Ms. Richardson congratulated Seth and the whole team on the CAPRA visit. She met with Supervisor LaCroix- a huge supporter of parks and all things nature and green spaces. She is excited to have such an advocate on the

board.

- Ms. Mejia Ms. Mejia congratulated the team on the strategic plan draft. She and Jane Beyer attended the Chin 35<sup>th</sup> anniversary celebration which was a great success. She attended the Girls on The Run 5K at Jiffy Lube Live and had a special Thank You to the PD for their masterful ability to help with traffic. She was disappointed at the number of water bottles left littering about and hopes that next year this can be addressed directly with JLL.
- Mr. Berry Mr. Berry thanked Director Hendler-Voss and staff for repairing the surface cracks, and net replacement for the pickleball courts at Long Park. Hopefully, this will be a temporary fix until we have a permanent facility at the site.
- Ms. Beyer Ms. Beyer agreed the Chinn 35<sup>th</sup> celebration was wonderful and the garden club was there, who had done an amazing job on the Children’s garden. She wishes staff good luck on the pool openings and hopes the weather will cooperate.
- Ms. Donnelly Ms. Donnelly attended the Throughfare Master Plan meeting and remarked on how amazing it was. She also visited the Brentsville Courthouse on Drill Day, which was also wonderful. She has a goal to get to every trail in the Brentsville District. She shared that she had recently met Supervisor Gordy and discussed the potential for a developer land donation.,
- Chair Freer Chair Freer sends his congratulations to Amarjit on his new role. Congratulations to Seth and Sara on the CAPRA visit. He mentioned that he has been keeping in close contact with the project manager on the Occoquan Greenway and Lakeridge pedestrian pathway projects. He wishes the best of luck to the staff opening the pools this weekend.

**Closed Session**

None.

**Adjournment**

**RES 26-17**

Motion to Adjourn at 8:43 pm. **APPROVED (JB:RS, Unanimous, Absent from vote BFM)**

The next meeting of the Parks and Recreation Commission will be held on June 17, 2026, at the Hellwig Park Administration Building.

Minutes **APPROVED** at Parks and Recreation Commission meeting held on June 17, 2026.

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Brodie Freer, Chair

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Seth Hendler-Voss, Director

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Shannon Jaenicke, Secretary

**MOTION:**

**June 17, 2026  
Regular Meeting  
Res. No. 26-**

**SECOND:**

**RE:           ENDORSE THE 2027–2032 PARKS AND RECREATION 2027 TO 2032 STRATEGIC PLAN**

**ACTION:**

**WHEREAS**, the purpose of the 2027–2032 Parks and Recreation Strategic Plan (Strategic Plan) is to provide the Department of Parks and Recreation (DPR) with a coordinated, data-driven framework to guide operations, service delivery and investment over the next five years; and

**WHEREAS**, this Strategic Plan aligns DPR’s goals, policies, and performance measures with the National Recreation and Park Association’s Commission for Accreditation of Park and Recreation Agencies (CAPRA) standards and review cycle, supporting the agency’s ongoing accreditation and continuous improvement efforts; and

**WHEREAS**, the Strategic Plan incorporates findings from the Parks and Recreation 2024 Needs Assessment, the Parks, Recreation & Open Space Master Plan, and the Parks, Recreation and Tourism Chapter of the County Comprehensive Plan, ensuring that community priorities, level-of-service expectations, and long-range land-use strategies are fully integrated; and

**WHEREAS**, the development of the Strategic Plan included extensive engagement with DPR staff, the Parks and Recreation Commission, and the Trails and Blueways Council, each of whom were provided meaningful opportunities to review materials, offer feedback, and shape the final Strategic Plan; and

**WHEREAS**, the Strategic Plan serves as a tactical and measurable roadmap that supports transparent decision-making, prioritization of capital and operational investments, and alignment with community expectations and national best practices;

**NOW, THEREFORE, BE IT RESOLVED** that the Prince William County Parks and Recreation Commission hereby endorses the 2027–2032 Parks and Recreation Strategic Plan.

