

Colorado Parks and Recreation Association Board Meeting Minutes

Date: Thursday, April 23, 2009

Time: 11:00 a.m. - 1:00 p.m.

Location: Two Rivers Convention Center, Grand Junction

- I. **Call to Order, Welcome and Introductions.** Scott Ledin, President, called the meeting to order at 11:10 a.m. and welcomed everyone. Scott commended Larry on the great job with the Midwest Conference.

Voting members in attendance: Scott Ledin, Kurt Carlson, Tom Hoby, Mike McDonnell, Ture Nycum (12:15), Larry Manchester, Cindy Keating, Bryan Wood

CPRA Staff Members: Stephanie Stephens

- II. **Consent Items.**

- A. **Additions to Agenda.** No amendments.

- B. **Approval of Minutes.** Approval of February 27, 2009 Minutes. Motion to approve made by Larry, seconded by Kurt. Minutes passed as submitted.

- C. **Financial Reports.** Stef distributed the Financial Report Narrative and reviewed the budget by the six different categories.

Membership: Membership renewals coming in with 68% revenues realized.

Operating: Expenses down.

Professional Development: Revenues down. NPSI successful with over 50 participants. Facility Design School registration down significantly. Annual Conference Committee working diligently to keep costs down.

Programs: Performing Arts Jamboree was a financial success with a net profit of \$5,949, \$1,300 more than projected.

CARA: Revenues up and expenses down. Rockies Skills Challenge has six new agencies participating.

Other: Aquatic revenues are down, CASC Spring Idea Exchange had just over 40 participants; CTRS struggling with their Grand Round sessions; Directors Section Leadership Forum registrations are slow; Parks Spring Show attendance down with net income \$3,600 below projection; Small Communities/Western Slope hosting MWRC with 105 full day registrations, 60 one day registrations, 53 vendors and strong sponsorships.

Overall: Numbers tracking slightly below compared to 2008. Major concern is Facility Design School.

Stef recommends a July budget meeting to review the budget and make any needed revisions. Motion to approve financial report as presented was made by Tom, seconded by Mike. Financial Report passed as submitted.

III. **Action Items.** None

IV. **Information Items/Reports.**

- A. Board Structure Report and Discussion.** Scott refreshed the board's memory on a discussion from the winter board meeting regarding board continuity, term limits and voting power. Currently, board members have a one year term except for Treasurer, two year and President Elect, three year. Stef stated that continuity is very important; it is difficult to get a new board trained every year. Other state associations are moving toward longer term limits and staggered terms. Scott indicated that staggered positions on the board may encourage people to run for board positions. Tom suggested that section reps be the advisory to the executive board. This could be breeding ground for the executive board. Kurt believes terms should be staggered, this will create more consistency. It was recommended that we define the President Elect, President, Past President and VP roles and how they work with the individual section reps. The board agrees with the concept of the seven member executive board with the section representatives being the advisory to the board. Everyone agrees that terms should be longer and staggered. Stef and Kurt recommend that the board vote on these changes at the June meeting and then get it on the ballot for the members. This way the new incumbent will know their terms.
- B. Midwest Regional Council Update.** Well attended meeting Tuesday morning. Quite a bit of discussion around the updated manual procedures by Rod Trujillo. What was stated in the past, based on our size and NRPA members, Colorado had the potential to place up to nine members on the council. The task force committee is recommending that we create a smaller group from each state, with up to three members from each state. Currently it is difficult to get anything accomplished with thirty people on the council. A smaller representation will make the council more active. The Midwest Regional Council is made up of representatives from North Dakota, South Dakota, Kansas, Wyoming, Nebraska and Colorado. The intent is to use this council to bring items to NRPA. These councils use to be strong; however, NRPA has backed away from these councils. The Midwest Regional Council tries to keep the connection. This is a good platform to get involved with NRPA.
- C. CPRA Foundation Update.** Larry reported that scholarships will continue at the same level and will move forward as planned. There is a potential for a silver lining scholarship, this is dependent on the number of requests submitted. Scholarship requests are due by the end of the month. Money is available so encourage applications. Golf Tournament is scheduled for June 8 at Red Hawk Ridge. Tom stated this is one of the best tournaments as

everyone wins a prize. New members on the foundation are Amber Garret, Pat Shae, Shannon Fern and Veronika Clark.

