



Iowa Park and Recreation Association

Board of Directors Meeting Minutes

January 17, 2008

President John Hagener called the meeting to order at 10:35 a.m.

Roll Call: Angie Cole, John Hagener, Vicki Hensley, Jan Herke, Ben Page, Duane Randall, Todd Redenius, Mark Ripplinger

Absent: Troy Anderson, Terry Gray

Committee Chairs: Matt Beatty (Special Training & Seminars), Nick Lenox (Scholarship)

Guest: Taylor Griffin, Ankeny Parks and Recreation, student intern from Iowa State University

Staff: Steven E. Jordison

Motion to approve October 10, 2007 board meeting minutes: Ben Page, Second by Todd Redenius. *Motion approved.*

TREASURER'S REPORT

IPRA fiscal year is July 1 to June 30.

In lieu of Treasurer Gray's absence, Executive Director Steve Jordison shared with the board the current financial status (as of December 31, 2007). Overall, the association is in sound financial condition. On December 11, 2007, three certificates of deposit matured. These CD's were in the amount of \$58,000 (scholarship), \$35,000 (general savings) and \$35,000 (building fund). Each CD was at a rate of 5.15% APY. Staff worked with F & M Bank, Grinnell (IPRA current bank) to secure new terms and APY. After researching available options for highest yield without long term maturity, it was determined to purchase new certificates in the following amounts: \$68,000 (scholarship), \$39,000 (general savings) and \$39,000 (building fund). Each new certificate (5.0% with 7 month maturity) includes the previous earned interest coupled with specific additions – (scholarship auction/scholarship fund drive - \$7,000) and \$2400 (Iowa ASA rent). For ease of accounting, it was also determined to incorporate additional checking account funds to "even" the amounts.

YTD specific highlights include:

Expenses -- marketing (\$2000 for creating the foundation of an on-line registration system); Fall Workshop Golf Outing was \$1000 over budget due to actual cost of \$35 per golfer as compared to budgeted \$25 per golfer; consignment ticket revenue and expenses are higher due to increase Lost Island and Valleyfair ticket sales, Adventureland Park still owes IPRA rebate check from 2007 summer sales – this rebate is to be received in January 2008; CPO/CEU is higher due to timing of host hotel property payments and Iowa Department of Public Health CEU fees; office supplies are higher due to purchase of new ED computer and software; the contractual fee is for RSM McGladrey (\$1300) is partial payment to complete our FY 2006/2007 federal tax return.

Revenue -- ASA reimbursements (\$8792) for October 1, 2007 to December 31, 2007 will be received in January 2008; November Co-ed volleyball tournament team registration fees (\$625) paid via credit card will be posted in January 2008; there were additional Fall Workshop delegate registration fees (\$1530) due to higher than anticipated attendance; Fall Workshop sponsorships were down by \$1290; interest from CD maturity was \$6591.

Mark Ripplinger asked for clarification regarding the new CD purchase. Staff indicated we work with the association's local financial institution to secure the necessary information. After this, staff then contacts other local banks to secure what each institutional rates are. By doing so, this ensures competitive rates. Once the information is secured, staff drafts a proposal to the IPRA Treasurer for his/her recommendation. In the most recent case, the board was asked to make a same-day-vote on the recommendation. This extra step (board approval) will be eliminated with the next purchase as the Treasurer and staff will work in tandem to secure the best rate/term possible.

John Hagener challenged both staff and the board to investigate the possibility of working with new consignment ticket opportunities through organizations such as the Kansas City Royals, St. Louis Cardinals, Iowa Cubs, Blank Park Zoo, etc.

Treasurer's Report was accepted and filed as presented by staff.

EXECUTIVE DIRECTOR REPORT

Staff electronically distributed each board member and committee chair a report copy for the time period October 15, 2007 to January 17, 2008. Highlights include National Program for Playground Safety workshops, 2007 consignment ticket program, Iowa Foundation for Parks and Recreation and the Spring Conference in Council Bluffs. Regarding the Spring Conference, Mike Moran is working with the committee to offer another "Great Bus Ride Across Iowa". A motor coach has been secured to transport those persons who wish to be picked up at Iowa City, Grinnell and Des Moines. Ride fee is based upon the pick-up location. Fee includes ride to/from Council Bluffs. A "Texas Hold 'Em" card tournament will be held as a fund raiser for the IFP&R on Sunday, March 30. Staff is working with both the Conference Planning committee and Nebraska Park and Recreation Association (NePRA) to encourage attendance of NePRA members. To that end, NePRA members will receive the same delegate rate as IPRA members. Sponsorship level is at an all-time high of more than \$10,000.

The next couple of months will be extremely hectic for IPRA as we head towards the Spring Conference.

PRESIDENT REPORT

John Hagener recognized the efforts of Matt Beatty, Angie Cole, Ben Page, and in particular Todd Redenius and Duane Randall for their efforts in accomplishing many of the association goals and objectives.

