



Community Engagement Presentation

Jaime Yohman

Community Engagement Director

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millcreekmetroparks.org

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Mission Statement

The mission of Mill Creek MetroParks is to provide park, recreational, educational and open space facilities of regional significance.

In fulfilling this mission our objectives are:

- To be responsive to community needs
- To be environmentally sound
- To be adaptable
- To be economically feasible

Link to Mission Statement:

<http://www.millcreekmetroparks.org/contact/about/mission-statement/>



Community Engagement

Strategic Master Plan

■ Chapter 7: Implementation Plan

Marketing

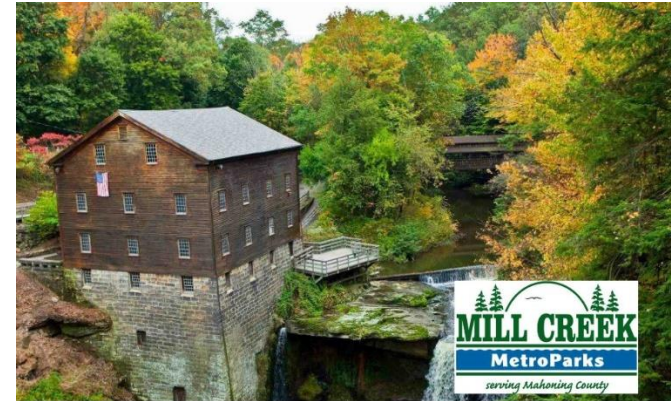
VISION: “Our vision for the Marketing Department is to enhance the opportunities and build awareness within Mahoning County for the programs, services and MetroParks-related opportunities available to maximize their use, revenue capability and appreciation in the community.”

GOAL: “To support the parks, facilities, programs and services through effective marketing and communication efforts that builds awareness, appreciation and financial support for the MetroParks now and the future.”

Education

VISION: “Our vision for Recreation and Education Services is to provide opportunities for people of all ages to learn about nature, agriculture, the environment, plants, gardening and wellness through various recreation programs provided by all sections within the Department.”

GOAL: “The goal for Recreation and Education Services is to be considered a learning organization through effective and relevant programs that inspire users to learn more about the resources MetroParks provides to the community and benefits they can gain from those learning programs and services.”



January 2013
**Comprehensive Parks and Recreation
Strategic Master Plan**
pros consulting



Link to Strategic Master Plan:
<http://www.millcreekmetroparks.org/wp-content/uploads/2013/11/Mill-Creek-MetroParks-Strategic-Master-Plan-FINAL.pdf>

