

NACPRO Summer Meeting Notes
Board of Directors/General Membership Meeting
July 13, 2014
9:00 AM CST

Article IV, Section 1 of the Constitution and By-Laws of the National Association of County Park and Recreation Officials (as amended July 22, 2013 states that: *“The Association shall hold two meetings each year, one in the spring/summer and one in the fall. These meetings may be held in conjunction with other association conferences, such as the NACo Annual Conference, NRPA Congress or Special Park Districts Forum. The spring/summer meeting shall serve as the Annual Meeting of the Association where board members are elected”.*

1. Introductions- (Randy Burkhardt)

President Randy Burkhardt welcomed everyone to Board Meeting and asked attendees to introduce themselves.

2. Present:

Rick Gruen, John Watts, John Elholm, Bob Nickovich, Stacy Blackwood, Daniel Betts, Brenda Adams-Weyant, Randy Burkhardt, Scott Bangle, Ted Jack, Larry Blackstad, Bill Maasen, Dan Olson, John Knight, Russ Guiney, John VonDeLinde, Charles Burgh, and Rob Armistead.

3. Secretary’s Report- (John Knight)

Approval of June Minutes-Secretary John Knight submitted Minutes from the June 16, 2014 meeting for approval. No changes were necessary and the minutes were accepted by the Board.

4. 2014-15 Slate of Candidates- (Bob Nickovich)

Bob Nickovich presented to the Board of Directors the slate of twelve (12) candidates for Directors for 2014-15 term and the slate of six (6) candidates for Officers of the Board of Directors. The recommended slate of candidates was accepted by the Board as presented.

5. President’s Report (Scott Bangle)

a. Strategic Plan Review/Update

Daniel expressed the need for strategies for corporate sponsorships. Brenda emphasized moving forward and was invoicing former corporate members. Significant discussion regarding membership and the need for the Board to update the strategic plan to provide us some goals to work toward. Brenda also stressed the importance of strengthening the benefits package for members and discussed updates she planned for the website (see 5c). Stacy recommended combining “Best Practices” with member benefits and offering sponsorship as complimentary for writing “White Papers”. Scott reminded the board of the Knowledge Center’s availability and that no one had used or uploaded information from the forum. Brenda responded with the concern “How can we make it easier?” Larry reminded the board that sponsors are buying membership lists and that NACPRO is not well known among vendors. Daniel inquired as to where the gaps were and suggested an Executive retreat for Strategic Planning. Larry added that we need a park demographic database of our membership so that we have convincing data to sell our sponsorships to vendors. He also suggested that we talk with NACo

about the benefits of being an affiliate – do they promote our events, can we get an article about NACPRO in their newsletters, would we get a free table at the NACo conference, etc. Scott stated that it was not about strategy but rather implementation and that we additionally should make an effort to include vendors on our tours. Stacy added that we needed to be more strategic with partnerships. Ted suggested presenting at the NACo conference. Randy reminded all of the power point presentation that was developed for the 2013 SPDF that included award winners and highlighted county park systems across the country. Russ suggested that the best way to move forward may be to work through the details through a sub-committee. Bill agreed and believed a more intimate/smaller group may be more effective. Larry also suggested that the Board consider Agency Membership. Daniel agreed with the concept of a smaller group and to utilize that as a positive. Stacy pointed out that if growth was desired there were numerous ways that we could market membership to lower level staff. All agreed to continue discussion through the membership committee and future Board of Directors meetings.

A short discussion on benefits followed. Dan Olson commented that he values the peer network and the small personal nature of NACPRO. He said the organization has a positive image among peers. Bill Maasen asked if we could provide CEU credits at field tour and educational session to stimulate more attendance. It was also suggested that we could create a mentor program to guide the next generation.

6. Committee Membership

Scott presented the Committee assignments and encouraged those not already involved to become involved. Brenda informed the board that she would put out a call to seek volunteers for committees. Randy wanted to make sure that we keep retired individuals involved in NACPRO. Brenda reminded all that the Strategic Plan is what drives the committee structure. Stacy suggested a Strategic Planning committee and Rick, Stacy, Daniel, Brenda and Randy volunteered to serve on the strategic plan committee.

7. Association Managers Report (Brenda Adams-Weyant)

- a. **NRPA Congress**-Board Meeting date/time was scheduled for Tuesday at 7:30 AM to 9:00 AM on October 14, 2014.
- b. Since the 2015 NRPA and 2015 NACo conferences are both in Charlotte, do we want to ask Michael Kirschman to offer another county park tour for our NACo meeting? There was support for that and Brenda will follow up with Michael.
- c. **Membership count**- Brenda reported there are 122 individual members gaining a couple from last month. To increase corporate memberships Brenda stated that she is looking back 3 years and will be contacting for renewal. John (Elholm) suggested generating a Natural Resource Management List and Brenda suggested using the Outdoor Recreation Management list generated through the partnership agreement between NACPRO and SORP.
- d. **Financial Report**- Brenda stated financials look good and we are running in the black.
- e. **Website Update**-(see 4a)

8. Committee Reports and/or Business

- a. **Legislation**- Russ Guiney suggested a letter of support for LWCF from our organization to the House Sub-Committee. He will have a legislative update for the August board meeting.

- b. **Professional Education-** Scott Bangle again reminded all to take advantage of the Knowledge Center. Scott also emphasized importance of participating with PRORAGIS and getting CAPRA certification.
- c. **Awards-** Daniel Betts reported that we will present 27 awardees this year and reminded all of the Awards Banquet later in the evening beginning with social activities at 5:30 PM with the ceremony beginning at 6:30 PM. Daniel distributed the program outline and briefly explained. Larry suggested that we send the award notification letter to the board chairman of each agency to increase exposure and awareness of NACPRO.

9. Liaison/Affiliate reports

- a. NACO- Larry Blackstad informed the board that NACo has been discussing the need to limit the president's ability to designate public lands without acts of congress. He also mentioned discussion around NPS interest in limiting concession opportunities to private ventures rather than looking at opportunities with local governments.
- b. CAPRA-Scott Bangle reminded all that the CAPRA standards were changing. The changes could best be described as "objective based observations" and that everyone should look at the new standards.
- c. NRPA- Eric Hamp was unable to attend.
- d. SORP- Brenda Adams-Weyant had nothing additional to report.

10. Open Forum/Roundtable Discussion

Anoka County, Minnesota-John VonDeLinde discussed that his agency was working on a 3rd generation strategic plan and asked for input from others who may also be in similar situation.

11. Adjourn

There will be no teleconference meeting in July and will resume in August.