

OUR CITY OF MADISON



Agency Introduction

Eric Knepp, Parks Superintendent

Vision and Mission

Inclusive – Innovative – Thriving



CITY OF MADISON

Our Agency's Vision and Mission

Vision

- To provide the ideal system of parks, natural resources and recreational opportunities which will enhance the quality of life for everyone

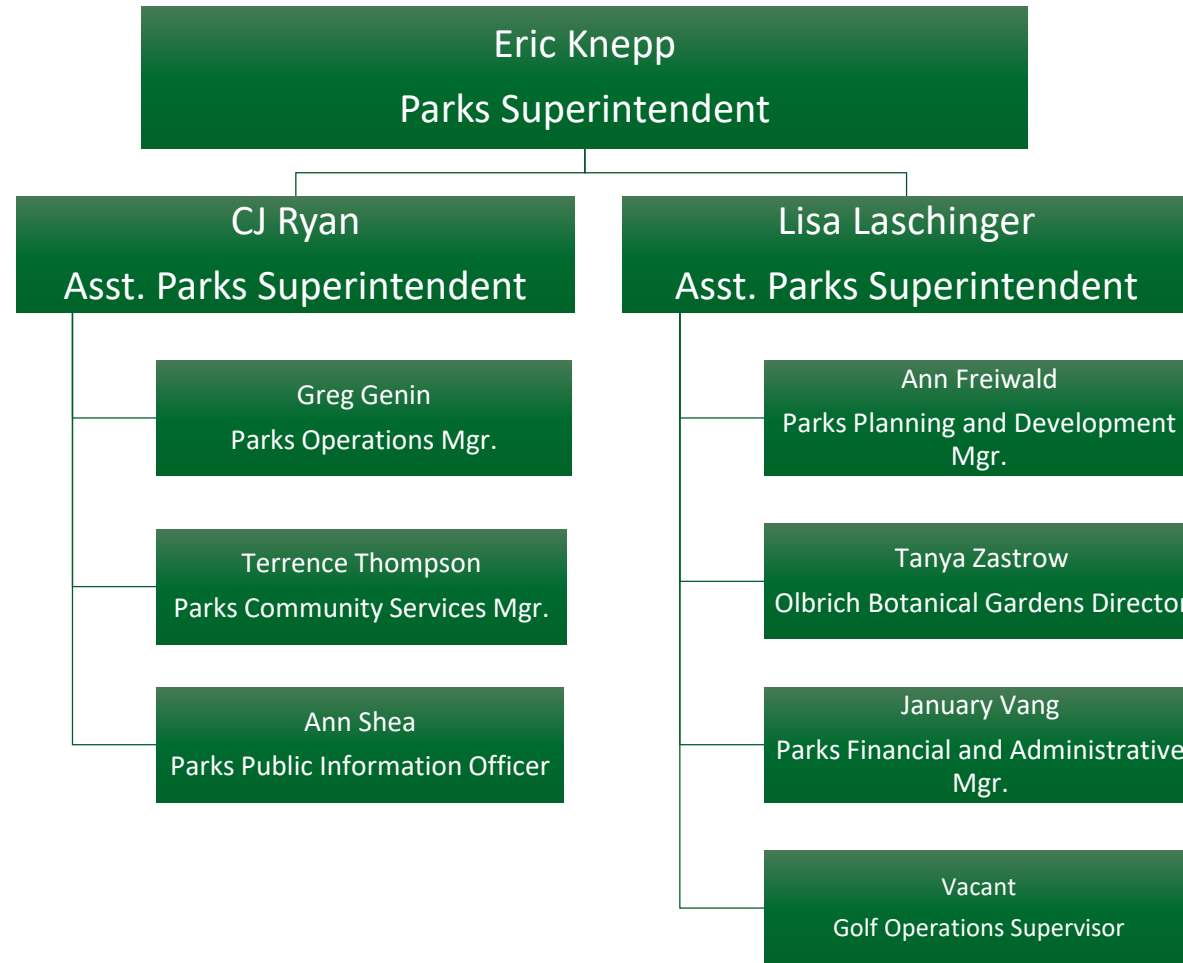
Mission

- ***Our Mission is*** to provide an exceptional system of safe, accessible, well-planned and maintained parks, facilities, public cemetery, natural areas and public shorelines.
- ***Our Mission is*** to provide affordable opportunities for recreational and educational experiences.
- ***Our Mission is*** to preserve and expand our urban forest resources through a well-planned and systematic approach to tree maintenance, planting and natural area management.
- ***Our Mission is*** to preserve and promote parks' historic legacy.
- ***Our Mission is*** to provide opportunities for cultural interaction by facilitating community and ethnic festivals and through the display of public art.

Structure, Services, and Staff



Structure



Services

- *Division-Wide Service Focus areas – Equity, Sustainability, Connection to Nature, Adaptability, and Guest Experience*
- *Park Operations – Responsible for the sustainable stewardship of Parks Assets, including facility maintenance, land, forest & wildlife management, equipment and vehicles.*
- *Community Services – Responsible for the activation of parks and park facilities. Includes reservations, events, permits, Park Rangers, Aquatics, programming, partnerships, Parks Alive, volunteers, and Warner Park Community Recreation Center.*
- *Public Information – Responsible for public communications including website, traditional media, social media, and marketing/branding.*
- *Planning and Development – Responsible for development review, planning, development of park properties, amenities, and facilities.*
- *Olbrich Botanical Gardens – Full operational responsibility for Olbrich Botanical Gardens in partnership with Olbrich Botanical Society.*
- *Finance and Administration – Divisional oversight and management of budget, purchasing, payroll, benefits, and accounting.*
- *Golf Operations – Full operational responsibility for golf enterprise properties including maintenance, programming, and guest experience.*

Key Staff

- *Greg Genin – Park Operations Manager since 2018 – Responsible for management of all park operations staff and resources with an emphasis on sustainability. Sections include East, West, Central Parks Maintenance; Parks Construction; Parks Facilities; Conservation Parks Maintenance; and Mall Maintenance.*
