

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

June 17, 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
Benita Fitzgerald Mosley
Sharon Richardson
Ross Snare

Staff Present

Todd Reid
Amarjit Riat
John Blevins
Joe Portell
Patti Pakkala
Jeanelle Pridemore

Commission Members Absent

None

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 Oriella Mejia led the Pledge of Allegiance to the Flag.

Administrative Items

RES 26-18 Approve Minutes of May 20, 2026. APPROVED. (JB:JD, Unanimous, Absent from Vote RS)

Community Time

None

Presentations

Davis Ford Park Master Plan Jeanelle Pridemore provided an on the comment received on the public Survey and through two master plan public meetings [Presentation is available from the Secretary]

Committee Reports

None

Old Business

None

New Business

Parks and Recreation 5-Year Strategic Plan –Director Seth Hendler-Voss presented the final draft of the 2027-2032 DPR Strategic Plan. [PowerPoint presentation is available from the Commission Secretary].

RES 26-19 ENDORSE THE 2027–2032 PARKS AND RECREATION 2027 TO 2032 STRATEGIC PLAN APPROVED. (SR:JB, Unanimous)

Establish An Officer Nominating Committee- the Park and Recreation Annual Officer Elections will be conducted at the July 15 Parks and Recreation Commission Regular meeting. Without objection Ross Snare and Jen Donnelly will serve as the nominating committee. Nominations will also be taken from the floor.

Director Time

Director Seth Hendler-Voss provided the following updates:

- Our CAPRA Reaccreditation final report card was received, and the department scored a perfect 100.
- DPR received a Directive from the BOCS to explore proffer usage to light the pickleball courts at Vets. We will proceed and also light the basketball courts. Courts at Hellwig Park will also be lighted.
- Chinn Park was the host site of a large teen out of school party last Friday. An outside organizer brought this event to life and over 200 students attended.
- The department is ready to select the first fellow to the Executive Fellowship program. The focus of the first fellowship is Teen Engagement and will begin in October.
- The Juneteenth and me Festival will be this Friday at Pfitzner Stadium. The program was planned by an employee group and Parks has been assisting with logistics. Parks will be the lead producer of this event in future years.
- A ribbon cutting for Catharpin Splashpad and field renovations is planned for July 6.
- Arts Alive, which will be produced by the Hylton Performing Arts Center with monetary support from the County, will be held September 12 from 10 to 5 pm.

Commissioner's Time

Ms. Richardson	Ms. Richardson will be attending the next TBC meeting on June 25 th ; she will be joining Seth and Supervisor LaCroix for a tour of the Woodbridge district parks on June 29 th ; She commended staff for the new Strategic Plan.
Ms. Mejia	Ms. Mejia attended the Northern Virginia Conservation Trust Evening in the Garden; she attended LAREXPO in Manassas; she plans to attend 3 county Juneteenth celebrations on Friday and the ribbon cutting for the Batestown Exhibit at Williams Ordinary on Juen 20 th .
Mr. Berry	Mr. Berry " I thank all the staff responsible for the planning, training and scheduling of summer services, so citizens can experience another successful year. It's a lot of work to gear up for the season, and I thank you for all that you do to make in happen."

- Ms. Beyer Ms. Beyer wished to echo the sentiments of Mr. Berry: she also thanked Amarjit Riat for his years of service to Parks and Recreation, he will be missed and she wished him good luck on his new endeavor.
- Ms. Mosley Ms. Mosley apologized for having to miss the last few meetings due to her heavy travel schedule; she volunteered to meet with the new Executive Fellow to discuss Teen Engagement, she noted that the opportunities for sports engagement really begin to decrease in the middle school years and private programs and school teams are out of reach for many due to either a financial or skills gap.
- Ms. Donnelly Ms. Donnelly met with her two counterparts on the Trails and Blueways Council and looks forward to a future meeting with Supervisor Gordy to share information.
- Chair Freer Chair Freer thanked Amarjit Riat for all of the great projects he has seen to fruition over his years at Parks; he congratulated staff on the excellent CAPRA visit report; he recognized all of the grounds, recreation and behind the scenes employees who work so hard to get our parks and programs ready for summer; he shared that the Lakeridge Park pedestrian trail is coming along very nicely.

Closed Session None.

Adjournment
RES 26-20

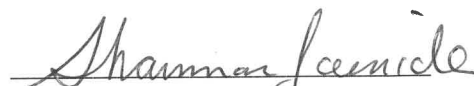
Motion to Adjourn at 8:43 pm. **APPROVED (RS:BM, Unanimous,)**

The next meeting of the Parks and Recreation Commission will be held on July 15, 2026, at the Hellwig Park Administration Building.

Minutes **APPROVED** at Parks and Recreation Commission meeting held on July 15, 2026.



Seth Hendler-Voss, Director


Brodie Freer, Chair
Shannon Jaenicke, Secretary

MOTION: RICHARDSON

**June 17, 2026
Regular Meeting
Res. No. 26-19**

SECOND: BEYER

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

ACTION: APPROVED

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:

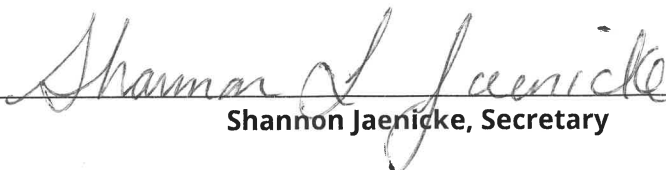
Ayes: Berry, Beyer, Donnelly, Freer, Mejia, Mosley, Snare, Richardson

Nays: None

Abstain: None

Absent from Meeting: None

ATTEST:


Shannon Jaenicke, Secretary



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 volunteers 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 youth 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 (i.e. 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 exclusively targeted to adults, adults with disabilities, and active older adults and develop action plans by end of year one.

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

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 professional development 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 Glint engagement score above 75% and increase Glint survey participation levels to 30% in 2027 and to 35% by 2032.

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 new employee orientation offered at least quarterly.

Strategy 3.3.2 Design, pilot, and fully implement a standardized, multi month ongoing 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 the Parks Foundation and DPR staff to apply for at least two grants annually.

Strategy 4.2.2 Take greater advantage of state and federal earmarks, in coordination with our county legislative affairs liaison, and state and federal legislative offices, by developing a list of suitable projects and needs.

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 and updated trails design manual by FY28, ensure trail design standards are reference in the design construction standards manual. 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 training to achieve a 50% reduction in unauthorized purchases in FY27 and continued reduction in each year thereafter, or until zero unauthorized procurements are achieved.

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 the 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 program 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 250th anniversary of the American Revolution (VA250).

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

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 support volunteer groups in delivering readily achievable trail projects that add one 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.

Strategy 6.4.2 Achieve Level One arboretum status at two parks by year two, and Level Two arboretum status at two parks by end of year four.

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 it in year two.

Strategy 7.3.2 Develop one new partnership per year with community organizations to create or support inclusive and adaptive programs and services that reflect diverse community needs.

Strategy 7.3.3 Develop additional adaptive and therapeutic recreation programs for adults with disabilities that help improve access and awareness regarding independent recreation and leisure pursuits available throughout the county.

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

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.

—Parks, Recreation & Tourism

SIGN-IN SHEET

Please Print Name / Address / Phone Number/ Email

Name

Phone #

Email

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