

Colorado Parks and Recreation Association Board Meeting Minutes

Date: Friday, July 10, 2009
Time: 10:00 a.m. – 4:00 p.m.
Location: Mike McDonalds House, Morrison

I. Call to Order, Welcome and Introductions. Scott Ledin, President called the meeting to order at 10:15 a.m. and welcomed everyone. The board reintroduced themselves, voting member in attendance were Scott Ledin, Bobby Warner, Curt Sloan, Cindy Keating, Mike McDonnell, Tom Hoby, Rachel Wysuph, Ben Valdez, Ture Nycum, Claudine Low and Betsy Sweet. Also in attendance was Jamie an intern from Louisville. Staff present was Stephanie Stevens and Ashley Strickland.

II. Consent Items

A. Additions to Agenda – no additions to the Agenda. Scott moved to approve.

B. Approval of Minutes – Approval of April 23, 2009 minutes. Tom motioned to approve minutes. Mike second. Minutes passed as submitted.

C. Financial Reports – Ben distributed the financial report narrative and reviewed the current budget categories. Year to date revenues are at 58% and expenses at 46%. Year to date revenues are up 26% and expenses are up 16% compared to 2008.

Memberships: We are doing well with memberships, 83% of revenues realized.

Operating: Operating expenses are slightly down from this time last year; all other lines items are on track with budget.

Professional Development: Professional Development revenues are down. NPSI is almost full. Facility Design School was cancelled May 1 with only 5 registrations. We were able to successfully negotiate with the Omni Hotel to cut attrition fees in half by booking NPSI and RMRMS, using the remaining attrition charges as a deposit for these events next year. Last year the Leadership Forum was in the Professional Development category, in 2009 it was placed in the Directors Section. This year the turn out was low. The conference committee is working with the conference hotel to keep costs low.

Programs: The Performing Arts Jamboree was a huge success, showing a net profit of \$5,949. The Foundation Golf tournament shows a net profit of \$3,805, which is used for the scholarship fund.

Sections: CARA revenues are up and expenses are down. The Nuggets and Rockies Skills Challenge program numbers are above last year.

Sections Other: Aquatics revenue is down from 2008; CASC is working on their summer conference and revenue numbers are up from last year; CTRS revenue is \$1,000 over from this time last year; Directors Section Leadership Forum registrations were low, however the event was a success; The Parks Spring show was a success though the trade show and attendee numbers were down from 2008, the net was \$3,600 less than expected; Small Communities/Western Slope hosted the MWRC this year, attendance was low, \$1,800 in revenues are expected to still come in however \$3,000 is due to the next MWRC site leaving a \$2,929 net loss.

Overall: Overall it looks good; however there are some concerns and that is why

we want to talk about the future. Ashley distributed a more detailed budget. Stef is feeling good about the budget; the annual conference is still the big question. Conference Committee is working on cutting costs and is watching the budget extremely closely. Only keynote speakers will be paid, breakfast has been cut out and Susan is working diligently with the City of Steamboat to waive the fees for the use of the gondola.

