



**Board of Directors Meeting
Thursday, March 11, 2004
IPRA State Office
Grinnell, Iowa**

President Keith Abraham called the meeting to order at 10:40 a.m.

Roll Call: Keith Abraham, Lori Branderhorst, Cindy Coffin, Marci Hinnners, Ron Hopp, Todd Schenck

Absent: Jef Farland, Nancy Kuehl, Pat Prevenas, Gil Spence

Staff: Steve Jordison, Executive Director, and Cathy Shutts, Administrative Assistant

Newly Elected Board Members: Geoff Hubbard, Terry Gray, Julie Sina

Committee Chairs: Vicki Hensley (Personnel) and Sherri Proud (Marketing)

Marketing Committee Report:

Sherri Proud reported that the committee began working approximately one and one-half years ago to develop the new IPRA logo, and it has been implemented on t-shirts, letterhead and other publications. At that same time, the committee started preparing a brochure to market the organization. The committee's goal is to distribute the newly designed brochure in the following ways:

- To League of Cities' members to promote IPRA to cities and towns which employ park and/or recreation professionals that are not currently members of the organization.
- To YMCA officials in the various communities.
- To colleges for students pursuing degrees in the leisure field
- Spring Conferences and Fall Workshops

The brochure would be in the style of a folder, with pockets, and designed in four colors. Six inserts of two colors would give information about the organization and how to become a member. Sherri has received bids for the printing and reported on the results of the bids. The board discussed the need for these marketing brochures. Funding to produce the brochures was not available in the previous year's budget. However, Steve Jordison advised the board that there is possible funding available in the current budget up to \$3,000, and he will have a better idea of how much can be spent on this project at the May board meeting. It was suggested that the initial order be 1,500 inserts and 2,000 folders. Sherri was directed to get final cost estimates and report her findings to the board at the May meeting. *Motion to authorize Sherri Proud to spend no more than \$300 to secure a design for the marketing brochure and present it at the May board meeting. At that time, the board will determine whether or not the brochure will be printed. Motion by Lori Branderhorst, seconded by Marci Hinnners. **Motion approved.*** Another

Page 2
Iowa Park and Recreation Association
Board of Directors Meeting Minutes – March 11, 2004

marketing avenue the committee wishes to utilize is public service announcements advertising IPRA on local television stations. Members of the IPRA Board of Directors were asked to review the inserts that were presented to them at the meeting and return comments to Sherri by March 31, 2004.

Board Action Form – Executive Director’s Evaluation:

Vicki Hensley was pleased to report that 100 percent of the evaluations had been returned. The members of the Personnel Committee met February 18 to evaluate Steve’s performance and progress on his 2003 goals. Steve received very good ratings with positive comments regarding his performance. The committee recommended a 4 percent increase in his salary. *Motion to approve a 4 percent increase in the Executive Director’s salary. Motion by Ron Hopp, seconded by Todd Schenck. Motion approved.*

Board Action Form – Administrative Assistant’s Evaluation:

The Personnel Committee reviewed the Executive Director’s evaluation of the Administrative Assistant and gave Cathy Shutts very high ratings in almost all areas. The committee recommended a 4 percent increase in her salary. The Iowa ASA Executive Director, Tom Topping, has budgeted a 4 percent increase from that organization. One-half of Cathy’s salary and benefits are paid by the Iowa ASA. *Motion to approve a 4 percent increase in the Administrative Assistant’s salary. Motion by Marci Hinners, seconded by Cindy Coffin. Motion approved.*

Lori Branderhorst questioned whether these salary increases were reflected in the budget, and the board was advised that these increases would be included in FY 2004-2005 budget. The Personnel Committee will meet at the Spring Conference to review the evaluation forms and process. As outlined in the revised Manual of Procedures, the committee will be comprised of the members of the Executive Committee, the three senior Directors at Large and the outgoing Great Lakes Regional representative. Previously, the Past President of the board chaired the Personnel Committee, but it was felt that this position did not have as much contact with the Executive Director and Administrative Assistant. Therefore, the Past President will no longer serve in that capacity.

Approval of January 15, 2004 Meeting Minutes:

Motion to approve the minutes of January 15, 2004 board meeting. Motion by Lori Branderhorst, seconded by Marci Hinners. Motion passed.

Treasurer’s Report:

Steve Jordison advised the Board that the Personnel Committee indicated their desire for the Treasurer to be more involved with this role and give the report at the meetings. In the absence of Nancy Kuehl, Treasurer, Steve provided the report. He reviewed the procedure of checks over \$500 requiring two signatures. He e-mails a list of those bills to the Treasurer for her approval and stamps her signature on the checks. Deposits are made at least once a week, more often if necessary. Steve explained the written financial statements that he prepares. He further explained some of accounting procedures that he has implemented over the past several months.

**Iowa Park and Recreation Association
Board of Directors Meeting Minutes – March 11, 2004**

2006 Conference and 2005/2006 Workshop Site Selection:

Steve advised the board that he had received two bids for the 2006 Conference site. One was from Waterloo and the other from Dubuque. He recommended the conference be granted to Dubuque and that the date be moved to April 2-5 to take advantage of hotel cost savings. *Motion to accept Dubuque's bid to host the 2006 Spring Conference April 2-5. Motion by Lori Branderhorst, seconded by Todd Schenck. Motion carried.* The board was reminded that the 2005 Spring Conference will be held in Sioux City March 21-23.