- *Ann Freiwald – Parks Planning and Development Manager since 2018 – Responsible for parks planning, development, and construction work. Oversees parks public works contracting and corresponding permitting. Manages a team of six professional landscape architects and an engineer.*
- *Tanya Zastrow – Olbrich Gardens Director since 2021 – Responsible for all aspects of operations of the Gardens. Also serves as Executive Director for OBS, our close partner in making the Gardens happen. A key member of the team working to promote connecting children to nature in partnership with Public Health.*
- *Terrence Thompson – Parks Community Services Manager since 2022, with Parks since 2017, previously as Warner Park Community Recreation Center Manager. Responsible for activation of parks and facilities through direct programming, permitting, and partnerships. Sections include: Park Rangers, Volunteers, Events and Reservations, Aquatics, Parks Programming, Parks Alive, Warner Park Recreation Center. Led Parks Equity Team to its formulation and initial implementation of the Parks Division’s Equity In Action Plan.*
- *January Vang – Parks Finance and Administrative Manager since 2019, with the City since 2015. Responsible for all financial, accounting, budgeting, payroll, benefits, and purchasing for the Division. Works closely with HR, Finance, and other agencies to ensure streamlined processes to meet the needs of the Division.*

Key Staff

- *Ann Shea – Parks Public Information Officer since 2015 – Responsible for overall communication and distribution of information to the public. Manages voluminous parks website and all social media for the Division.*
- *CJ Ryan – Assistant Parks Superintendent since 2022 – Leadership and direction for Operations, Community Services and Public Information services. Responsible for partnership management and development, performance management. Co-lead for Division work planning initiatives.*
- *Lisa Laschinger – Assistant Parks Superintendent since 2018, with Parks since 2012 – Leadership and direction for Planning and Development, Golf, Olbrich, and Finance and Administrative services. Responsible for legislative management for the Division. Leadership of land acquisition strategy and partnerships. Co-lead for Division work planning initiatives.*
- *Eric Knepp – Parks Superintendent since 2014, with Parks since 2009 and the City since 2006 – Overall leadership for the Division. Primary responsibility for strategic planning, resource optimization, and long-term financial, land acquisition, and partnership development.*

