



President Redenius called the meeting to order at 10:35 am.

Roll Call

Present: Executive Committee: Todd Redenius, Sherri Proud, Doug Bylund
Directors-at-Large: Matt Beatty, Doug Foley, Janet Ellerbrock, Scott Hock, Michael Moran, Chad Weir
Absent: None
Staff: Steven Jordison, Executive Director

Motion to approve agenda as electronically distributed – Todd Redenius. Motion passed 9-0.

CONSENT ITEMS

Minutes – motion to accept board meeting minutes from January 28, 2011 – Janet Ellerbrock. Second – Chad Weir. Aye – Redenius, Proud, Bylund, Beatty, Foley, Ellerbrock, Hock, Moran, Weir. Nay – none. Abstentions – none. Motion passed 9-0.

Treasurer's Report – Treasurer Doug Bylund presented his first report. He covered the many documented files submitted by staff per the external operational review (January 2010) recommendations. All items are aligned per proper accounting. All funds (scholarship, building fund, general savings) are placed into one account until receipt of 2011 scholarship auction dollars. At which time a certificate of deposit will be purchased. Balance of the remaining two accounts will remain in the checking account until state office repair estimates are presented. At the end of April 2011, association had a net surplus.

President Redenius requested treasurer's report be accepted and filed.

REPORT ITEMS

President – Redenius indicated a "welcome" message would be forthcoming via "Wednesday Words" in addition to June's newsletter. He then desired to build upon the Board's success stories from the previous two years with the creation of a new Action Plan. Other key points include researching possible alternatives to our current governance structure, moving more decisions to Board level, creation of strategic partnerships, strengthening current partnerships, as well as creation of topic/activity driven ad hoc committees. Finally, Marie Ware (Director, Dubuque) has been charged with develop of an executive or director level workshop to be held during the 2011 Fall Workshop and 2012 Spring Conference

Motion: to confirm staff is responsible for the successful completion of the following core revenue producing events or activities; consignment ticket program, certified pool operator/aquatic CEU workshops, Spring Conference and Fall Workshop. Additionally, Spring Conference and Fall Workshop committee chairs will work directly with staff to ensure proper timeline and procedures are followed. Should either event fall behind in work completion, staff is to report progress-to-date to the Board of Directors for assistance – Moran. Second – Hock. Aye –Redenius, Proud, Bylund, Beatty, Foley, Ellerbrock, Hock, Moran, Weir. Nay – none. Abstentions – none. Motion passed 9-0.

Executive Director – please refer to report at the end of minutes (note – will be added after Board review is done).

DISCUSSION ITEMS

Action Plan – Recap of how the current Three Year Action Plan (TYAP) was crafted out of a leadership summit held in March 2008. Current TYAP expires on June 30, 2011. Successful completions include NRPA Congress fellowship, mentoring program, agency survey, salary survey, state office location, college visits. Objectives per goal: Goal 1 – 6, Goal 2 – 11, Goal 3 – 7, and Goal 4 – 7; for a total of 31 objectives. Fiscal year objectives: FY08/09 – 9, FY09/10 – 13, FY10/11 – 9. Consensus was there were too many objectives. Future objectives focus should be flexible, outcome specific, IPRA long-term positioning, quality versus quantity keep at two to four years but allow for tweaking as need be. Each year the Board along with staff will re-prioritize objectives.

WORK TASK – by May 31 to Proud, each board member is to submit suggested objectives. Redenius, Proud, and staff will create a working list. Outcome of June 23, 2011 board meeting will be creation of a new Action Plan.

Governance – board revisited the current governance structure and organizational chart.

WORK TASK – Moran was charged with coordinating recommended by-laws and manual of procedures changes for any initial report at June 23, 2011 board meeting. Committee assistance will be at his discretion. Staff can assist by provide information from contacting fellow state associations.

NRPA Congress Fellowship – reaffirmed the successful partnership with Iowa Foundation for Parks and Recreation (IFPR) by supporting inclusion in FY11/12 IPRA budget of \$750 (IPRA portion). Additional marketing combined with personal contact should increase the number of applicants.

WORK TASK – staff will distribute 2010 application and criteria to respective IPRA and IFPR board members.

