



**Board of Directors Meeting
Thursday, January 15, 2004
IPRA State Office
Grinnell, Iowa**

President Keith Abraham called the meeting to order at 10:40 a.m.

Roll Call: Keith Abraham, Lori Branderhorst, Cindy Coffin, Marci Hinners, Nancy Kuehl, Pat Prevenas, Gil Spence

Absent: Jef Farland, Ron Hopp, Todd Schenck

Staff: Steve Jordison, Executive Director, and Cathy Shutts, Administrative Assistant

Committee Chairs: Juli Johnson (Legislative)

Legislative Issues:

Juli Johnson informed the board that she is attempting to solicit members to serve on this committee. She presented a listing of current legislative issues and asked that the board determine what issues they felt were of the most importance. The following issues were presented with appropriate discussion following each.

- Support full funding of the Resource Enhancement and Protection (REAP) Program. Steve Jordison and Bob Workman both serve on the REAP Alliance and attend monthly meetings.
- Support continued funding of Community Attraction and Tourism (CAT Fund) to provide new recreation and tourist related facilities throughout the state.
- Leave the TIF Funding mechanism alone. Continue to allow cities to use this tool to spur economic and community growth.
- Support legislation calling for relief from mandates that negatively impact the ability to provide city services. Examples include, but are not limited to, setting a percentage for taxation of residential property, increasing the public bid threshold, streamlining the municipal bond financing process, reducing publication costs and addressing rising employee benefit costs.
- Support legislation to ban the sale of junk food in schools. The board did not feel they could fully support this legislation due to the fact that many recreational facilities depend upon the sale of concessions for revenue. However, the board does support increasing physical activities in the schools and the schools providing an alternate choice of healthy snack foods.
- Support Child Safety Seat legislation. While the board did not feel this directly impacted parks and recreation, it has strong safety value.
- Introduce legislation for a new tax to provide funding for recreation for special populations. Spence offered to speak with a local legislator to introduce this bill.

Johnson also presented legislative issues that were included in the Governor's State of the State Address and asked for support from the board with regard to the following:

- Full funding of property tax credits.
- Continuation of the CAT and Vision Iowa Programs
- "2004 is the Year of the Arts, Culture and Recreation in Iowa", particularly with regard to outdoor recreation and quality of life issues.

Johnson stated that she has little information on national-level legislative issues. The board agreed that support of these issues also serves as a marketing tool for the IPRA. Prevenas questioned the availability of recreational infrastructure grants and suggested that if the mechanism is still present departments should keep pursuing them. She offered to investigate and determine if these grants are still in place. Johnson suggested IPRA members contact their respective legislators and give them the message that the park and recreation departments are experiencing cut backs that are affecting the quality of life in Iowa. Juli and Steve will take the information received from a recent survey of park and recreation departments which asked them to explain how they are dealing with reductions in city budgets. They will provide this information to the membership and inform them how they can contact their legislators. She offered to prepare a flyer for distribution to the membership encouraging them to contact their legislators year round about pertinent issues. It was suggested that each issue of the IPRA *Leisure Exchange* include a legislative column to keep the membership informed. *Motion to approve the legislative platform.. Motion by Gil Spence, seconded by Pat Prevenas. Motion approved.*

Discussion of 2006/2007 Conference and 2005/2006 Fall Workshop RFP:

The board discussed the importance of determining sites for the Spring Conference and Fall Workshop well in advance so hosts of those events can serve on the committees for the previous years' events and be better informed of the expectations. The board decided that each year at the January board meeting sites should be determined for two years out to achieve this goal (i.e., approve 2007 Spring Conference and Fall Workshop at January 2005 board meeting). Steve shared a bid packet which had been prepared for determining 2004 and 2005 Spring Conference and 2003 and 2004 Fall Workshop sites. Sites for the 2005 Fall Workshop and 2006 Spring Conference and Fall Workshop need to be determined as soon as possible. Steve said bid packets are mailed to park and recreation departments, CVB's and Chambers of Commerce. Spence asked if profit comes into play in granting the sites. The bid packet should include information outlining expectations with regard to anticipated profit, number of delegates, etc. Prevenas and Spence will review the bid packet and make suggestions to Steve. Steve will separate the packets and send Spring Conference information only to those communities that can handle a conference. Packets will be mailed such that a determination of sites can be made at the March board meeting.