**Attachment: 2027–2032 Parks and Recreation Draft Strategic Plan**

- Votes:**
- Ayes:**
- Nays:**
- Abstain:**
- Absent from Meeting:**

**ATTEST:** \_\_\_\_\_  
**Shannon Jaenicke, Secretary**

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**Department of Parks and Recreation**  
**Strategic Plan**  
**2027-2032**

**Adopted June 17, 2026**

## MISSION

Create recreational and cultural experiences for a more vibrant community.

## VISION

Be a lead collaborator in delivering solutions for holistic community transformation.

## Strategic Goals

1. Positive guest experiences through service delivery and innovation
2. Community Engagement
3. Employee Engagement / Leadership at All Levels
4. Operational, Planning, and Business Excellence
5. Safety and Security
6. Cultural and Environmental Resources
7. Inclusion



## Focus Area 1:

# Positive guest experiences through service delivery and innovation

### Goal Statement

Seek to continually improve customer experience from initial interaction through the delivery of service to ensure DPR grows its base of raving fans.

**Key Objective 1** Implement the right technology and practices/procedures to help guests find and utilize parks and services with ease.

**Strategy 1.1.1** Implement at least one customer-facing technology enhancement each fiscal year to improve areas such as reservations, communication, payments, customer access, park development visibility, and response times, among other service touchpoints.

**Key Objective 2** Provide modern conveniences at facilities and efficient customer service practices.

**Strategy 1.2.1** Identify minimum convenience amenities for major facility types by FY2028 and develop a plan to install priority features (e.g., shade, hydration stations, seating, charging access, signage, etc.) that enhance customer comfort and accessibility.

**Strategy 1.2.2** Increase community satisfaction survey ratings by at least one percentage point by the end of FY2027 through improved service delivery practices, customer feedback analysis, staff training, and operational enhancements.

**Strategy 1.2.3** Identify priority locations and install two permanent restrooms by FY32 to expand facility convenience and improve overall visitor experience.

**Key Objective 3** Cultivate a consistent and cohesive customer experience across all sites.

**Strategy 1.3.1** By end of year one, adopt department-wide customer experience standards and practices to ensure consistent, equitable service delivery and aligned customer expectations across similar DPR facilities, parks, programs, and services, so that customers experience predictable quality within each type of offering.

**Strategy 1.3.2** Improve DPR's Net Promoter Score by at least six percentage points by FY2028 through annual customer satisfaction evaluations, consistent service delivery improvements, staff training, and timely corrective action implementation.

**Key Objective 4** Identify self-directed recreation opportunities at facilities and passive-use parks.

**Strategy 1.4.1** Research best practices for providing self-directed recreation activities that do not require staff support and implement one new activity each year across facilities or passive-use parks. (e.g., recipe walls, QR-code activities, story trails, bilingual nature prompts, etc.).

## Focus Area 2

# Community Engagement

### Goal Statement

Enhance opportunities for engagement and communication between the public and DPR, fostering dialog, feedback, and follow-up.

**Key Objective 1** Establish branding efforts to raise profile/recognizability.

**Strategy 2.1.1** Assess current brand distribution to identify inconsistencies, conflicts and opportunities for consolidation. Complete the assessment in year one and develop a standardized brand manual, including an implementation schedule, by year two to support a more recognizable and cohesive departmental identity.

**Key Objective 2** Maximize partnership with volunteers.

**Strategy 2.2.1** Align administrative functions of volunteer program with CAPRA standards (recruitment, recording hours, recognition, dedicated oversight). Achieve 100% use of Volunteer Prince William to attract and recruit volunteer's department wide.

**Strategy 2.2.2** Strengthen partnerships with volunteer-based organizations, such as KPWB and Scouts, to support DPR beautification and clean-up efforts, and expand the Adopt-a-Park program by increasing park adoptions by one annually.