III. Action Items

- A. Slate of Officers** – Scott presented for Kurt as he is in Austria. Prior to leaving, Kurt had conducted a lot of work on the Board Action Requests. The Slate of Officers continues to get tougher each year for whatever reason. A couple reasons may be limiting us based on our current bylaws. All board positions, except President-Elect, must be a CPRA member in good standing for at least a year. One of the problems we run into with the President-Elect position is the requirement to have served on the Executive Board previously in order to be considered for that position. The Executive Board being the seven elected officials. Due to the requirements, we may be missing some strong leaders. Last year was the first year we had a President-Elect position run unopposed. This year we are looking at potentially having the same issue. Cindy has volunteered to run for President-Elect this year. Another option would be to suspend our bylaws and place whoever would like to run on the ballot for this year. The timeline to have the Slate of Officers put together typically is initiated through a Board Action Request, the Board approves the ballot, and then by August 1 the ballot is available, meeting the 30 day minimum by having membership vote during the month of August allowing us to get everything together by conference. Scott stated a third part of this would be to put something on this ballot that also includes a change to term lengths. One VP and Secretary would be elected in odd years and the other VP and Treasurer would be elected in even years. President-Elect serves a three year term. This is a model that several other state agencies have gone to, with Kansas being the most recent. Scott reviewed option A and B for the Slate of Officers this year. Option A is the way we stand today with our current restrictions on officers. Option B is to temporarily suspend the bylaws for this election or to have a membership vote to change the bylaws permanently. Bobby moved that the CPRA Board approve the slate of officers, as listed in Option A, to be placed in the ballot for the elections to the 2009-2010 CPRA Executive Board. Tom second. Motion approved as submitted.
- Stef distributed potential proposed bylaw changes that include board composition, defining the board and advisory council and staggered terms. Ture discussed breaking the state into regions. Tom indicated it was discussed in the past that small communities was the eastern plains and western slopes was the western portion of the state and the rest was front range. Ture and Tom agree that this would take a long time to develop, but could be looked at by a future board. Discussions took place around section reps and their role on the board. Claudine felt the sections should have a voice through a vote. Since Stef has been with CPRA, section chairs have always been voting members. Scott would like to see both, the board composition and terms proposed bylaw changes on the ballot with some minor tweaks. The board discussed the ability to fast track these changes or

moving forward with our current bylaws in place and look to make a change in our upcoming ballot for 2010. Tom asked how feasible it is to put this out right away; Stef replied we can do it. Tom asked about timing requirements per the bylaws. Slate of Officers has to be announced 30 days prior to taking the position and bylaw changes announced 45 days in advance. Ture discussed the opportunity for someone new to our agency that has many years experience to be eligible for the executive board. Tom suggested 5 years as a professional and one year CPRA member or 3 year CPRA member to be eligible for the executive board. The board felt the bylaw changes including eligibility and structure required more discussion at the next meeting in August.

- B. Professional Development Task Force Consultant** – Mike reviewed the Board Action Request requesting the hire of Jan Geden to create a professional development master plan. The task force committee has come to the conclusion that it is time to create a master plan for the organization to follow and looking to improve the value. The master plan process would involve a number of interviews with different levels of organizations and surveys conducted by Jan Geden. Jan's proposal is very strong with a short timeline, looking to have a master plan with a road map by the end of the first quarter. This would ensure conferences would have quality professional development programs, meeting the needs of our membership. We are looking to the Foundation for support. This could be paid in one lump sum this year or half payment in 2009 and remaining balance in 2010. The Foundations next meeting is July 22 and this will be presented at that meeting for a vote. Tom discussed his conversation with Jan regarding the training program she developed in the Chicago Park District. Conferences should provide benefits to the entire agency, which will in turn convince the agency to spend the money to attend. Recommendation: Upon Board approval for the hiring of Jan Geden, approach the CPRA Foundation with a request to fully fund over a two year period, 2009-2010, the \$7,254.66 Professional Development Strategic Plan. Then, implement the process immediately which would enable the completion by the end of the first quarter 2010. Mike moved that the Board approve the actions of approaching the CPRA Foundation for funding and to enter into a contract with Jan Geden for the creation of the Professional Development Strategic Plan. Bobby second. Motion passed as submitted.
- C. Director's Section Bylaw Approval** – Tom reviewed the Board Action Request stating the Directors Section does not have Bylaws and according to the CPRA Manual, each section must have Bylaws. Recommendation is to approve the CPRA Director Section Bylaws. Mike moved to approve the CPRA Directors Section Bylaws as presented. Claudine second. Motion passed as submitted.

IV. Informational Items/Reports

A. Section/Committee Updates

CARA: Bobby reported the Hershey's Track and Field and the Gymnastics competitions are complete. The Rec Adult Softball Tournament numbers are the same of a little higher.

CTRS: Rachel reported that the Spring Workshop was a success. They are working on an accessibility guide for agencies to download; this should be finished by September.

Ashley: NPSI is August 6-8 in Broomfield. Evecetra Membership software should be running in the next week or two, the software is user friendly.

Western Slope/Small Communities: Ture reported that this section continues discussion regarding member representation at meetings. The Midwest Regional Conference was not attended as well as expected, there is a \$3,000 shortfall. The section is discussing possible fundraisers to make up the shortfall.

