



MICHAEL D. SANDERS
Jackson County Executive

EXECUTIVE ORDER #07-29

TO: MEMBERS OF THE LEGISLATURE
CLERK OF THE LEGISLATURE

FROM: MICHAEL D. SANDERS
JACKSON COUNTY EXECUTIVE

DATE: September 7, 2007

RE: APPOINTMENT OF DIRECTOR OF PARKS AND RECREATION

I hereby appoint Michele Newman as Director of Parks and Recreation. A copy of Ms. Newman's resume is attached.



Michael D. Sanders, County Executive

Date: Sept 7, 2007

FILED *cw 10:49 A.M*
SEP 10 2007
MARY JO SPINO
COUNTY CLERK



CORINNE MICHELE NEWMAN

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OBJECTIVE

Top level executive position that takes full advantage of more than 20 years of innovative and successful leadership.

Opportunity to provide quality management for the highest ranking elected official in Jackson County & third-largest County Parks System nationally.

EXECUTIVE PROFILE

Jackson County Parks & Recreation (Jan. 2007 to Present) **Acting Director**

- ◆ Management Position responsible for the overall operation of the third-largest county parks system in the United States; fifteen parks totaling 21,000 acres; recreational facilities which include three major lakes, marinas, modern campgrounds, picnic shelters, 27-hole championship golf course, athletic complexes, beaches and historic sites; serving a population of 2 million annually.
- ◆ Ensure effectiveness of a full-time staff of 184, seasonal staff of over 200 and over 500 volunteers.
- ◆ Prepare and administer a \$14 million performance based budget, utilizing strategic objectives to attain departmental goals; generate monthly revenues and expenditure reports.

Issues Addressed Since January 1

- ◆ Crafted an annual budget which focuses on reinvesting in one of the Department's major investments, the Fred Arbanas Golf Course. The Budget Package calls for a design consultant to be hired in 2007 with greens restoration to begin in 2008.
- ◆ Tackling the important issue of arming the rangers for officer safety purposes. With the support of the County Executive, meetings have commenced with the County Counselor, Sheriff of Jackson County, Deputy Chief of Administration and Chief of Park Safety to accomplish this initiative.
- ◆ Working with Jackson County Public Works outlining cost effective partnerships and duplication of services.
- ◆ Focusing on efficiency of operation and management through internal program and facility analysis.
- ◆ Addressing long standing easement issues with BNSF railroad, Cedar Valley Development and City of Kansas City, Missouri.

**EXECUTIVE
PROFILE
(continued)**

Office of the County Executive (2003 to 2006)

Director of Public Affairs

- ◆ Represented the Office of the County Executive regarding governmental affairs with state and local governments, area Chambers of Commerce, Convention and Visitors Bureau, Attractions Association, business meetings and community involvement. Assisted in the development of county goals as they directly related to the vision of the County Executive and the Strategic Plan.
- ◆ Designed successful marketing strategy for Jackson County Parks and Recreation which focused on television, radio and driving traffic to the web; developed script, oversaw filming and editing and performed voice-overs for all commercial spots; **new marketing strategy increased parks revenues by \$300,000 in 2005 and \$500,000 in 2006, enhancing the image and raising the profile of the Department.**
- ◆ Planned, coordinated and negotiated contractual agreements for major public events (i.e. State of the County Address, County Executive Golf Tournament, Christmas in the Sky, Christmas in the Park), and special assignments as designated by the County Executive.
- ◆ Developed, implemented and administered the County Executive's "Takin' It To The Streets Initiative". This program further connected neighborhoods with all aspects of County government.
- ◆ Designed and instructed customer service training seminars for County Departments.

Jackson County Parks and Recreation (1990 to 2003)

Superintendent of Marketing and Public Relations, Volunteer Division and Special Populations

- ◆ Management position directly responsible for three divisions of Jackson County Parks and Recreation; supervision, hiring, training and evaluation of full-time, seasonal and volunteer staff.
- ◆ Responsible for development and implementation of a comprehensive marketing strategy overseeing the content, design and layout of all educational, promotional and advertising information to provide a constant public image. Marketing techniques included promotional magazines, brochures, press releases, posters, radio and TV air time.
- ◆ Served as media spokesperson for all types of media coverage.
- ◆ Coordinated with local media to create and stimulate special story development for radio and television campaigns.

