

NATIONAL ASSOCIATION COUNTY PARK AND RECREATION OFFICIALS
BOARD OF DIRECTORS MEETING
SEPTEMBER 28, 2007
INDIANA DNR HEADQUARTERS
INDIANAPOLIS, IN

I. CALL TO ORDER

John Von de Linde called the NACPRO Board meeting to order at 1:03 p.m.

Dan Border Indiana State Parks was introduced and gave an overview of the parks and the State in general. He explained the State Parks Mission Statement and the Vision Statement. The park system has 375 full-time staff and 178,000 acres of land, seven lodges and all concessions.

Before roll call, new Board members were introduced.

II. ROLL CALL

Those present were: Dan Gooch, John Buck, Jay Ellington, Renee Bahl, Greg Mack, B. Christopher Stice, Paul Mueller, Robert Nickovich, William G. Palmer, Andy Kimmel, Margie Walz, Ron Benson, Ned Cheely, John deBessonnet, Steve Dice, Russ Guiney, Lisa Killough, Steve Madewell, Roger Sabine, R.J. Cardin, Mark Thornton, John Von de Linde, Jane Pike, and Bill Beckner, Consultant.

III. REQUESTS FOR AMENDMENTS TO THE AGENDA

None

IV. INTRODUCTION OF GUESTS

Three present

V. APPROVAL OF THE MINUTES, JULY 14, 2007, RICHMOND, VA

Andy Kimmel moved and Tom O'Rourke seconded a motion to approve the Board meeting minutes.

VI. ADMINISTRATIVE REPORT

Dan Gooch distributed the Administrative Activities Report dated 7-15-07 to 9-28-07.

VII. FINANCIAL REPORT

Dan Gooch supplied the Financial Report as attached.

Ron Benson had a question about checks for sponsors at the Richmond NACo Conference. They are included.

There was a question about a \$2,000 deficit as presented in the report. This deficit is from a loss of membership and corporate sponsors and is addressed in the 2008 budget.

Dan reviewed the 2008 budget revenue system. One change is the endowment has been separated from the operational budget. Targeted increase with corporate sponsors – decrease in membership. Web advertising seems to be a good area of revenue. Newsletter advertising is a new area of revenue. In the following discussion, several points were brought up.

John V. expressed surprise at the changes, noted the need to have board members to assist in areas of expansion.

Newsletter advertisement has a 50% revenue incentive for Dan for each ad he sells.

Dan indicated there are other areas for potential revenue and expenses by other – Ron Benson will assist for mailing and postage, offsetting that expense.

Margie expressed concern with investing into web design and the need to add to the budget. There was a general agreement the current web page is antiquated. Begging the question – how to redo the webpage? Margie recommended adding at least \$500 for this purpose. However, it was suggested Andy approach NACo and request them to help in the redesign for no cost.

NRPA may require \$500 fee for affiliate member fee – so this is budgeted

There is also money for a liaison fee as a back up as needed that may be applied elsewhere.

Newsletters: Going to web distribution only. Ron introduced the notion that there may be a possibility to get a corporate sponsor for every issue.

Discussion on print v. email – how to use a hand copy of newsletter for membership solicitation.

There was a discussion on the value of membership – what drives membership? Supporting the greater good; awards program; credentials of award winners, etc;

There was a discussion on how to touch small and rural counties. Consequently there is no park system to respond to a hard mailing & there is no cost for electric/web access.

Andy: Awards program solicitation may benefit from a mailer. There was a discussion of the timeliness of a hard mailing and the possibility of benefits of broad mailing.

Pres. John indicated the newsletter is probably best distributed via email and awards may be best solicited as both email and paper. There is a need to have a personal touch for membership and award solicitation and the need to really develop a marketing approach. Conclusion of discussion – transfer the \$1,000 for NACo Liaison to the website.

Dan: continued to review the line items of the proposed budget.

John asked for final comments. It was suggested upping the corporate membership goals and the actual budget may be different.

Motion made and seconded to approve the budget by called vote, vote passed unanimously.

VIII. GOALS – JOHN VON DE LINDE

Summary of last meeting discussion, stay the course. With that in mind, John prepared the attached goal statement for the next several years. He called for a discussion from the committee.

Ron Benson provided 2007-2008 membership goals – statement as attached. Need to reprint the membership brochure. His agency will reprint and he will distribute. The peak membership for NACPRO was 250 members.

Corporate sponsors are where the money is. Every Board member was challenged to get one to two corporate sponsors each at \$200. This is certainly doable; a membership drive will start in December for 2008.

Give your comments to John, Ron or Margie regarding our benefits and how to expand outreach, especially to small operations also agency memberships for an additional \$50.

John suggested we develop a corporate membership or have a business card for NRPA Congress. Ron asked for an east, west and midwest rep for corporate member solicitation. He suggested a business sponsor, banquet sponsor, etc.

John moved on through communication goals. How to utilize web page need, going back to web redesign, need newsletter articles especially for members and the Board.