Bids for the 2005 and 2006 Fall Workshop Sites were received from Clinton, Ft. Dodge, Bettendorf and Estherville. *Motion to accept the bid from Ft. Dodge to host the 2005 Fall Workshop September 13-15 and the bid from Bettendorf to host the 2006 Fall Workshop September 12-14. Motion by Cindy Coffin, seconded by Marci Hinners. Motion passed.* Some concern was expressed regarding the fact that both the 2005 Spring Conference and Fall Workshop sites are on the eastern side of the state. The board was reminded that the 2003 Fall Workshop was hosted in West Des Moines and Clive, with the 2004 Spring Conference to be held in Des Moines.

By-laws and Manual of Procedures:

Keith Abraham presented the updated Manual of Procedures and advised the board that there were still revisions to be made. A final draft in hard copy and on disc will be distributed at the Spring Conference. The By-Laws and Constitution will be included in the committee packets, also. The Manual of Procedures will appear as a pdf file on the IPRA Web site, as well. Keith presented the following questions, and discussion was held regarding inclusion in the Manual of Procedures:

- Net working groups. It was decided they should not be included.
- Aquatics Committee. Change to reflect the Director at Large recommends the committee chair.
- Personnel Committee. Change the make up of the committee to reflect Executive Committee, three senior Directors at Large, and the out going Great Lakes Regional representative.
- Scholarship Committee. Recipients of scholarships are strongly encouraged to attend the Spring Conference. Recipients will receive two complimentary Awards Banquet tickets. \$300 travel expense has been budgeted for recipients to use, if necessary.
- Special Training and Seminars Committee. Events sponsored by this committee need not be revenue producing.
- Fall Workshop. Prepare the budget at least four months prior to the event.

Motion to approve the Manual of Procedures as amended. Motion by Cindy Coffin, seconded by Ron Hopp. Motion passed. Ron thanked Keith for all the time and effort he had put into revising the Manual of Procedures.

Committee Bullets:

No comments or concerns were presented with regard to the printed information which had been presented earlier to the Board members.

**Iowa Park and Recreation Association
Board of Directors Meeting Minutes – March 11, 2004**

Committee Chair Assignments 2004-2005:

Keith presented the organizational chart. He suggested Geoff Hubbard to serve as Director at Large for Education; Mark Ripplinger to serve for Advocacy and Julie Sina to serve for Resources. Terry Gray is the newly-elected Treasurer. A few committees need chair assignments. Directors at Large will continue efforts to fill these vacancies. Keith thanked everyone for their help in securing chairs for the various committees.

President's Remarks:

Keith reminded the board members of the importance of following through with assignments. He thanked Jef Farland, Cindy Coffin and Marci Hinners for their service to the board as Directors at Large and Nancy Kuehl for serving as Treasurer.

Executive Director's Report:

Steve advised the board that the National Playground Safety Institute was cancelled due to a low number of registrations. Ron Hopp suggested the possibility of hosting the institute on the eastern or western border of the state to attract people from other states. Steve will investigate this matter and report his findings to the board. The Leadership Institute held in late January was a success. Approximately 75 percent of the exhibit hall spaces have been reserved for the Spring Conference.

Old Business – Long Range Plan:

Keith distributed a revised Long Range Plan and advised the board to note the change in some of the dates. Discussion was held regarding how parks and recreation professionals are viewed in their communities and whether the IPRA needs to address this matter. The organization needs to help smaller communities organize parks and recreation programs and associations.

Old Business – Board and Committee Training:

Keith distributed the revised schedule. Note the time change to 3:30 to 6:30 p.m. on Monday, April 5; meeting room TBA.

New Business:

Keith discussed the Re-Invent Iowa Program and stressed the need to make legislators aware of the importance of parks and recreation organizations and trails within the various communities.

Board Members Comments:

Ron Hopp reported that the nomination process went very smoothly. Those candidates not elected indicated a desire and willingness to chair committees. Positive comments about the IPRA were received from the various board members.

Correspondence:

There was no correspondence to discuss.

Adjournment:

*Motion to adjourn at 12:47 p.m. Motion by Lori Branderhorst, seconded by Marci Hinners.
Motion passed.*

Page 5
Iowa Park and Recreation Association
Board of Directors Meeting Minutes – March 11, 2004

Respectfully submitted by
Cathy Shutts
IPRA Administrative Assistant

ACTION LIST

- *Board members are to review brochure inserts presented by Sherri Proud and return comments to her by March 31, 2004*
- *Ron Hopp and Steve Jordison to investigate advantages of hosting NPSI on eastern or western side of the state to attract participants from neighboring states.*
- *Finalize committee chairs.*
- *Spring Conference and Fall Workshop notification to all bidders. (Steve Jordison by March 13)*
- *Marketing Committee will prepare final draft of promotional brochure in addition to determining production costs. (Sherri Proud by May 1)*
- *Prepare approved Manual of Procedures, By-laws and Constitution (paper copy and CD-Rom) for distribution to Board members and committee chairs at the Spring Conference. (Keith Abraham by April 1)*
- *Finalize Board Orientation Agenda and make speaker assignments. (Keith Abraham distribute by March 31)*

Next Meeting
Thursday, May 20, 2004
10:30 AM
State Office, Grinnell, Iowa