2005 Spring Conference Site Selection:

The site for the 2005 Spring Conference had been awarded to Coralville. Juli Johnson updated the board on the status of construction of the hotel/conference center in Coralville and the present lawsuit pending with regard to the city competing in the hotel/motel business by constructing this facility. It is highly possible that the facility will not be available to host the 2005 Spring Conference. Therefore,

Coralville is withdrawing its bid for this event. Johnson continues interest in hosting the 2006 Conference. The board felt that Coralville should submit another proposal and go through the review process. Steve contacted Cedar Rapids, Dubuque, Council Bluffs, Waterloo and Sioux City to gauge possible host interest. There were two communities that are interested in hosting the 2005 Spring Conference – Sioux City and Dubuque. A recent on-line web survey has determined that 58 percent of the responding membership favor holding the Spring Conference in March instead of April. *Motion to approve granting the 2005 Spring Conference site to Sioux City March 21 through 23, 2005. Motion by: Lori Branderhorst, seconded by Nancy Kuehl. Motion approved.* Concerns were voiced regarding the continued involvement of the Executive Director in the planning of Spring Conferences and Fall Workshops.

Approval of November 20, 2003 Meeting Minutes

Motion to approve the minutes of November 20, 2003. Motion by Pat Prevenas, seconded by Cindy Coffin. Motion approved.

Treasurer's Report

Steve reported that he had difficulty obtaining the December bank statement and would provide the financial statements to the board members within the next week. He advised the board that we have invested \$123,000 in available cash reserves in the following manner: \$27,000 checking; \$4,000 savings; \$25,000 building fund; and approximately \$67,000 CD's with varied maturity dates and interest rates.

President's Remarks:

Keith had nothing further to offer.

Executive Director's Report:

Steve informed the board that he is investigating alternative health care providers and asked the board if they wish to be involved. It was decided that Steve could make that determination and advise the board of his decision.

Committee Bullets:

Scholarship: Gil questioned the scholarship fund procedures with regard to monies received from the annual membership drive versus those funds received from the scholarship auction, golf outing and other fundraising activities. Steve explained that monies received from fundraising goes into a savings account which has an approximate balance of \$35,000.

Membership: Prevenas wondered what membership brochure we are using to market IPRA. Presently, there is no brochure due to the cost of producing one.

Marketing: The Marketing Committee is not sure what their responsibilities involve at this time. It was suggested that the committee receive some direction at the March board meeting.

Manual of Procedures: Keith advised the board that he will e-mail proposed by-law and Manual of Procedures changes to the board by the end of January so board members can vote on these changes at the March meeting.

Personnel: Vicki Hensely, chair of the Personnel Committee, will mail Executive Director evaluations in the near future and asks that all board members complete the evaluation and return it to her.

Old Business:

Abraham asked the board about the Long Range Plan highlights and assignment timeline. Branderhorst has completed and submitted it to the President. Members were then asked to please get this information to Keith before the end of February so he and Ron Hopp can start formulating revisions to the Long Range Plan.

The board has examined the proposed agenda for the Board and Committee Training. Keith asked board members to let him know of any additional ideas they might have for the training. No suggestions were given. He also asked that if any board member is interested in leading a discussion, to please let him know. Keith asked that all outgoing board members and chairs, as well as all incoming members, attend this training.

New Business:

- Leadership Institute brochures were distributed to the board members. Ten of 12 solicited IPRA members have responded.
- Prevenas asked why community forums aren't included in the Spring Conference or Fall Workshop schedules. Steve explained that the community forums offer a more intimate atmosphere for participants and offer them the chance to see other facilities.
- Branderhorst expressed concern that topics in the Aquatic CEU classes be reviewed and revised to provide a more varied format.

Board Member Comments:

Branderhorst questioned the terms of board and committee chairs and wondered whether committee chairs should be one or two years in length. Abraham indicated that members may serve for a two-year term, especially if they have started some projects and their leadership would help complete those projects. In other situations, a one-year term may be more appropriate. Abraham also asked directors to contact committee chairs and submit chairperson recommendations to him by February 27.

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Correspondence:

No correspondence was offered.

Adjournment:

*Motion to adjourn the meeting was made at 1:07 p.m. Motion by Gil Spence, seconded by Pat Prevenas. **Motion approved.***

Respectfully submitted by
Cathy Shutts
IPRA Administrative Assistant

ACTION LIST

- *Juli Johnson will prepare a legislative brochure for membership providing information to contact legislators.*
- *Pat Prevenas and Gil Spence will review Spring Conference and Fall Workshop packets and give revisions to Steve.*
- *Steve will distribute RFP's for 2005 Fall Workshop and 2006 Spring Conference and Fall Workshop and submit an action form for March meeting.*
- *Steve will distribute financial statements and highlights a.s.a.p. to board members.*
- *Keith will contact with Marketing Committee regarding what direction they should be taking.*
- *Keith Abraham will mail proposed by-law and Manual of Procedure changes to board members by the end of January.*
- *Board members should get Long Range Plan proposed completion dates to Keith Abraham before February 27.*
- *Directors will contact committee chairs for recommendations for 2004-05 committee chairs. Directors will then submit these recommendations to Abraham by February 27. Abraham will then have a list of appointed committee chairs at March board meeting.*

NEXT MEETING

Thursday, March 11, 2004
11:00 a.m.
IPRA State Office
Grinnell, Iowa