Margie – awards, review goals as outlined – will discuss proposed changes and changes in mailing later in her meeting of the awards committee with Greg Mack and John Von de Linde.

In years past we have had up to 80 applications. A core number always replies – but every year brings a changing group of applicants. Dan indicated there hasn't been a problem of recurrent award winners. It was suggested to link the awards and newsletters. It was also suggested to solicit projects through state recreation directors and NRPA.

John skipped to 9B – Greg Mack of CAPRA – 70 -75 agencies are accredited to elevate the profession. 27 agencies have requested evaluation, and the process continues to grow. Two cities Parma & Gate NY has seven employees and four employees – smallest accredited. Marketing is the biggest issue.

Back to goals: Educational programs, Bill Beckner:

- 1) Membership – mentor program. 3000 counties, 1200 NACo, 400 recreation programs. Bill suggested outreach to smaller counties as a mentor program.
- 2) Develop hot topic (experts develop) example, dog parks.
- 3) NRPA Summits: NACPRO should be a program. Margie asked how NACPRO can be a player. Bill indicated he may be able to help direct the agendas of their summits to include NACPRO. Andy indicated the tours are a big asset that NACPRO provides. CEU may be available.

John moved on to legislation goals prepared by Mark Thornton. Mark's comments were directed more toward implementation efforts of our platform. NRPA & NACo need NACPRO's involvement, in this regard – should have a MOU with both to support mutual interests. By establishing our platform it might help other agencies clarify theirs. NRPA needs NACPRO as a legislation support group. Especially with the No Child Left Indoors movement. Comments were also made regarding LWCF and full funding.

Dan spoke on governance – needs financial support and strong leadership. Perhaps greater involvement of Vice President to establish a greater sense of continuity, perhaps two year terms? John asked if the goals are going in the right direction. The goal statement will be expanded with input from the Board. Ron suggested pushing draft work through the winter months and spring to the Board via Internet.

- IX. NACo: Andy Kimmel reported on learning and understanding how NACo works, passed out one proposal, National Urban & Community Forest Ad. Comm. (attached). Proposal for NACo, unfortunately there is a very short turn around time – Oct. 12th – Partner with NACPRO. NACo is doing this, they are asking for contributions and support.

Andy made a motion for a resolution to support the program which was seconded and passed with no descent.

Andy also reported on NACo and TPL – county leadership and conservation awards – contact R.J. Cardin

C. Bill Beckner – XF program committee and professional education

CEU issue is being addressed with tours and NACPRO programs – a matter of paperwork.

2008 Baltimore in October, proposals need to be submitted online – applications are online. The deadline is December 10th. Increase non-park and recreation presenters – Margie indicated to make sure any programs were clear in identifying NACPRO program's submissions.

Bill asked NRPA “who was the NACPRO liaison?” NRPA has affiliate agency benefits that NACPRO is not taking advantage of, and listed several examples: e-mail blast, e-ads, bus tours, meeting announcements, etc. It is a question of meeting deadlines for NRPA.

X. COMMITTEE REPORTS

- A. By laws – Lisa K. passed out copies (need digital copies) point of information, any by law changes need to be done at the annual meeting.

A call was made for notification of changes to the by laws.

- B. Legislation: nothing to add

- C. Finance: nothing to add

- D. Awards: Margie (Committee: Greg, John & Margie) two recommendations, (provided hand out) New category: removing barriers for smaller agencies
new category: operational facilities defined: historical cultural award

Motion made, and seconded, passed with no decent

- E. Membership: Ron Benson – will e-mail board members to solicit sponsors for several NACPRO events: tours, banquets, newsletter, awards - \$1,000 sponsors

- F. Professional Education: Bill Beckner, no report

- G. Internet: John deBessonnet – no report

- H. Endowment: John deBessonnet – no report

- I. Nominating: Steve Dice – think ahead for future nominations, Steve will solicit nominations via e-mail and newsletters in December. Diversity would be beneficial for the group.

Mr. Dice may not be on the board dependent upon his job status. A replacement is needed for the nomination committee.

- XI. REPLACEMENT OF BOARD MEMBERS

Jane Pike is replacing Steve Dice on the board.

At this point John introduced Dan's contract. A motion was made and seconded. The vote was unanimous.

- XII. ANNUAL MEETING, JULY 12 – 14, 2008, KANSAS CITY, MO

Mark Thornton will set up the agenda for the meeting. He provided several ideas that he is pursuing. Mark called for suggestions for educational sessions.

- XIII. OTHER BUSINESS

Dan requested corrections for roster – none noted.

- XIV. OPEN FORUM

Margie's NRPA session was a high scoring presentation.

Paul Romano sends his regards.

Steve Dice: partner with two year college to develop recruitment for park employment

Florida drastically impacted with budget reductions - "Man made recession" - Hundreds of jobs eliminated – 20% in staff state wide tax ceiling.

- XV. ADJOURN

A motion was made to adjourn the meeting, seconded and the vote passed unanimously. The meeting was adjourned at 3:55 pm.