**Key Objective 3** Build the participation of under-represented populations in engagement efforts.

**Strategy 2.3.1** Collaborate with the County demographer in FY27 to develop a plan for measuring representation in DPR programs and establish an implementation strategy in FY28 to strengthen engagement among underrepresented populations.

**Strategy 2.3.2** Complete the Teen Engagement Fellowship project in year one to identify and implement youth driven engagement approaches, and continue to engage youth annually through outreach activities, youth focused engagement opportunities, partnerships, and feedback initiatives that increase their participation in DPR planning and programs.

**Strategy 2.3.3** Launch at least two teen engagement programs (East & West) in FY27 and identify safe spaces for teens to hang out.

**Strategy 2.3.4** Create one additional flagship community special event for western PWC (ie. Halloween Walk of Lights, Haunted Stadium).

**Strategy 2.3.5** Provide engagement and communication methods directed at under-represented populations that deliver timely, clear and accessible information, and implement at least two annual communication or outreach initiatives (similar to State of the Parks).

**Strategy 2.3.6** Explore opportunities for more drop in general programming, geographically balanced, and implement at least one on each end of the county annually (i.e. book clubs).

**Strategy 2.3.7** Explore ways in which to offer more diverse fitness, wellness and nature offerings targeted to adults, adults with disabilities, and active older adults only and develop action plan by end of year one.

**Strategy 2.3.8** Explore ways in which to offer more nature programming and implement at least two new programs each year.

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## Focus Area 3

# Employee Engagement / Leadership at All Levels

### Goal Statement

Innovate and sustain a collaborative organizational culture that is high-performing, data-driven, customer-centric, and values employees.

**Key Objective 1** Provide professional development and leadership training opportunities

**Strategy 3.1.1** Identify mandatory supervisory training programs (i.e. NRPA, PWC HR, DPR, etc.) for all supervisors by year one.

**Strategy 3.1.2** Complete an assessment to identify training needs department-wide by year one.

**Strategy 3.1.3** Develop and launch role specific learning pathways for all position types (applies to new hires and promotions) by the end of year two.

**Key Objective 2** Maximize employee performance and wellbeing.

**Strategy 3.2.1** Regularly assess work culture and organizational health through employee feedback and engagement evaluations including review of Glint Survey results and implementation of corrective action strategies to improve low scored metrics annually and maintain an overall engagement score above 75%.

**Key Objective 3** Develop a consistent, multi-month onboarding program that supports all appointment types and position disciplines across DPR.

**Strategy 3.3.1** Establish a recurring department wide orientation offered at least quarterly.

**Strategy 3.3.2** Design, pilot, and fully implement a standardized, multi month onboarding framework, beyond orientation, by the end of FY28.

**Strategy 3.3.3** Establish a data driven onboarding evaluation process and achieve and maintain at least an 80% positive satisfaction score.

## Focus Area 4

# Operational, Planning, and Business Excellence

### Goal Statement

Advance high-quality, intentional service delivery through data-informed decision-making and targeted resource investment.

**Key Objective 1** Maximize new and existing tools to make data-informed decision-making to enhance internal and external service delivery.

**Strategy 4.1.1** Develop a dashboard for KPI tracking and strategic plan implementation tracking.

**Strategy 4.1.2** Document use of participant survey results in seasonal program planning, and affect at least six changes annually to support responsive, data-informed decision-making.

**Strategy 4.1.3** Ensure Park Place Division SharePoint pages have the information and commonly used documents available and easy to find and identify key staff in each division who will maintain and update this information.

**Strategy 4.1.4** Complete an asset inventory database by end of year two.

**Key Objective 2** Leverage financial partnerships and grants to maximize resources.

**Strategy 4.2.1** Increase efforts to leverage foundation partnerships to apply for at least two federal and state grants annually.