Stef: Facility Design School cancelled this year. Discussions with Missouri regarding the market not handling two schools a year, maybe develop a no compete clause and rotate years and have the school co-branded.

Parks: Curt reported that the Tradeshow had great results although attendance was down. The equipment demo had great representation from the vendors but not by the membership. They will try the demo one more year, maybe on a Tuesday or Thursday.

CASC: Claudine reported that the fitness members have been meeting for 6-7 years and are trying to become their own section. They will meet in September to begin bylaws and setting goals. The Seniors Annual Conference which focuses on professional development and self care will be held July 26 at the Rocky Mountain Arsenal. Registrations are up this year and should meet projections.

Aquatics: Betsy reported that the Lifeguard Games will be held on Sunday at Water World. A total of 43 teams have registered.

Directors: Tom reported that 30 people attended the Leadership Forum; this is half of last year's attendance. Discussed maybe taking a year off and offering another forum in 2011. The section completed the bylaws and is working on education sessions for the Annual Conference. Lynne from Breckenridge had accepted the section chair for 2010, however now feels she cannot fulfill the commitment due to current obligations. Gerald Black will fulfill this position the section will vote on this at the July 14 meeting.

B. Staff Updates

1. **RFDMS** – already reported

C. Board Goals Update – Stef distributed Retreat Goals from November 14, 2008 and requested updates from sections.

Educate: Sections are offering CEU opportunities

Support: New website launched and online membership directory will be launched in August.

Recognize: Section member Spot Light in each Byline. Sections represented so far are Aquatics, CARA, CASC, DTRS, Directors, Parks and Small Comm/Western Slope.

Board Term Length: Board continues this discussion, maybe follow Kansas model.

Member Engagement: Survey developed and should be out to members in August.

Commercial Membership: Continues discussions by the Membership Task Force.

V. Task Force Updates

- A. Professional Development – Mike McDonnell**
Moving forward with board approval to contract with Jan Geden.
- B. Membership/Commercial Membership – Ashley Strickland**
Diane Gaede conducting survey through Survey Monkey.
- C. Sponsorship & Fundraising – Cindy Keating**
Nothing new to report
- D. Resource Center – Scott Ledin**
Researching other current centers, blog opportunities and social networks already set up to help us do our job. Will have PowerPoint presentation at the August meeting. There are tremendous opportunities already out there. He envisions something similar to the CPRP site.
- E. Birthday Celebration – Ben Valdez**
Nothing new to report

Break for lunch from 12:25 p.m. – 1:30 p.m.

VI. Budget Work Session

Stef distributed the July 8, 2009 Profit & Loss Budget & Actual. Prior to the meeting, Stef had contacted sections requesting their year-end projections. Aquatics should meet their expected budget and the 2010 rep will be Chris Davison. Stef requested more solid numbers after the meeting. CASC is projecting a net income of \$1,600 and the 2010 rep will be Suzanne Golden. CTRS is projecting a net income of \$1,400 and the 2010 rep will be Sara Swain. Directors may have some additional revenue; however, the numbers are pretty close. The Parks budget is done for the year. Small Communities/Western Slope Section is planning fundraisers to recover deficit. CARA is planning a net income of \$6,345 and the 2010 rep will be Dana Redford. Annual Conference is the largest expense and revenue in the budget. The total budget looks great right now with a conservative net income of approximately \$3,000. Scott recommended that section reps keep the incoming reps up to speed on the budget and what is expected with their role. The board discussed working on realistic budgets and not rubber stamping from previous years. Sections have been asked to take the budget seriously. We need to develop and pass realistic budgets while keeping in mind the future professional development changes. Continue to think about the 2010 budget, come to the August meeting with solid numbers. The 2010 budget needs to be finalized prior to Annual Conference when the new officers are sworn in. The board was tasked with thinking outside the membership for sources of revenue. Brainstorming ideas included: ticket brokerage program, Bronco game concessions, operating grants for sections through the Foundation, winter lifeguard games, extended sponsorship packages, casino bus trips and lift ticket sales.

VII. Announcements – nothing reported

VIII. Adjournment – meeting adjourned at 4:00 p.m.