**EXECUTIVE
PROFILE
(continued)**

- ◆ Developed and administered tracking methods to assist the Department with up-to-date demographics, pinpointing most effective markets.
- ◆ Developed and negotiated contractual agreements for revenue-producing special events. Provided necessary expertise to successfully fulfill objectives, and served as liaison between the County and contracted agency from the planning stages through the implementation of each event. Average attendance per event: 5,000-50,000 citizens.
- ◆ Developed proposals for sponsorship monies and trade-out agreements with corporations and media. Delivered oral presentations to Company Boards maximizing community involvement through co-sponsorship.
- ◆ Directed the filming, editing and script writing for all Departmental videos, commercials and public service announcements.

Volunteer Service Program

- ◆ Management position overseeing the development and implementation of a full-time Volunteer Service Program consisting of 800 volunteers, contributing 25,000 hours annually, equating to a cost savings for the Parks Department of \$225,000.00.
- ◆ Created the Volunteer Advisory Council working with both staff and volunteer representatives.

Special Recreation Division

- ◆ Management position administering ongoing recreational and educational service programs for the physically and mentally challenged residents of Jackson County ages six years to seniors.
- ◆ Served over 2,300 clients with a variety of programs ranging from Dayskills to Sports to Outreach.

Senior Adult Division Supervisor (1984 - 1990)

- ◆ Development of the full-scale Parks and Recreation Department that the citizens of Jackson County enjoy today.
- ◆ I was one of four professionals hired to expand the recreational opportunities of the Jackson County Parks Department. This expansion included the addition of two recreational lakes, two marinas, a 27-hole championship golf course, two campgrounds, two beaches and a variety of recreational programs and events.

**EDUCATIONAL/
PROFESSIONAL
BACKGROUND/
NOTEWORTHY
ENDEAVORS**

- ◆ Professional Teaching Certification, Missouri and Kansas (June 1975).
- ◆ Bachelor of Science, University of Missouri-Kansas City. Major in Education, Minor in Theater Arts. (June 1975).
- ◆ Graduate of the Disney Institute specializing in Customer Service and Public Relations.
- ◆ Pacific Revenue Sources Management School, University of California at San Diego.
- ◆ Strategic Public Relations Conference, Chicago, Illinois.
- ◆ Methods of Fund Raising, Bill Moskin, Development Officer, Dept. of Parks and Community Services, Sacramento, California.
- ◆ Women in Management, Rockhurst College, Kansas City, Missouri.
- ◆ Municipal Art Commission Board Member, Appointment by the Mayor of the City of Kansas City, Missouri.
- ◆ Designed successful strategic marketing plan which increased park revenues by \$300,000 in 2005 and \$500,000 in 2006, enhancing the image and raising the profile of Jackson County Parks.
- ◆ Received the 2007 Distinguished Team Service Award as part of the Federal, State and County distinguished Public Service Awards.
- ◆ Received the Jackson County Parks and Recreation "Director's Award" for outstanding service and dedication, 1994.
- ◆ Under my administration, the Jackson County Parks and Recreation Volunteer Service Program was the recipient of the 1999 National Association of Counties "Outstanding Service Award."

**PROFESSIONAL
SKILLS**

- ◆ Public Speaking
- ◆ Video production, editing, copywriting and commercial voice-overs
- ◆ Customer Service Training
- ◆ Computer knowledge:
 - ◆ Microsoft Word and Excel
 - ◆ Publishing: Adobe PageMaker

**ACTIVITIES &
INTERESTS**

- ◆ Performing Arts
- ◆ Enjoy traveling and experiencing one new destination annually
- ◆ Reading autobiographies

(References Furnished Upon Request)