

Minutes
CPRA Parks Section Meeting
September 24, 2009
Sheraton Steamboat Springs Resort

- I. Call to Order
- Call to order at 8:03 a.m.
 - Welcome and Introductions
- | | | |
|--|--|--|
| <input type="checkbox"/> Dave Allgood | <input checked="" type="checkbox"/> Dirk Ambrose | <input type="checkbox"/> Judy Brandmeyer |
| <input checked="" type="checkbox"/> Jim Haselgren | <input checked="" type="checkbox"/> Dean Johnson | <input type="checkbox"/> Luanne Lee |
| <input checked="" type="checkbox"/> Ashley Perillo | <input checked="" type="checkbox"/> Curt Sloan | <input checked="" type="checkbox"/> Kelcie O'Donnell |
- Ross Williams; City of Lakewood
Dan Willadsen; City of Evans
Dave Brueggeman; South Suburban Parks
Dave Lee; City of Englewood
Paul Whalen; Douglas County
Tony Jaramillo; City of Commerce City
Matthew Cox; Jefferson County Open Space
Mike McDonnell; Arvada
- II. Dirk welcomed everyone to the meeting and gave a brief history of what the board has been discussing at previous meetings.
- Moving to the new building in Greely.
 - i. Better Flow
 - ii. Nicer facility
 - iii. Classrooms are closer together
 - iv. More room overall
 - Reconfigured the schedule to accommodate finishing earlier.
- III. Moving Location
- The "Old" or Current facility has been given to us free from Ron Williams.
 - The "New" facility will cost \$2100 for 2 days rental plus an additional \$1.50 per person that attends.
 - i. Kathy will waive the booth fee of \$10 in the new facility.
 - Historically we comp the cost of Greely's staff to attend the Workshop in exchange for the free facility.
 - Discussion/Options
 - i. Do we raise the fee of the workshop?
 - ii. Curt Sloan figures we are just shy of 500 people in the door on workshop day which would cost about \$750.
 - iii. We have to use the facility caterer in the new facility which would cost an additional \$8-\$9 per person eating lunch.
 - iv. Sponsorship from the larger companies?
 - 1. Big vendors might be willing to pay to sponsor.
 - v. Mike McDonnell questioned if the budget could carry the additional costs. If it can't and with CPRA closely watching their budget that maybe the move to a new facility would be better at another time.
 - vi. Do we move out of Greely all together?

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- vii. Can we continue to use some of the rooms in the new facility and keep the majority of the event in the old building?
 - 1. Ashley will contact Kathy in Greely.
 - viii. Can we reserve both venues and then decide with a month notice?
 - 1. This would give us time to see other options, get sponsors, and see how many people are signed up at that point.
 - ix. Do we move to the metro area? Now or later?
 - 1. Ashley will get/take quotes from other facilities.
 - a. Jeffco
 - b. Douglas County
 - c. Adams County
 - d. Arvada Event Center
 - e. Broomfield
 - f. All fair grounds
 - x. Those who have good relationships with vendors please get the word out that we are looking for people to be at the tradeshow and for others to sponsor.
 - 1. Curt Sloan will talk with LL Johnson and Potestio Bros
 - 2. Mike McDonnell mentioned that in the past LL Johnson sponsored the lunch.
 - 3. Matt Cox talked about signage with the sponsors on it. The larger the font the bigger the sponsor, the smaller the font for the smaller sponsor amounts.
 - xi. There needs to be a better job done with signage.
 - 1. Lottery has advertising money to give
 - a. Ashley will contact the Lottery
 - xii. We will not fill up the new building but we will give the "illusion" of full because everything will be on the event center floor. Lunch tables will be separated from the vendors and use the whole area.
 - xiii. Dirk shared his concern that vendors will also be cutting back and not be able to donate as much money as they have in the past.
- IV. Schedule Change
- Attendance historically drops significantly after lunch.
 - Vendors were also left with a bad taste in their mouths due to the limited contact time with attendees.
 - Proposed Schedule
 - i. Eliminate the keynote speaker
 - ii. 7 am – 8 am Registration and Check-in
 - iii. 8 am – 9 am Educational Sessions (3 – 1 hour sessions)
 - iv. 9 am – 11 am Vendor Visiting

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- v. 11 am – 12:15 pm Education Sessions (3 – 1.25 hour sessions)
 - vi. 12:30 pm – 1:15 pm Lunch Served
 - vii. 1:15 pm Raffle and Door Prizes
 - viii. Dismissed at 2 pm
 - CEU session(s) will be second set of sessions.
 - We would reduce the number of sessions from 9 to 6.
- V. Discussion/Comments
- Please contact Ashley with the prices for facilities.
 - Dean Johnson expressed his belief that we are making positive choices with the new schedule.
 - Tony Jaramillo will work on irrigation vendors. He also talked about how the event is not expensive for vendors or attendees. But maybe there has to be a balance to make the workshop better.
 - Dave Brueggeman addressed that he can send more people to the workshop because it is cheaper.
 - Everyone was asked to try to get more people to attend.
 - Ashley can email the amount of square footage needed to those who are getting quotes.
 - Another location that seemed to be a good idea was the Crowne Plaza/Holiday Inn at I-70 and Chambers.
- VI. Educational Sessions
- Thoughts from the group?
 - Certified landscape
 - i. What you go thru in the process?
 - Cater to the audience that attends the workshop
 - The big classes have been the hands on classes.
- VII. Demo Day
- What day of the week is best?
 - There was so much equipment available but there wasn't good attendance.
 - It is FREE!!
 - A Thursday in June from 10 am until 2 pm seemed to work the best.
 - Would it be best to have the form out now? Could people pay for the event with the rest of this year's budget?
 - i. The group discussed that they can't pay for next year's events this year.
- VIII. Next Meeting Dates
- Posted on CPRA website when determined.
- IX. Meeting adjourned at 8:57 am.