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About the Muskingum Watershed Conservancy District

The Muskingum River Watershed is the largest wholly contained watershed in the State of Ohio.

Spanning all or portions of 27 counties, the watershed covers more than 8,000 square miles and includes the area that drains into the Muskingum River and its tributaries. As the largest drainage system in Ohio, the 16 dams and reservoirs provide flood reduction and water conservation benefits for the property owners and residents of the region. The watershed covers approximately 20 percent of the State of Ohio.

The Muskingum River Watershed is comprised of three major subwatershed regions - the Tuscarawas River Watershed in the northeast, the Walhonding River Watershed in the northwest, and the Lower Muskingum Watershed in the south. The Tuscarawas and Walhonding rivers flow in a southern direction, intersecting at Coshocton, forming the Muskingum River. The Muskingum River eventually empties into the Ohio River at Marietta in Washington County.

The Muskingum Watershed Conservancy District

The Muskingum Watershed Conservancy District (MWCD) is a political subdivision of the State of Ohio organized in 1933 to develop and implement a plan to reduce the effects of flooding and conserve water for beneficial public uses under Ohio Revised Code Chapter 6101 (commonly called the Conservancy Act).

The MWCD is the largest conservancy district in the state and led the effort to construct 14 dams and reservoirs. Two others were built later and the system of dams and reservoirs has been credited by the federal government with saving an estimated \$10 billion worth of potential damage from flooding since its original construction in the 1930s.

The MWCD is a partner with the U.S. Army Corps of Engineers (USACE) in the operation of the system of dams and reservoirs in the watershed - the USACE operates the dams for flood reduction and the MWCD manages most of the reservoir areas behind the dams.

The MWCD has jurisdiction for its operations in all or portions of an 18-county area (over 6,000 square miles). The 18 counties wholly or partially contained in the MWCD jurisdiction are Ashland, Belmont, Carroll, Coshocton, Guernsey, Harrison, Holmes, Knox, Licking, Morgan, Muskingum, Noble, Richland, Stark, Summit, Tuscarawas, Washington, and Wayne.

The MWCD contains several subdistricts that are provided for in state law. Subdistricts are smaller organizations located within the boundaries of a conservancy district that are operated through the resources of the larger conservancy district. They are provided for in the state law that oversees conservancy districts - Section 6101 of the Ohio Revised Code - and usually are created through landowner initiative and petition.



Mission Statement: Responsible stewards dedicated to providing the benefits of flood reduction, conservation and recreation in the Muskingum River Watershed.

About the Muskingum Watershed Conservancy District (continued)

The Muskingum Watershed Conservancy District (MWCD) reservoirs were constructed for two primary purposes:

1. To reduce the effects of flooding in the Muskingum River Watershed
2. Conserve water for beneficial public uses

The MWCD lakes have become widely known for outdoor recreation, attracting millions of visitors each year who enjoy the lakes for a day or more at a time, and contributing to the watershed's quality of life and economy. The MWCD has 10 permanent lakes and four other reservoirs that impound water only during times of flooding. All 14 of these reservoirs include land holdings with free public access available.

A total of 57,000 acres of property owned by the MWCD - 41,000 acres of land space and 16,000 acres of water - is available for a wide range of exciting activities and events including: boating, fishing, camping, hiking, biking, swimming, group camping, cabin rentals, church and organization overnight and day camps, marinas, special activities and more.

The MWCD's 10 permanent lakes are:

[Atwood Lake](#) - located in portions of Carroll and Tuscarawas counties

[Beach City Lake](#) - located in portions of Stark and Tuscarawas counties

[Charles Mill Lake](#) - located in portions of Ashland and Richland counties

[Clendening Lake](#) - located in Harrison County

[Leesville Lake](#) - located in Carroll County

[Piedmont Lake](#) - located in portions of Belmont, Guernsey, and Harrison counties

[Pleasant Hill Lake](#) - located in portions of Ashland and Richland counties

[Seneca Lake](#) - located in portions of Guernsey and Noble counties

[Tappan Lake](#) - located in Harrison County

[Wills Creek Lake](#) - located in portions of Coshocton and Muskingum counties

The four dry dams of MWCD are:

[Bolivar Reservoir](#) - located in portions of Stark and Tuscarawas counties

[Dover Reservoir](#) - located in Tuscarawas County

[Mohawk Reservoir](#) - located in portions of Coshocton, Holmes, and Knox counties