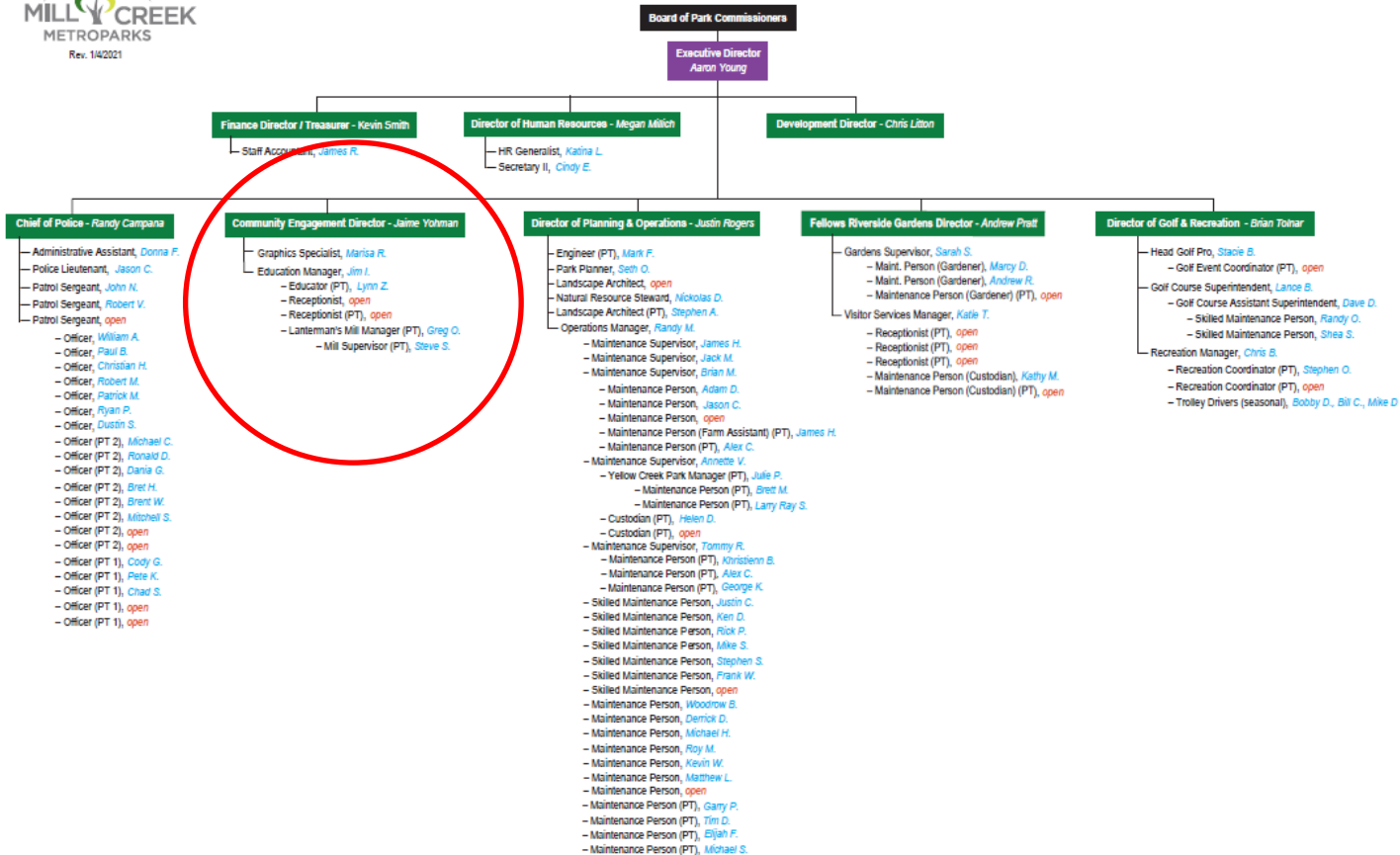
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Department Organization



MILL CREEK METROPARKS – ORGANIZATION CHART



Community Engagement

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Department Organization

- Jaime Yohman, Community Engagement Director
 - Employed since August 2016
 - Over 20 years of experience in Marketing, Advertising and Public Relations
- Marisa Rothbauer, Graphics Specialist
 - Employed since May 2017
 - Advanced skill in Adobe Creative Suite, Illustration, Drawing, Design - Print, Web, and Branding Design, and HTML & CSS
- James Infante, Ed.D, Education Manager
 - Employed since January 2020
 - Over 40 years of experience in Education
- Lynn Zocolo, Educator
 - Employed since May 2002
 - Extensive knowledge of Mill Creek Park with a focus on Horticulture
- Greg O'Neal, Mill Manager
 - Employed since August 2012
 - Extensive knowledge in the history of the Mill and Mill Creek Park
 - Trained in operating the Mill for grinding and maintenance
- Steve Setnick, Mill Supervisor
 - Employed since June 2010
 - Extensive knowledge in the history of the Mill and Mill Creek Park.
 - Trained in operating the Mill for grinding and maintenance



Jaime



Marisa



James



Lynn



Greg



Steve



Community Engagement

Department Budget

- Materials & Supplies
 - \$237,710.00 or 6% of the total budget equaling \$3,757,144.94.
- Salaries & Wages
 - \$374,445.98 or 6% of the total budget equaling \$5,816,962.02



Department Responsibilities

Public Relations

- Media Correspondence
 - Press Releases
 - Interviews
 - Press Conferences/Ribbon Cuttings



FOR IMMEDIATE RELEASE

January 20, 2021

CONTACTS

Jaime Vorhies, Community Engagement Director
P. 330.610.0206
jaimet@millcreekmetroparks.org

YSU Army ROTC Training to take place at McGuffey Wildlife Preserve

(Cottsville Township) The YSU Army ROTC will be performing training exercises on Thursdays from January 21 – April 22, 2021 at the McGuffey Wildlife Preserve in Cottsville Township. On each Thursday, training will begin at approximately 2:30 p.m. and conclude at approximately 4:00 p.m. Members will be in uniform and government vans will be on site.