**Strategy 4.2.2** Take greater advantage of state and federal earmarks.

**Key Objective 3** Promote high-quality architectural design, thoughtful placemaking, and appealing public spaces to create vibrant and attractive environments for living, working, and recreation.

**Strategy 4.3.1** Complete the new design standards manual by FY28 and begin phased implementation in subsequent years.

**Strategy 4.3.2** Evaluate all major DPR sites by FY28 to identify at least three under-utilized locations suitable for placemaking (e.g., Connaughton Plaza, LOVE sign).

**Strategy 4.3.3** Increase beautification standards at Connaughton Plaza, Dale City Recreation Center, Pat White Center (flowers/dead tree replacement/new tree plantings).

**Strategy 4.3.4.** Promote placemaking through art by adopting a public art policy by FY27.

**Key Objective 4** Expand partnership with PWCS to expand public use for DPR programming.

**Strategy 4.4.1** Develop new agreements with high schools to expand use of fields and facilities.

**Strategy 4.4.2** Establish agreements with at least ten schools to expand summer camp or other community programming by FY30.

**Key Objective 5** Strengthen procurement processes and compliance practices to improve purchasing accountability and enhance P-Card audit performance.

**Strategy 4.5.1** Implement quarterly procurement compliance reviews in year one.

**Strategy 4.5.2** Implement mandatory annual P-Card/Procurement refresher training to achieve 100% compliance with procurement policies and procedures in year one

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## Focus Area 5

# Safety and Security

### Goal Statement

Cultivate a safe and secure environment at our sites that advances stakeholder engagement, collaboration, and evidence-based results.

**Key Objective 1** Increase employee ownership of mitigation of risk.

**Strategy 5.1.1** Decrease preventable vehicle accidents year-over-year by requiring Smith Driver Training and developing and administering annual driver refresher training within DPR.

**Key Objective 2** Increase workplace security.

**Strategy 5.2.1** Work with other agencies and partners to identify comprehensive approaches to prevention and intervention to communicate with the public including annual coordination meetings, safety planning efforts, and public awareness initiatives.

**Strategy 5.2.2** - Identify DPR facilities requiring security enhancements and implement improvements annually with completion targeted by FY31.

**Strategy 5.2.3** Conduct annual tabletop exercises and review the COOP Plan annually with applicable DPR staff to ensure preparedness, continuity, and operational effectiveness.

**Key Objective 3** Increase safety of public in parks and facilities.

**Strategy 5.3.1** Install one new lighted parking lot per year, prioritizing locations with evening programming or demonstrated need.

**Strategy 5.3.2** Complete the design, procurement, and installation of AEDs across all identified DPR parks by FY28.

**Key Objective 4** Collaborate between local and state government agencies, stakeholders, businesses, and residents to develop programming intended to keep youth on the right track.

**Strategy 5.4.1** Complete GRIT partnership in year one to identify and implement youth-driven engagement initiatives.

**Strategy 5.4.2** Increase participation in the Right Step program year-over-year and identify park projects to satisfy restitution requirements.

## Focus Area 6

# Cultural and Environmental Resources

### Goal Statement

In partnership with the community, preserve and protect the County's natural and cultural resources so that open spaces are created and maintained, and historic sites are made ready for public use.

### Key Objective 1 Accelerate environmental sustainability.

**Strategy 6.1.1** Pilot a reward-based recycling and waste-reduction program at select parks by FY27, tracking participation rates and diversion of waste from landfills. (bucket program).

**Strategy 6.1.2** Launch a bottle free- park pilot at one site by FY27.

**Strategy 6.1.3** Install one solar -powered system annually (e.g., solar panels for restrooms, shelters, etc.).

**Strategy 6.1.4** Install one electric vehicle (EV) charging station annually.

**Strategy 6.1.5** Monitor and invest in preserving and expanding green spaces and tree canopies through annual assessments by increasing net annual tree plantings by 50 container trees or 100 saplings per year.