Common Citywide Collaborations

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Common Citywide Collaborations

Staff in our agency most often collaborate with these agencies across TeamCity:

Agency	Topic(s)
Engineering	Public Works Contracting, Collaborative projects, land management processes
Planning	Development Review Processes
Streets, Engineering	Snow / Ice Control
Streets	Urban Forestry, median maintenance,
Fleet Services	Management of fleet assets
Office of Real Estate Services	Acquisitions, Easements, Leases
HR, Finance, DCR, OCA, IT	Ongoing and consistent collaboration with internal service agencies to promote the best parks system possible

Boards, Committees, Commissions

Our agency staffs the following City of Madison Boards, Committees and Commissions:

Board, Committee, Commission	Key Staff
Board of Park Commissioners	Lisa Laschinger, CJ Ryan
Parks Long Range Planning Subcommittee	Ann Freiwald
Parks Habitat Stewardship Subcommittee	Greg Genin
Facilities, Programs and Fees	Terrence Thompson
Lake Monona Waterfront Ad Hoc Committee	Mike Sturm, CJ Ryan

Agency Resources

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Our Agency's Key Links

- Agency Website(s): <https://www.cityofmadison.com/parks/>
- Key Report(s):
 - Park and Open Space Plan 2018-2023, Accepted 10/30/2018, <https://www.cityofmadison.com/parks/about/parksopenspaceplan.cfm>
 - Park Impact Fee Needs Assessment, Adopted June 2016, <https://www.cityofmadison.com/parks/about/impactFees.cfm>
 - Madison Parks Policies, Various, Adopted by the Board of Park Commissioners, <https://www.cityofmadison.com/parks/about/Policies.cfm>
- [Wisconsin State Statutes](#)
 - 27.08, City Park Board, powers
 - 66.0617, Impact Fees
 - Chapter 23 – Conservation; Wisconsin Administrative Codes: Chapter NR 51; Chapter NR 52
- [Madison General Ordinances](#)
 - Chapter 8 – Public Property –
 - 8.10, 8.11, 8.15, 8.16, 8.17, 8.175, 8.18, 8.185, 8.188, 8.19, 8.195, 8.20, 8.21, 8.215, 8.22, 8.23, 8.24, 8.25, 8.26, 8.265, 8.27, 8.28, 8.29, 8.30, 8.31, 8.32, 8.33, 8.34, 8.35, 8.36, 8.37, 8.40, 8.42, 8.43, 8.44
 - Chapter 16.23 - Land Subdivision Regulations; Chapter 20.08(2) – Park Impact Fees; MGO 33.05 – Board of Park Commissioners
- [Council Resolutions](#)
 - RES-23-00266 – Acquisition of All Metals properties
 - RES-23-00226 – Approving the Administrative Parcel Reclassification of the Senior Center Courtyard from Urban Plaza to Park
 - RES-23-00123 – Creation of a new classification of Public Works Laborer in CG15-02, 10 1.0 FTE positions created
 - RES-22-00661 – Agreement with the City of Fitchburg- Parks funding for acquisition of Town Hall property
 - RES-22-00420 – Donation Agreement with Madison Parks Foundation for Glenway Golf Park Clubhouse Improvements
 - RES-21-00174 – Donation Agreement with Madison Parks Foundation and Michael and Jocelyn Keiser for privately funded improvements to Glenway Golf Course.

Our Agency's Acronyms

Common acronyms used by our agency include:

POSP

- Park & Open Space Plan

BPC

- Board of Park Commissioners

LMW

- Lake Monona Waterfront

OBS

- Olbrich Botanical Society

MPF

- Madison Parks Foundation

EAB

- Emerald Ash Borer

IPM

- Integrated Pest Management

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Let's Connect!

Eric Knepp, Parks Superintendent

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