In the event of inclement weather, the training could be delayed and adjusted accordingly.

About Mill Creek MetroParks

Mill Creek Park was established in 1891 by Volney Rogers as the first park district in Ohio. In 1969, the diverse lands now known as Mill Creek MetroParks officially became a metropolitan park district, providing visitors of all ages the opportunity to relish the gem of Mahoning County. From the casual visitor to the local explorer, Mill Creek MetroParks offers a natural escape and recreational activities for the enjoyment of all ages.

The mission of Mill Creek MetroParks is to provide park, recreational, educational, and open space facilities of regional significance. In fulfilling this mission our objectives are to be responsive to community needs; to be environmentally sound; to be adaptable; and to be economically feasible.

To discover Mill Creek MetroParks, visit millcreekmetroparks.org or call 330.702.3000. Like us on Facebook at (Mill Creek MetroParks) and follow us on Twitter (@MillCreekMetro) and Instagram (millcreekmetroparks).



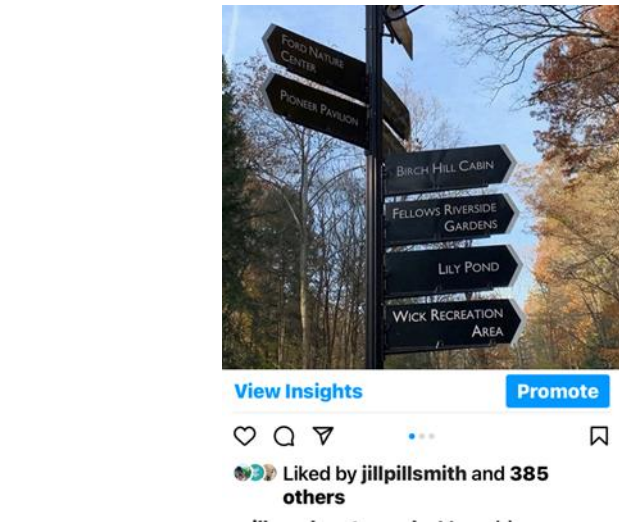
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Department Responsibilities

Advertising

- Social Media
 - Facebook
 - Mill Creek MetroParks (over 30,000 followers)
 - Mill Creek Golf Course (over 1,200)
 - Kravitz's Garden Café (over 550)
 - Mill Creek MetroParks Recreation (over 140)
 - Instagram (over 5,000)
- Press Releases
- Capital Improvement Progress
- General Posts - events, programs, registrations, etc.

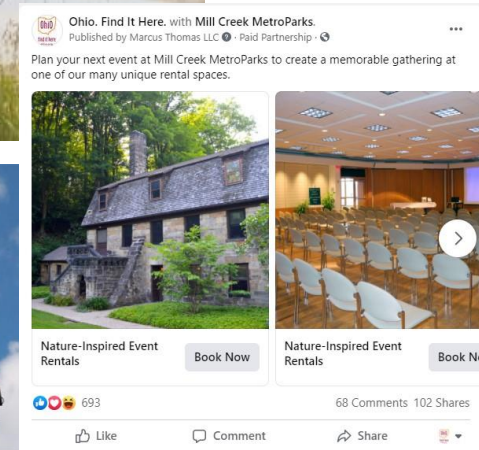


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Department Responsibilities

- Digital
 - Vindy.com
 - Facebook Carousel
 - Search Engine Marketing (SEM)
- Billboards
 - Static & Digital



Ad • www.millcreekmetroparks.org/golf

[Mill Creek Golf Course](#) | 18-Hole Championship Courses | [Book Your Tee Times Today](#)

PGA Professionals and Our Staff Are Dedicated to Giving Golfers a Memorable Experience. Courses Designed by Donald Ross and Selected by Golfweek as One of America's Best!