Partnership Development – IPRA must look to nurture new opportunities to enhance association visibility, leverage limited resources, etc.

State Office Repairs – staff reported on exterior building repairs which include: cistern fill, removal of lattice overhang, removal of wooden deck, removal of deteriorating brick, cleaning/re-organizing storage garage. Immediate low cost items to be done: removal of excess cistern fill sand, tying off all exposed electrical lines, power washing handicap ramp, and cleaning of attic.

WORK TASK – staff will send 2010 office inspection report to all board members.

2012 Fall Workshop Site Selection/2013 Change – to date, IPRA does not have a host site for 2012 Fall Workshop. Several possible communities were shared. Staff presented an option to switch the Spring Conference to autumn and Fall Workshop to spring. Results from 2011 delegate and exhibitor post-event evaluation was given where two out of three delegates preferred the switch whereas it was evenly divided among exhibitors. Possible advantages of the switch include giving more members the opportunity to participate in a conference if it were moved to less busy time of the year; exhibitors would make contact with potential customers just before heading into budget season. Negative comments include overlapping of IPRA conference with NRPA Congress in addition to earlier budget preparation in many cities. Consensus was to retain the current format but move up conference dates to early March.

WORK TASK – staff was instructed to solicit bids for 2012 Fall Workshop, 2013 Spring Conference and 2013 Fall Workshop.

FY11/12 Budget – treasurer and staff will work in providing proposed budget at June 23, 2011 meeting.

WORK TASK – by May 31, board members are to send staff questions or concerns relating to current and future budget.

Board Member Comments – legislative issues at both state and national level are still of concern, in particular is the responsiveness of IPRA in rapidly changing bills. Association logo should be redesigned so it is “linked” with IPRA. There are many new faces in the profession so it is important for all members to reach out a welcoming hand. Lack of member involvement with Sport committee events. Creation of a photo directory located on a secured site with IPRA website.

No other business being discussed, meeting adjourned at 1:00 pm. Motion – Hock. Second – Weir.

Next meeting scheduled for: 10:30 am, Thursday, June 23, 2011 at state office in Grinnell.



Executive Director Report

February 1 to May 1, 2011

Presented to the Board of Directors (May 12, 2011)

Period covered by this report is the most hectic time of the association. To date, I have visited with the following local park and recreation boards: Davenport, Pleasant Hill, Ames, Ankeny, Des Moines; upcoming are Hiawatha and West Des Moines. Also, I presented at two of Dr. Jef Farland’s U of Iowa classes (total 41 students). Other leadership roles include selection as REAP Day at State Capitol coordinator, REAP Alliance treasurer, NRPA National Forum Awards committee chair, NRPA Great Lakes networking group representative to the National Forum, NRPA Council of State Executive Directors treasurer/secretary.

Aquatics – committee has met on two occasions in different parts of the state (Ames, Grinnell). Best attended meetings appear to be in central Iowa. Members felt it was time to change-up the annual pool staff workshop held prior to summer openings. This year we secured nationally known speaker Juliene Heftner from Wisconsin Park and Recreation Association. She will be the only presenter; giving four educational sessions. Cost is \$20 per person which includes lunch; \$15 for those brown-bagging it. Pool Tech Midwest has stepped up to help sponsor this event being held in Ankeny on Monday, May 16. Goal is to have 100 participants.

Staff continues to serve as the IPRA on-site coordinator for the CPO and Aquatic CEU Workshops. Responsibilities include meeting with hotel/motel staff in arranging room/registration needs, assisting instructors, and mingling with attendees. One side benefit of the exposure is the ability to meet/greet/interact with current and former IPRA members. Regrettably, due to travel and classroom constraints, personal visits to local agencies is next to impossible. Projected out of office time is CPO 20 days and Aquatic CEU Workshop is 10. Re-write of IDPH swimming pool and spa code has been put on hold pending CDC model health code regulations.