[Mohicanville Reservoir](#) - located in Ashland County

The lake parks come alive between Memorial Day and Labor Day each summer when events and activities are at their peak. Special events, fireworks, regularly scheduled activities and swimming beaches are only a part of what makes each park a repeat destination for generations of families during the prime park seasons each year. Atwood Lake Park is home to the annual Alive Festival, a Christian music and seminar event that attracts thousands of people to the park during a four-day period in June. Warm breezy days make perfect conditions for sailing and is what makes Atwood Lake one of the most popular destinations in the state for sailboating. Charles Mill Lake Park boasts its own campground swimming pool. Pleasant Hill Lake Park features access to equine trails and an equine camp area complete with tie-lines and special designed camping pads to accommodate large trailer units. Seneca Lake, Ohio's third largest inland water way is a popular campground for boating and water sport enthusiasts. Featuring a newly renovated marina and popular dine-in restaurant, visiting Seneca Park and Marina on a warm summer day is a perfect vacation destination. Tappan Lake Park is another favorite of water sport and outdoor enthusiasts. Tappan's campground, nestled at the basin of rolling hills, provides miles of nature trails and is home to the Buckeye Trail Association's Century Barn.

Five of the lakes - Atwood, Charles Mill, Pleasant Hill, Seneca, and Tappan - include parks that feature camping available all year long. The MWCD also manages campgrounds at Leesville, Clendening and Piedmont lakes. Camping options can range from overnight to a seven-month season.

Eight of the MWCD reservoirs also offer a total of 1,200 parcels of property for private homes, also known as cottage sites. Under terms of the program, the MWCD leases parcels of property for homes owned by the lessee.

Introduction of Opportunity

Summary of Responsibilities

In close coordination with Executive Director, the Chief of Recreation manages and directs the recreation group of the MWCD including parks, marinas and recreation planning and projects with the following specific responsibilities:

- Develops strategic direction for the parks and marinas.
- Oversees the management of projects and contracts, coordinating activity between Recreation, Engineering, Conservation, other internal departments and external government and community stakeholders, ensuring that projects and operational plans are completed within established deadlines.
- Oversees recreation operational budget to ensure profitability.
- Defines and plans new and existing operational programs/projects for assigned areas.
- Oversees the implementation and maintaining new and existing operational programs/projects and the development of appropriate policies and procedures.

The Chief of Recreation is accountable for the effectiveness of the recreation department, for its fiscal integrity, and for the ethical and public service values reflected in the conduct of recreation staff and in addition:

- Communicates business issues, project needs and changes expeditiously to the Executive Director and suggests solutions as appropriate.
- Advises the Executive Director and Board of Directors on Recreation Department matters.

Primary Responsibilities

Executive Leadership

- Serves as a member of the executive management team, comprising the Executive Director, Chief of Engineering, Chief Financial Officer/Treasurer, Chief of Conservation, Chief Legal Counsel, Chief of Natural Resources/Land Management, Director of Marketing and Communications, and Director of Human Resources.
- Keeps the Executive Director and the Board of Directors informed by collecting, analyzing and summarizing pertinent recreation department information and trends.
- Represents the recreation operational areas including parks, and marinas, to other departments, elected officials, and outside agencies; coordinates assigned activities with those of other departments and outside agencies and organizations.
- Responds to and resolves difficult and sensitive customer and members of the public inquiries and complaints; explains, justifies, and defends department programs, policies, and activities.

Recreational Management

- Responsible for managing assigned recreation operational areas to achieve and surpass stated goals and objectives.
- Participates in the development, communication, and implementation of effective growth strategies for assigned areas.
- Works with the executive management team to develop and implement plans for the recreation operational structure, processes and personnel designed to accommodate the objectives of the organization.
- Assists in the development of policies that encompass recreation organizational operations, personnel, financial performance, and organization expansion.
- Assists in overseeing major recreational workforce and resource decisions.
- Oversees assigned areas of the day-to day recreation operations of the organization, including parks marinas, recreation planning and projects.
- Oversees recreation operational budget to ensure profitability.
- Develops long-term plans to improve departmental operations.
- Evaluates pending legislation and statutes and responds to changing regulations and technology regarding parks and marinas. and ranger program.
- Works with Deputy Chief of Recreation Operations to establish appropriate service and staffing levels; monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; allocates resources accordingly.
- Plans, directs, and coordinates, through subordinate staff, the recreation department's work plan; including parks, marinas, projects and planning.

Introduction of Opportunity (continued)

Marina Administration

- Administers marina and marina campground leases by ensuring compliance with terms of lease agreements with MWCD.
- Ensures visits are regularly made to inspect leased marina facilities and maintains good communication and rapport with operators.
- Develops and updates marina leasing guidelines, ensuring that they remain equitable for MWCD and marina operators.
- Participates in marina lease negotiations and renewals and enforcement of marina lease provisions.