[Golf Course](#)

[Course Layout Information](#)

[Book A Tee Time](#)

[Mandate Guidelines](#)



Community Engagement

Department Responsibilities

- Print
 - Business Journal
 - Valley Magazine
 - Parent Magazine
 - Programs & Events Calendar
 - Marketing Collateral



Lanternman's Mill, a historic landmark, was built in 1845-46 by German Lanterman and Samuel Kimberly. Restored in 1982-85 through a gift from the Ward and Florence Beecher Foundations, this community treasure represents one of the many pioneer industries developed along Mill Creek and operates today as it did in the 1800s, grinding corn, wheat, and buckwheat.

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Department Responsibilities

- TV
 - WKBN
 - WFMJ
- Radio
 - Cumulus
 - iHeart



Community Engagement

Department Responsibilities

- Other
 - Email Blasts to subscribers (10,000+ subscribers)
 - Website Maintenance & Updates
 - Monthly Board Meeting set-up
 - Promotional Products
 - Kiosk Management
 - Annual Report
 - Signage



Naturalist Series: How Do Animals Survive the Cold?

Join us for a FREE virtual lecture through Zoom!
February 18 | 6:30 pm

Speaker: Marne Titchenell, OSU Wildlife Program Specialist

Ever wonder how wildlife copes with the cold winter weather? While we are inside wrapped in blankets and cozy sweaters, birds, insects, mammals, and herps (reptiles and amphibians) are out in the cold. To them, it's just another winter. In this presentation, we will explore various strategies animals use to survive the cold. We will also discuss a few options to give them a helping hand, like feeding stations for birds.

To register and receive log-in information, please visit the following link: <https://mailchimp.osu.edu/events/naturalist-series-how-do-animals-survive-cold>



For updated closures and program cancellations visit millcreekmetroparks.org/COVID-19-updates. [Updates here](#)

Visit About Us Reserve a Facility Event Calendar News



Department Responsibilities

Volunteer Management

Volunteers are an important supporting component in many areas of park operations. Volunteers support our efforts in offering events and programs to the community; they play a part in educating and engaging our local community, and ultimately increasing support for our parks. Volunteers make a vital contribution to both Mill Creek MetroParks and to Mahoning County!

- Process
 - Volunteer Application/Background Check
- Communication
 - Volunteer needs communicated by staff
 - Volunteer opportunities sent to volunteers via email – beginning of each month
 - Communicated to ALL park volunteers
 - Includes dates needed, shifts, duties, attire, how to sign up, etc.
- Management
 - System to manage volunteer data – hours, contact info, etc.



Department Responsibilities

cont...

- Recognition
 - Volunteer Appreciation Dinner (20+ hours from July 1 – June 30)
 - Volunteer T-Shirt (10+ hours per calendar year)
- Recruitment
 - Youngstown State University Volunteer Fair
 - Youngstown State University Welcome Week
 - Cardinal Mooney High School and Boardman High School YES Fests
 - Existing volunteers – referrals
 - Marketing efforts - website, programs & events calendar, TV, social media



Department Responsibilities

Education

- Special Event or an educational component in quarterly special events.
- Evaluation and monitoring of attendance and participation for public programming.
- Evaluation of the demand, cost, and value of programs.
- Incorporate new and updated public offerings.
- Incorporate technology into programming
 - Nature Rocks! (100,000+ views on Facebook)
 - Sharp about the Park
 - Virtual School Programs
 - Virtual Healthy Living Classes



Super Seeds

Kindergarten – Grade 1

Students will explore the importance of seeds and learn how we use seeds every day.

Length: 19:10

Mill Creek MetroParks posted a video to playlist **Nature Rocks!**
Published by Volney Rogers · 4d ·

NATURE ROCKS

The Mill Creek MetroParks Education Department will be presenting a video snippet on the last Friday of each month featuring various locations and programs of the Park. Dr. Jim Infante, Education Manager and Lynn Zocolo, Senior Educator will be coordinating the project. We hope that you enjoy our topics.



Department Responsibilities

cont...

- Continual research and implementation in ways to educate groups **INSIDE** the park instead of **OUTSIDE** the park through our Community Outreach efforts.
- Continue offering and aligning school programs with Ohio's Learning Standards.
- Collaboration with Organizations
 - Friends of Fellows Riverside Gardens – Andrew's Horticulture Certificate Program
 - Ohio State University Extension Office – Naturalist Series



Comments or Questions?



EXPLORE. EXPERIENCE. ENJOY.

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