FY comparison attendance breakdown:

	2010/2011	<u>2009/2010</u>	<u>2008/2009</u>	<u>2007/2008</u>	<u>2006/2007</u>	<u>2005/2006</u>
CPO	236*	251	281	306	244	263
CEU	319*	388	407	344	325	271

- Participation numbers as of May 1, 2011

Awards – number of nominations has dropped from 20 last year to 11 this year. No submittals were received in T. Ray Frame and Service Club. Non-recipients were given an option to reapply for 2012 or to receive a recognition plaque during a local parks and recreation commission or city council meeting. Committee members will work with staff on two fronts: 1) identify potential new awards, and 2) determine how to best market the awards program.

Conference Planning – total number of registered delegates jumped from 103 in Sioux City to 129 in Davenport. One major enhancement was speakers. Lining up Dr. John Crompton, Mr. John McGovern, and Ms. Tracey Crawford added benefit to educational sessions. Dr. Crompton’s presentations were paid from a Landscape Structures grant whereas John Deere sponsored Mr. McGovern. Exhibitors fell short by 8 booths. Forty-eight exhibitors used 52 spots. Two companies were even added event morning! Regrettably, staff has heard from several vendors that delegate interaction was very low. Another change was shifting the Aquatic CEU workshop from Tuesday afternoon to Wednesday morning. Because no social was planned for Monday evening, Iowa Foundation for Parks and Recreation stepped up to organize one. They provided food and beverage with a free will donation.

Staff is investigating whether the Conference should be switched with the Fall Workshop. Vendors in addition to IPRA members have requested the association to look into this possibility

Fall Workshop (2011) – Clinton Parks and Recreation will be organizing this year’s event September 19-21. Breaking from tradition of Tuesday-Thursday we will now gather Monday-Wednesday. Doing so allows us to dovetail with the Iowa League of Cities conference (September 21-23 in Des Moines).

Information Technology – moving forward with the popular IPRA/Google Forum Board. We have nearly 85 participants. Continuation of regular electronic communication using Constant Contact is working well as does online survey services.

Legislative – the Iowa Legislature has drafted numerous bills directly impacting municipal government as well as park and recreation agencies. Most notably was discussion of funding only essential services, shifting sales tax dollars to help fund the Iowa Water and Land Trust Fund, and rolling back commercial property tax assessments. The legislature has not yet gavelled out even though almost all elected officials are back in their home districts.

Long Range Planning – current Three Year Action Plan ends on June 30, 2011. Discussion will occur at the May 12, 2011 board meeting to craft a new guiding document.

Membership – Ryan Penning, chair, is continuing follow-up on the new mentoring program. There are 11 professionals involved. July 1 begins IPRA’s new membership cycle. Once dues are established, renewal letters will be distributed. The committee has also taken on another huge responsibility of updating the encompassing agency survey. It was first completed in 2006 but has not been updated since then.

Current membership roles are:

Professional - 250	B&C – 225	Commercial – 42	Students – 17
Advocates – 18	Retired – 17	Agency – 36 (paid \$340)	Affiliate – 61 (no fees collected)

Nominations – the membership elected a new vice president (Sherri Proud) and three directors-at-large (Scott Hock, Michael Moran, Chad Weir). Vice President Todd Redenius was installed as president (2011-2013). Current DAL Matt Beatty, Janet Ellerbrock, and Doug Foley terms expire 2012.

Personnel – committee met with staff on January 6, 2011 for a six month update. New chair, Ben Page, will be soliciting via SurveyMonkey.com executive director evaluation comments from FY2010/2011 board and chair.

PCCEB – Chair Cindy Coffin and staff worked to ensure a safe smooth secure transition of all CPRP/APRP records to NRPA. NRPA has determined it would better serve the profession by consolidating all state affiliate records into one central database. NRPA renewal cycle is September 1 to August 31. Certified professionals in Iowa will now renew directly with NRPA following its prescribed procedures and payment structure. Members will need to personally record all CEU credits so as renewal time approaches proper documentation can be done. We have been assured by NRPA staff all Iowa PCCEB approved educational sessions will be accepted. IPRA will serve our membership by serving in a back-up role. There are currently 42 CPRP in Iowa.

Professional development educational sessions/forums/workshops seeking CEU credit must continue to follow IPRA PCCEB procedures for review.

Publications – the monthly newsletter has been redesigned for reader enjoyment. Soliciting articles featuring local agencies has been difficult to achieve.