Park Concessions and Special Events

- Oversees and administers park concession operations.
- Keeps abreast of changes in concession operations through annual trade shows and professional affiliations.
- Assists with contract preparation and negotiations for activity center camp stores and concession operations, which are currently under lease agreement.
- Maintains contact and rapport with lessees of these operations and verify that terms of lease are being followed appropriately.
- Provides input and oversight for park special events, activities and interpretive (naturalist) programs.
- Ensures that recreation staff is working collaboratively with Marketing and Communications Director and Programming staff to communicate park and marina needs for programming and provide cooperation for special events, activities and interpretive (naturalist) programs at the park/marina level.

Organizational and Financial Oversight

- Assigns projects and programmatic areas of responsibility; reviews and evaluates work methods and procedures; meets with key staff to identify and resolve problems, including budget planning, human resources, and compliance with all applicable laws and regulations.
- Provides leadership for problem resolution within the organization to facilitate improvements and improved working relationships between groups.
- Responsible for the preparation of overall recreation budget, including capital budgets.
- Oversees recreation budget and ensures achievement of all recreation department financial objectives by developing and recommending annual recreation department budgets, analyzing variances, initiating corrective actions and anticipating long-term budget issues.
- Develops new operational strategies to enhance and improve overall performance.
- Develops contingency plans as needed to address identified problem areas and provides input for future improvements.
- Manages and supervises the work performed by recreation department employees, contractors, subcontractors and concessionaires (i.e. marina lessees and food service/restaurant lessees) relative to the recreation department and coordinates with the executive staff regarding the work performed by those employees, contractors, subcontractors and concessionaires.
- Supervises direct reports, including assigning work hours/schedules and communicating same to staff, directing and prioritizing work, planning the work and determining the techniques to be used to accomplish the work, allocating the work among employees, performing reviews on employee's productivity and efficiency; managing discipline of employees; processing/resolving employee complaints and grievances.
- Approves timekeeping records for assigned staff. Interviews, selects and trains employees.
- Gives recommendations regarding the hire, discharge, advancement, promotion or job status changes of assigned employees that are given particular weight in decision making.
- Assures quality and safe performance in all phases of the recreation operations of the MWCD.
- Assists direct reports in expanding their managerial skills and abilities by developing individual goals and strategies to achieve those goals.

External Relationships

- Assists the Executive Director and other MWCD staff as necessary to address the questions and concerns of the public, represents the MWCD at meetings or other events, as necessary.
- Maintains rapport with the public, recreation user groups and communities served by MWCD by meeting with them in person and forming advisory groups, as necessary.
- Reaches out to resolve concerns from customers and the public and settles disputes, as necessary.
- Serves on related outside boards, commissions or committees in furtherance of the recreation operations of the MWCD.

Key Qualifications and Competencies

Essential Knowledge, Skills and Abilities

- Excellent knowledge, skills and abilities in management and coaching.
- Demonstrated experience in all phases of recreation and parks operations, programming, marketing, budgeting, planning and development. Experience in campground operations is preferred; marinas is a plus.
- Ability to define and solve problems, establish facts, and draw valid conclusions. Demonstrated ability to prepare meaningful, concise, and accurate reports.
- Strong leadership skills necessary to be persuasive in the promotion of new ideas and inspire others including the ability to make effective decisions and to take appropriate action when necessary.
- Demonstrated experience in long range planning and implementation.
- Proven ability in budgeting, budget performance and public sector fiscal policy.
- Knowledge of agency policies and procedures, government structure and process, budgeting, management, public relations, and park management.
- Excels at all aspects of customer service.
- Excellent oral and written communication and interpersonal skills.
- Ability to develop and maintain effective working relationships with peers, staff, professionals, community leaders and the public.
- Excels in developing relationships with a wide variety of community groups.
- Proven ability to communicate effectively with employees, the public, public officials, community, and professional organizations.
- Proven ability to inspire and be persuasive in the promotion of new ideas, concepts, and action plans to influence positive outcomes with both internal and external audiences.
- Working knowledge of processes required prior to the acquisition of property, as well the variety of methods and financing options (i.e. grants) available for the acquisition of park lands.
- Exemplifies the highest ethical standards in professional and personal conduct.

Minimum and Desired Education, Licenses, and Certifications

- Bachelor's degree required with major coursework in parks and recreation, public administration, business administration or related field. A master's degree in a parks and recreation related field is preferred.
- Ten or more years of progressively responsible parks and recreation or related experience. A minimum of five years in management is required, and senior-level management is preferred.
- Good organizational and computer skills are required.
- Experience in managing and coaching is required.
- High level communication and public contact skills are required.

