

National Association of County Park and Recreation Officials  
Board of Directors Meeting  
October 16, 2009 – Salt Lake City

I. CALL TO ORDER

Margie Walz called the NACPRO meeting to order at 10:27 a.m.

II. ROLL CALL

Roll was taken by sign-in list

III. REQUEST FOR AMENDMENTS TO AGENDA

None

IV. INTRODUCTION OF GUESTS

None

V. APPROVAL OF MINUTES, MEETING JULY 25, 2009 NASHVILLE, TN

Minutes produced by Steve Madewell were addressed. Motion was made by Bob Nickovich to approve the minutes as drafted. Motion seconded and passed.

VI. FINANCIAL REPORT – DAN GOOCH, EXECUTIVE DIRECTOR

A. Financial Report for third quarter 09 (attached, page 14)

B. Approval of 2010 Budget (attached, page 16)

The Financial Report handout was reviewed by Executive Director Dan Gooch covering the third quarter, 2009. Motion was made by Pat Plocek for approval. Motion seconded and passed.

The 2010 budget prepared by Dan Gooch was reviewed. There was discussion of membership revenues, particularly corporate memberships. It was suggested that all or part of those revenues should go to the endowment. The endowment revenue line of the budget was reduced to \$1,000. Travel expense was placed at \$500.

Restoration of the scholarship expense line was considered.

Newsletter production expense has recently been covered by Palmer and is greatly appreciated by the Board.

News production and editing was placed at \$3,000. Contingency for 2009 was spent at \$1,700 for audit cost. Approval was postponed to a later point in the meeting.

## VII. PRESIDENT'S REPORT

President Walz focused on increased communications with the membership, especially by gmail. Steve Madewell suggested increasing communication with the membership regarding NACO legislative representation activities by Andy Kimmel.

Pat Plocek suggested increased information through the state level organizations regarding our awards program. President Walz suggested personal contacts by Board members reinforcing what has already been sent to the States by NACPRO. Russ Guiney, Mark Thornton and Greg Mack asked that NACPRO's relationship with NACO be highlighted in communications, promotions and newsletter submittals to heighten awareness. Steve Madewell suggested memberships by the Executive Director in related organizations in areas such as naturalists, historic site, and park planners. R.J. Cardin suggested that membership lists should be swapped. Mueller suggested that business card ads be swapped for the newsletters of these related and ancillary organizations. Mark Thornton and Greg Mack discussed ways to increase promotion of the NACPRO tour at the NRPA conference, possibly as an NRPA off site conference tour.

President Walz will write up and send out to the Board, a final list of goals. President Walz reported that she attended the Urban Revitalization Summit meeting and will send out a summary to the Board. Bob Nickovich also attended and reported heightened awareness among federal officials there as to the functionality of County level programs as actors and participants in the urban revitalization initiatives to come.

## VIII. NACO REPORT

A document prepared by Andy Kimmel was distributed. President Walz suggested we talk with NACO about a County Golf Course program for the next NACO Conference as an educational session.

Positive real estate value influences resulting from purchase of public park and open space was also suggested as an educational session topic for NACO by Steve Madewell and Greg Mack.

## IX. NRPA LIAISON REPORT

Mark Thornton reported that he will email to the Board a copy of the Legislative Update just produced by NRPA. He also committed to promoting the listing of NACPRO as an affiliate and listing our meetings and tours in NRPA Conference programs.

President Walz focused on the importance of getting NRPA legislative initiatives in the NACO platform.

Mark Thornton will look into County and Special District benchmarking data from NRPA.

X. DISCUSS ASKING THE NRPA TO ADD A BRANCH FOR COUNTY PARKS

The Board discussed this topic, but took no action on the proposal.

XI. USE OF MEMBER NAMES, ADDRESSES, EMAILS

An interactive self directive bulletin board concept was suggested for NACPRO. Mark Denny will look into this further, possibly based on a California State Association tool.

XII. COMMITTEE REPORTS AND/OR BUSINESS

A. By Laws

President Walz briefly reviewed the update prepared by Lisa Killough. Article 3, Section 2 was highlighted. In Section 5f, the Treasurer will assist but not chair the Audit Committee. Article 6, Section 2 dates were set some time ago. It was suggested that all dues shall cover the calendar year, amounts and due dates to be set by the Board. Article 6, Sec. 3d should include the term "if available." Motion by Greg Mack to recommend all of these changes, including those by Lisa Killough.

B. Legislation

R.J. Cardin suggested NACPRO positions, NACO and NRPA positions should be passed along to individual County lobbyists. Focus should also be placed on the rule-making process. President Walz agreed that Andy Kimmel and Mark Thornton should be included on the Legislative Committee roster.

C. Awards

Materials and committee membership are in place.

D. Membership

Randy Burkhardt reported that

- Palmer has updated the membership pamphlet. It was reviewed.
- Corporate membership promotional letter update will be sent out for review in November.
- General membership information will be sent out by mid December.

Ideas are welcomed on increasing exposure for our corporate members. We should send out corporate member certificates. We should put each corporate member logo on the front page of our web site once each year. Sponsorship opportunities should be highlighted for all corporate members. Fees for corporate membership are \$200 the first year, \$150 per year thereafter.

Motion by Greg Mack to set the fee at \$150 per year to be divided between the endowment including professional development for NACO at 50% and the general revenues of NACO at 50%. Motion carried.

Randy Burkhardt stated that general membership should be promoted on a state-by-state basis. The Membership Committee will divide the states among the Committee members to make some contacts. It was suggested that Board members contact counties within their states at state park and recreation conferences.

#### F. Professional Education

Bill Beckner sent information to Board members by gmail some time ago.

#### G. Internet

Margie Walz stated that the format is set. Changes to the template will include additional sort.

#### H. Audit

As year ends are completed by Dan Gooch, review will be completed well before the July meeting.

#### I. Communications Committee

President Walz asked for articles to be submitted for the newsletter from the Board members each year.

#### J. Endowment

None

#### K. Nominating

Nominations will be in place.

#### BUDGET ACTION

Motion by Pat Plocek to approve the budget as amended. Motion carried.

XIII. ADMINISTRATIVE REPORT

Dan Gooch reported that we did not need to do a Form 990, as revenues were somewhat lower. Steve Madewell complimented Dan Gooch on the prepared packet for this meeting.

President Walz complimented Dan Gooch on his performance.

Motion by Greg Mack to approve the annual agreement with the Executive Director.

XIV. ANNUAL MEETING

Steve Madewell suggested having the meeting at the Patagonia Inc. warehouse complex, and outstanding green complex.

Tentative dates: 17<sup>th</sup> – Saturday Tour, Meeting and Banquet – Sunday. Education program – Monday. CEU's will be provided through NRPA.

XV. OTHER BUSINESS

No other business.

XVI. ADJOURN

Motion by Pat Plocek to adjourn, the motion was seconded. The meeting was adjourned at 1:31 p.m. MDT, by President Walz.