Scholarship – Kathryn Krieg Membership Scholarship fund drive netted IPRA only \$195; even after two electronic communications to all then current members. \$1,000 scholarship is awarded to the recipient. During the past several drives we attained \$185 (2010), \$650 (2009) and \$635 (2008). This year our fund drive was in direct competition with the Iowa Foundation for Parks and Recreation fundraising campaign. Its \$100,000 campaign kicked off at the Fall Workshop (2009) in Ames. Auction sales totaled almost \$4,000 opposed to \$2,460 in 2010, \$4,500 in 2009 and nearly \$6,500 the year before. Three higher education scholarships out of eight applications were presented during the awards banquet. These included: IASA (Iowa student), Musco/Outdoor Recreation Products (Iowa student), and Kathryn Krieg (UNI student). All three recipients were in attendance at the awards banquet.

J. Nivel Nichols scholarship (\$750) was replaced with the NRPA Congress Fellowship grant. IFPR is co-funder with IPRA in awarding this new annual grant. First recipient (2009) was Josh Larsen of Huxley with Chad Weir of Marshalltown as second.

Sports – the third and final adult volleyball (co-ed) tournament occurred in early March. Ten teams competed at the Grinnell Athletic and Recreation Center. Chair Rick Courcier once again assisted staff in running this one day tournament.

Spot shot basketball state finals occurred also at the Grinnell Athletic and Recreation Center. Participation at the state finals has dropped over 250 youths to just more than 150. This could be due to economic cost, physical drive time, or competition date. The committee has contemplated altering the finals competition date but because of the potential bad weather, college and high school basketball games, in addition to local youth basketball tournaments late March appears to be the best available time period. Volunteers were provided by the Grinnell High School softball team. Staff assisted Rick Courcier and Travis May in organizing event day.

Local host competitions were held in 26 communities. The top two youth in each gender/age advanced directly to the state finals.

On a side note, the Ahrens Foundation now charges a facility usage fee of \$100 per event as opposed to allowing free usage which ended in 2008.

Special Training and Seminars – the committee offered no extra seminars or training this fiscal year. They have met on three occasions. Next step is to distribute an interest survey to all members.

Other Related Updates

Iowa Foundation for Parks and Recreation – the February meeting was changed from a face-to-face to conference call due to snow storm. Another meeting is being planned for late May. IFPR did step up to host a Monday night social during the recent conference in Davenport.

IFPR provided services to IPRA by funding, for expenses only, three conference delegates.

IPRA offers the IFPR a complimentary full page color back inside cover ad in the 2011 association directory. Value is \$400. Additionally, we host a dedicated web page for Foundation.

Consignment Tickets – staff is in the process of distributing all consignment tickets to requesting agencies. There is little change in the number of participating agencies.

NRPA Legislative Forum/Mid-Year Meeting – for the fourth year in a row, NRPA hosted the event in mid-March as opposed to President's Day weekend. This date selection has proven frustrating as many legislators head home for spring break. IPRA delegation to Capitol Hill included Todd Redenius, Larry Makoben, John Terpkosh, and Steve Jordison. We were unable to secure personal visits with any representative but experienced quality sharing with staffers. Primary focus of the trip is to reinforce NRPA's legislative agenda from the standpoint of how it may affect Iowans. In addition to Capitol Hill visits, a number of governance meetings were required.

Leadership Institute #7 - cancelled due to a snowstorm (February 1 & 2).

Upcoming Activities to the 2011 Fall Workshop

- CPO/Aquatic CEU workshop – May 9-11 in Cedar Rapids, June 13-15 in Fort Dodge, August 15-17 in Ames
- FY 2011/2012 budget implementation – July 1
- Promote advertising – July 15
- Membership renewal drive – July 15
- Distribute Fall Workshop delegate materials – late July
- **NRPA Congress room block – reservations due July 29**
- NRPA Council of State Executive Directors Summer Meeting – June 8-10 in Atlanta, GA
- IPRA Day at Iowa State Fair – August 18, Des Moines
- Fall Workshop – September 19-21, Clinton
- Continue meeting with local park and recreation boards