Other Requirements, Expectations, or Unusual Conditions

Attendance at meetings and functions may require evening and weekend work. There is an expectation to frequently be in the field at recreation, parks and marina facilities including holiday weekends and during special events/activities. Occasional work to supervise projects during weekends or evening hours is required. A greater emphasis on weekend work will be required during the recreation season when parks and marinas are open and in full operation. Must possess a driver's license valid in the state of Ohio. Must be insurable by MWCD fleet insurance.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; and to talk and hear. The employee frequently is required to reach with hands and arms. The employee is occasionally required to stand, walk, climb or balance. The employee must frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, color vision, and ability to adjust focus. The noise level in the work environment is usually quiet.

Key Priorities for the next Chief of Recreation

Key Priorities

Visionary Leadership

- Drive innovation and creative revenue generation while analyzing activities, cost, and operations.
- Maximize MWCD's assets in collaboration with the finance department.
- Develop, empower and elevate staff in their professional roles while advancing a high performing culture at MWCD.

Strategic Execution

- Informed by the MWCD strategic plan, prioritize recreational initiatives that leverage the existing strengths and resources of MWCD.
- Guide the recreation team in sustainable planning around marina management, campground optimization, and new activity development.
- Align the vision for strengthening recreation programming across the division and ensure follow-through on activities.

Collaborative Partnerships

- In collaboration with the Marketing Department, promote the distinctive qualities and opportunities at MWCD to promote recreational growth, recognition and usage.
- Build rapport and relationships with stakeholders while fostering collaborative decision-making, driving results for both the team and individual employees.
- Prioritize and market key resources and programs, producing results that accelerate growth in recreation and across MWCD.

Communication and Advocacy

- Effectively communicate the vision for recreation to leadership, staff and other MWCD stakeholders.
- Serve as a champion for MWCD while advocating a futuristic mindset for recreational activities and the organization as a whole.
- Be a visible and collaborative partner with parks and marina staff and visitors to ensure their voices are heard while gaining buy-in.

Competencies

- Passion for recreation and natural resources
- Ability to balance strategic, big-picture thinking with operational management
- Proven track record for innovation
- Entrepreneurial experience and mindset
- Programming and budgeting execution
- Strong business understanding
- Safety, compliance and risk management experience related to marinas and campgrounds
- Bias for action and execution

Complementary Attributes

- Visionary and business-minded innovator
- Collaborative colleague and team player
- Driven decision-maker
- Innovative thinker and doer
- Proactive communicator
- Prudent risk taker
- Results oriented manager
- Strategic executor
- Team builder and coach
- Visible and approachable leader

Executive Director



Craig Butler

Executive Director
Muskingum Watershed Conservancy
District

Craig Butler serves as the chief executive of the Muskingum Watershed Conservancy District (MWCD), an organization which manages Ohio's largest watershed with the mission of preventing flooding, conserving natural resources and promoting outdoor recreation. The MWCD owns 60,000 acres and 16 dams and reservoirs across Eastern Ohio which its 415 employees manage in partnership with the U.S. Army Corps of Engineers (USCOE). MWCD's recreation resources serve approximately 5 million Ohioans annually and its flood prevention mission is calculated by the USCOE to have prevented more than \$10 billion in property damage since the MWCD's inception.

Butler is a longtime Ohio natural resources and environmental leader, having previously served in senior positions under two governor's administrations, including in the Governor's Cabinet as director of the Ohio Environmental Protection Agency. At the EPA, Butler led the agency's 1,400 scientists, engineers, and administrative professionals to protect Ohio's environment while building a culture that supported economic development and new job creation. Under his leadership the agency also developed initiatives that served as national models regarding climate change, drinking water standards and watershed protection strategies.

Prior to joining MWCD, Butler led the Power Siting Board for the Public Utilities Commission of Ohio where he worked to streamline the approval process for new power generation, initiated an overhaul of the Board's governance and helped improve the consistency of the Board's siting process.

Butler recently served Ohio University as President Hugh Sherman's regional Trustee. He also is a member of the Board for the Joyce Foundation in Chicago, which provides endowed funding for environmental and social justice causes. He holds senior or Board appointments with several other organizations.

Butler holds a Bachelor of Arts in Geography and Environmental Studies from Mansfield University in Pennsylvania and a Master of Science in Environmental Studies from Ohio University. He lives in Tuscarawas County with his family, where he enjoys hunting, fishing and endurance running.

Leadership Team



Craig Butler
Executive Director



James Crandall
Chief Financial Officer



Bradley Janssen
Chief of Natural Resources
and Land Management



Mary Burley
Director of Human
Resources



Jonathan Mizer
Chief Counsel



Adria Bergeron
Director of Marketing and
Communications



Matt Thomas
Chief of Conservation

Process of Candidacy



Muskingum Watershed Conservancy District is an equal opportunity employer.

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Process of Candidacy

BeecherHill is pleased to partner with the Muskingum Watershed Conservancy District search committee and Board of Trustees on this critical search. Please submit nominations, referrals and resumes with preferred contact information to our Firm:

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