**Strategy 6.1.6** Pilot an electric Z-Mower- by FY27 to evaluate performance, reduce emissions, and inform future transitions to electric grounds maintenance equipment.

### Key Objective 2 Accelerate cultural stewardship initiatives.

**Strategy 6.2.1** Replace one property per year under cultural easement.

**Strategy 6.2.2** Conduct a study to identify locations for storage of cultural artifacts.

**Strategy 6.2.3** Develop a formal divisional structure to effectively manage and advance natural and cultural program initiatives by FY27 with documented operational responsibilities and program coordination measures.

**Strategy 6.2.4** Meet with Heritage Resources twice per year to coordinate site management, improve communication, and identify potential threats to DPR cultural and historical assets.

**Strategy 6.2.5** Develop and plan cultural programming for pending land acquisitions, such as Bristoe Station Battlefield, with a completed master plan by FY29 to guide future interpretation, stewardship, and public engagement.

**Strategy 6.2.6** Complete the master plan for the Buckland Historic Site by FY28.

**Strategy 6.2.7** Conduct six programs annually focusing on the 250<sup>th</sup> anniversary of the American Revolution (VA250).

**Strategy 6.2.8** Conduct a study and cost analysis on creating a Native American interpretive village.

**Strategy 6.2.9** Achieve Level One arboretum status at two parks by year two, and Level Two arboretum status at two parks by end of year four.

**Key Objective 3** Expand our open space and trails.

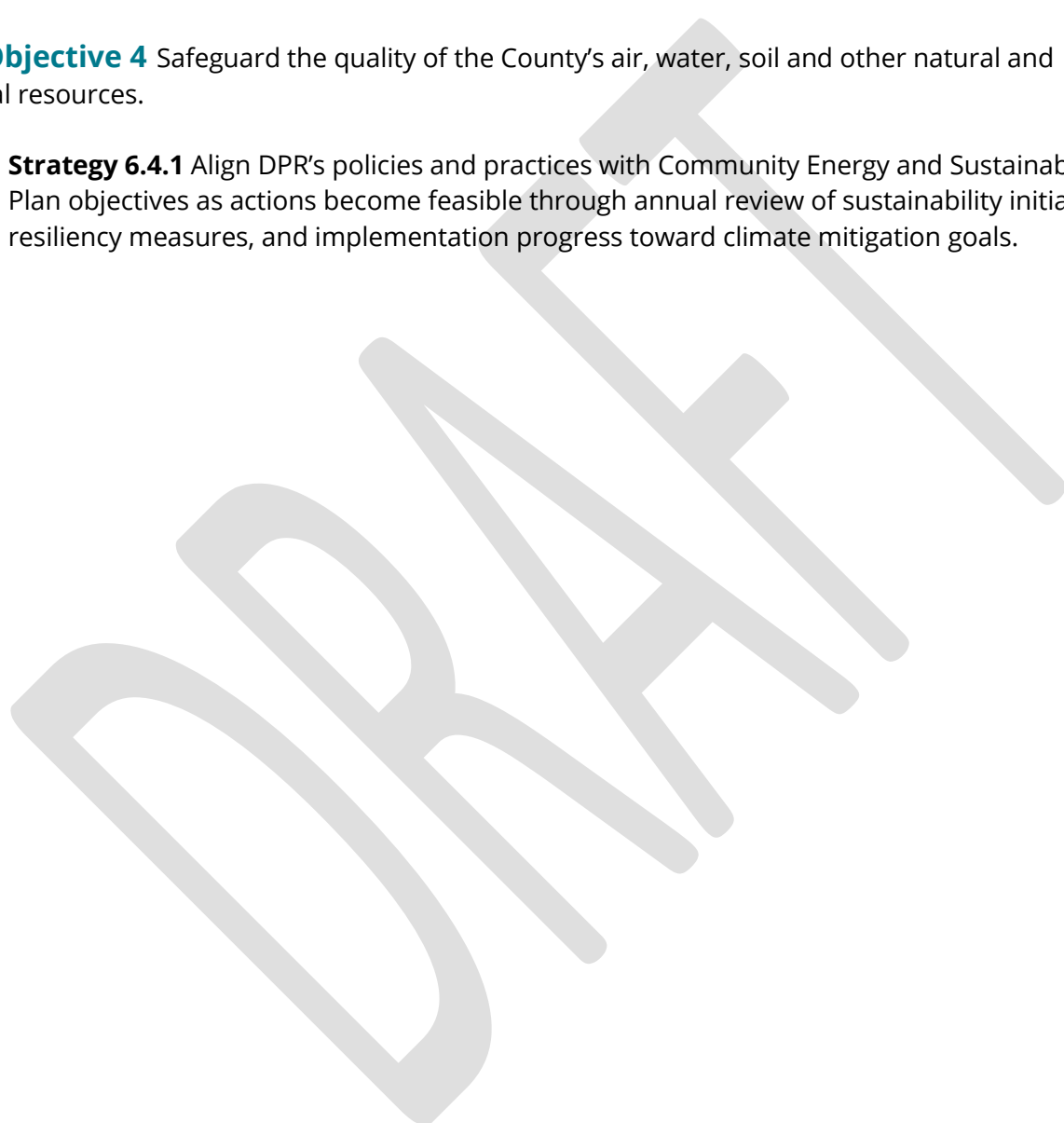
**Strategy 6.3.1** Expand DPR land holdings by 1,500 acres by FY31 as part of a long-term- goal to increase total acreage from 2.5% to 5% and position the County to reach 5,000 additional acres by 2040.