D. Staff Updates.

- 1. Membership.** Renewals are still coming in.
- 2. Professional Development Updates (Conference, RFDMS, RMRMS, leadership Forum, Parks Planning School).**

Conference is moving along, looking for ways to cut costs. Hearing from larger City's that are not sending people this year due to cut budgets. Putting together a great program with new and interesting types of opening and closing sessions.

RFDMS has only four registrations and nothing new since February. Staff is conducting a huge final push; the final decision will be made on April 30.

Discussions have been made with Omni Hotel regarding negotiating the reservation fee, possibly moving other events to Omni, such as NPSI course in August and the RMRMS. Talking with Missouri to maybe flip flop years.

RMRMS CPRA has taken on the planning for this school. This school will probably move to the Denver Metro area. The Board of Regents is very confident with CPRA running this school; they want to make sure we keep the national theme. NRPA does not want their name attached to the school without input.

Park Planning School NRPA has released this school. CPRA considering taking on this responsibility as well.

Leadership Forum in Glenwood Springs, May 14 and 15. Registrations around twenty, can take up to seventy. We will break even at thirty-three.

V. Task Force Updates.

A. Professional Development–Mike McDonnell

Mike distributed a report from the April 9 task force meeting. Stef, Bryan and Jan Geden attended the meeting. Jan has really taken off with this. She has good connections and a lot of energy. She interviewed HR departments and other government capacities with open ended questions regarding their view on Parks and Recreation professionals. Next step would be to develop a strategic plan for development. Need to identify needs and determine our goals. Online training is a big push. Goal is to finish the plan this year and put in place in 2010.

B. Membership/Commercial Membership-Kurt Carlson

Kurt distributed a report from the March 12 task force meeting held at the Parks Show in Greeley. Task force discussed 2005 membership satisfaction survey and 2008 commercial member satisfaction survey results along with Diane potentially drafting a survey and how the survey questions would be presented. Need to determine value of membership before increasing fees. Need to determine needs and wants from a commercial membership with the association and to set a code of ethics.

C. Sponsorship & Fundraising-Cindy Keating

The task force met on April 6 at the CPRA office. The task force reviewed and discussed the sponsorship opportunities that Scott had put together last year. To keep this project moving thoughts were given to contract with The Publishing Group and Veronika Clark. The Publishing Group specializes in selling sponsorships and also publishes the CPRA Byline. The task force thought it would be a good idea to streamline this project by coming up with an overall sponsorship package. We struggled with how this package would look and that was where Veronika could help us out. Veronika shared a valued package she currently uses. One concern from the task force was the personal relationships we have developed with these sponsors and how do we keep these relationships and will they buy into this package. We would like to recommend that we work with the Publishing Group, have them put together a valued package for us to review. The Publishing Group would like a three year contract with option for renewal and 30% of revenues for their services. This project could take a year or two for the vendors to become comfortable with this change. We would like to get feedback from the sections and vendors at a roundtable at the Annual Conference. At the end of the meeting each task force member took a section, collect their sponsorship information and share with The Publishing Group. Scott and Tom recommended including vendors to the task force, Jenny Stevens and Teresa Penbrook. Tom suggested that we package the deal so members feel the benefit of the 30% returning to the Publishing Group rather than CPRA. Kurt would like us to make sure the rate is competitive.

D. Resource Center-Scott Ledin

Scott shared new websites, Rec Wave and Center for Parks and Recreation Professionals (CPRP), which are doing exactly what we would like to do. The website is designed to share resources with everyday professionals. Scott requested that the board write down the websites and visit the sites. Larry and Scott determined that there may not be the need to re-invent the wheel and to use the developed websites. The current websites are free. A person can look for information or share information. Materials submitted on the website continue to grow. The task force thought this could be handled administratively by sharing with our members where to find the information.

E. Birthday Celebration-Ben Valdez - Report next meeting.

VI. Announcements. - Scott reported on Legislative Forum, will discuss at June meeting.

VII. Adjournment. Meeting adjourned at 1:10 p.m.