Iowa DNR staff contacted Steve Jordison in an effort to secure a replacement for Mark Suby (Mason City) on the Land & Water Conservation scoring committee. Mr. Hagener asked interested persons to contact him or staff ASAP. (footnote – Mark Ripplinger, Cedar Falls, has agreed to serve on the LWCF scoring committee).

One major Iowa legislative proposed bill (as endorsed by Governor Culver) is revamping of the current bottle and can redemption bill. Basically, the deposit would increase from the current 5 cents to a dime. Eight cents would be returned to the consumer upon return. The other two cents would be divided between the redemption center and funding the REAP program. Water bottles, sport drink bottles and etc. would also become part of the deposit program (to decrease litter and landfill materials).

Motion: “To draft a letter of support of the aforementioned bottle bill describing the benefits of such a proposed legislation. Staff would create the letter and determine who it would be sent to.” Todd Redenius, Seconded by Angie Cole. Motion – *Passed* (footnote – staff created a letter of support for full funding of REAP. This letter was distributed via the REAP Alliance/Iowa Natural Heritage Foundation to each legislator and the Governor’s office).

Mr. Hagener also addressed the IPRA office location. As an association, we should look three, five and ten years into the future. By doing so, we must take into account what are in the best needs of the association, members, collaborative efforts and staff.

2010 CONFERENCE and FALL WORKSHOP BID PROCESS

Staff informed the Board that each member agency was sent host bid materials for the Fall Workshop while larger communities were sent both the Fall Workshop and Spring Conference host bid information. Submittal deadline to staff is Wednesday, February 27. Staff will prepare a comparative synopsis for Board review. A decision on host location for 2010 is expected at the Board meeting to be held as part of Leadership II.

NOMINATIONS REPORT

Vice President and Nominating committee chair, Ben Page, reported the slate of officers had been determined. All eligible IPRA members will receive official ballots via first class mail. Ballots can be cast via first class mail, on-line or by fax with a deadline of February 13th. Incoming Directors at Large will assume their responsibilities at the conclusion of the Awards Banquet (Council Bluffs). In addition, incoming DAL will be invited to attend LSII.

THREE YEAR ACTION PLAN

Todd Redenius informed the Board of the upcoming IPRA Agency Article Exchange. Each week there will be an article written by a local member agency. These articles (if available, photos) will be distributed electronically as well as

being posted to the IPRA Web site. When enough articles appear, they will be gathered into categories for ease of retrieval.

Mr. Redenius also shared our partnership with *Lighten Up Iowa* in our first-ever www (winter wellness week). WWW is slated for January 27 – February 2. A second major project for IPRA is our first statewide “Park-ticipate”. Park-ticipate is scheduled for July 8. Each member agency is encouraged to conduct activities, programs or events in their park(s) as a way to increase public visibility of the outdoors and the local park and recreation department. Agencies should get their mayor, council and board & commission members involved as a way to garner media support/attention.

All three of these future activities aid in achieving a portion of our Three Year Action Plan.

DISCUSSION ITEMS

Leadership Summit II – last year we conducted our first LS. At the conclusion of the day long workshop, it was realized we were on track with our current Three Year Action Plan. It was determined not to conduct a board meeting at the 2008 Spring Conference. Rather, a Board meeting will be included within LSII. LS II will be Thursday, March 6 from 10:00 a.m. to 2:00 p.m.

Iowa Foundation for Parks and Recreation (IFP&R) – Duane Randall and Angie Cole have been asked to participate as directors. John Hagener (President) and Steve Jordison (IPRA Executive Director) serve as Ex-Officio. Duane Randall reported the IFP&R will organize a fund raiser to be held on Sunday, March 30 as a way to kick-off the Spring Conference. IFP&R is a not-for-profit organization which has given an annual \$1000 higher education scholarship. The scholarship recipient has been announced at the annual Awards Banquet. Effective in 2008 no high education scholarship will be awarded. Rather, the Foundation would like to redirect their monies in a way to most benefit parks and recreation within the state of Iowa. There was an idea to have a future joint meeting between both the IFP&R and the IPRA Board of Directors.

BOARD MEMBER COMMENTS

The members appreciated the new directory and buyer’s guide but there was a concern raised regarding how changes should be reported as well as formatting of the municipal directory.

Directors at Large requested a list of new members so they could follow up with a “welcome” to IPRA note or e-mail to each new person or business. Staff offered to provide such a list on a regular basis which will include the person’s name and contact information. In regards to commercial members, the company name and contact information will be sent.

There was discussion regarding the agency article exchange program. Todd Redenius offered the committee’s thought process. Concept of the program is to be less structured so individual communities could be creative in crafting their article. Depending on article length and nature of substance, it could be added as a feature story in our monthly newsletter.

Meeting Adjourned at noon. Next meeting slated for May 2008 – discussion on FY 2008/2009 IPRA budget