**Strategy 6.3.2** Achieve board adoption of Trails Master Plan.

**Strategy 6.3.3** Create new multi-use trail development agreement template to proliferate new trail development of low hanging fruit by volunteer groups to add one additional mile per year.

**Key Objective 4** Safeguard the quality of the County's air, water, soil and other natural and cultural resources.

**Strategy 6.4.1** Align DPR's policies and practices with Community Energy and Sustainability Master Plan objectives as actions become feasible through annual review of sustainability initiatives, resiliency measures, and implementation progress toward climate mitigation goals.



## Focus Area 7

# Inclusion

### Goal Statement

Adapt internal practices and service delivery to promote diversity, inclusion, and equitable outcomes for all communities.

**Key Objective 1** Build and support effective community partnerships with different ethnic groups to boost cultural awareness

**Strategy 7.1.1** Identify and approach three diverse cultural groups/communities to discuss potential partnerships for small scale cultural experiences by FY27.

**Strategy 7.1.2** Implement initiatives that improve employees' sense of belonging and opportunities including annual diversity, equity, and inclusion engagement efforts and tracking of employee participation and feedback metrics.

**Key Objective 2 Develop** parks that increase universal accessibility.

**Strategy 7.2.1** Determine the completion percentage of the current barrier removal plan and develop a phased implementation plan to reach 100% park accessibility.

**Strategy 7.2.2** Evaluate need for inclusion equipment and communication boards by FY27 and integrate into 20% of playgrounds each year (integrate signage that explains to families what accessibility equipment is used for).

**Key Objective 3 Grow** opportunities for inclusive and adaptive programs.

**Strategy 7.3.1** Explore a fee reduction program for adults and implement in year two

**Strategy 7.3.2** Develop one new partnership per year with community organizations to create or support inclusive programs and services that reflect diverse community needs and conduct annual implementation and evaluation of all-inclusive and adaptive programming opportunities.

**Key Objective 4** Reduce financial barriers to access across all spaces and activities as necessary.

**Strategy 7.4.1** Analyze scholarship application submissions, awards, and overall participation by collecting applicant and recipient feedback in FY27 to inform process improvements and establish implementation strategies for future years that increase successful fund utilization.