



**Iowa Park and Recreation Association
Board of Directors Meeting
Thursday, November 18, 2004
IPRA State Office
Grinnell, Iowa**

President Keith Abraham called the meeting to order at 10:37 a.m.

Roll Call: Keith Abraham, Bill Blanchard, Terry Gray, Ron Hopp, Geoff Hubbard, Pat Prevenas, Mark Ripplinger, Todd Schenck

Absent: Lori Branderhorst, Julie Sina

Staff: Steve Jordison, Cathy Shutts

Approval of September 16, 2004 Meeting Minutes

Motion to approve the meeting minutes of September 16, 2004. Motion by: Patrick Prevenas, seconded by Ron Hopp. Motion carried.

Treasurer's Report

The financial statements had been distributed electronically earlier. Steve Jordison explained discrepancies in the financial statement with regard to the consignment ticket revenues versus expenditures to the various amusement parks. All amusement parks have been paid by IPRA. There are still several departments which have outstanding tickets to pay for. As yet, we have not received Adventureland Park's \$1 per ticket reimbursement. Adventureland staff did indicate that there were 9,600 tickets sold through participating departments. The financial reports do reflect a \$2,000 deficit from the 2004 Fall Workshop. Discussion was held regarding the National Playground Safety Institute (NPSI) which had been offered twice during 2004, but enrollment was insufficient to actually hold the course. It was suggested that the course be offered in conjunction with a Spring Conference or a Fall Workshop, but it was determined that the same people attending those functions aren't the persons on staff seeking certification through NPSI. The board also discussed offering the NPSI course every three years instead of every two to keep certification renewal uniform.

President's Remarks

Keith Abraham thanked the board for the opportunity to attend the NRPA National Congress in Reno, Nevada in October. He spoke about changes in format of the Great Lakes Regional Council and the closing of regional offices.

Executive Director's Report

A written report had been distributed earlier so board members were invited to ask questions pertaining to that report. Concern was expressed about the consecutive drop in numbers of persons attending the Fall Workshop during the past few years.

Old Business

- *Annual Report* – was printed at the IPRA state office and distributed to all departments in an effort to save money. The format had been changed from several pages provided in the past to a condensed one page, front and back. Steve Jordison reported he had received feedback in the form of four positive comments and one letter of concern about the quality of a more condensed report. Keith Abraham shared a copy of the NRPA annual report. It is important that the IPRA Annual Report get into member's hands. The board decided to continue with the one-page, double sided format and to include it with the January, 2005 edition of the *RecNet*. The Annual Report is posted to the IPRA web site, as well. Concern was expressed regarding difficulty in getting committee chairs to submit information for the Annual Report.
- *Long Range Plan* – Keith Abraham asked for suggestions to motivate committee chairs to become more active in the organization. It was determined that the structure of the organization is not flawed, rather members' time is voluntary and as such, IPRA involvement may take a back seat. Todd Schenck suggested directors-at-large talk face-to-face with committee chairs instead of attempting to communicate by telephone or e-mail. Possibly committee chairs don't fully understand their responsibility to the directors-at-large. Committee chairs should be encouraged to attend the Fall Workshop Board meeting in addition to directors-at-large as responsibilities are discussed.
- *September 2004 Action List* – completed with the exception of bullet No. 4 (Develop a communication plan by January 2005 that promotes state of the art information disposal and coordination amongst members – responsibility of the Publication and Marketing Committees). Ron Hopp will include in the new Long Range Plan.
- *ICD THROUGH CHARACTER COUNTS!SM* – is attempting to become more visible in the state of Iowa. The organization currently has 14 community coalitions across the state. Institute for Character Development would like to partner by working with the various park and recreation departments to promote CHARACTER COUNTS!SM and Pursuing Victory with Honor programs. ICD wants to conduct regular workshops for IPRA and other organizations to provide training. Potential benefits to IPRA, if the two organizations would establish a partnership, include: public visibility, potential revenue (sharing fees, reduced fees for members), new service to members, potential cooperation with other providers such as YMCA, benefit to member communities, improve relationship with schools, resources, information credibility and rental of booth at Spring Conference. On the other hand, concerns about forming a partnership with ICD include: potential loss of money for IPRA, realizing no benefits at all and alienation of other partners. IPRA has much to offer ICD by way of advertising, mailing lists, booth at Spring Conference, etc. The board determined that representatives of ICD should be invited to attend the January 20, 2005 board meeting to make a presentation.

New Business

- *Maturing Certificates of Deposit Options* – were reviewed by the board. *Motion to purchase a 12-month CD in the amount of \$40,000 for the scholarship fund and purchase a 22-month CD in the amount of \$11,347.55 from actual cash reserves was made by Pat Prevenas, seconded by Bill Blanchard. Motion carried.* Steve Jordison was requested to investigate moving building fund reserves in the amount of \$28,448.34 into a liquid CD with no penalty for early withdrawal. Steve will e-mail the board with the results of his findings.
- *Financial Philosophy of IPRA* – 7 percent of IPRA's budget revenue is obtained from membership dues. Based on information from several states' surveyed, the range of revenue received from

membership dues is from 34 percent to 2 percent. 50 percent is the average revenue received from membership fees of most non-profit organizations. Steve Jordison and Terry Gray will draft a guideline for membership fees and include revenue from conferences and workshops.

- *Membership Survey* – draft was presented by Ron Hopp. Board members were directed to submit by November 30 recommendations for the survey to Ron. Responses are expected to be returned to him by the membership no later than January 10, 2005. It was suggested that a list of services provided by IPRA be included in the survey, with members asked to respond how effective each service is to them.
- *Committee member list/activity highlights* – Geoff Hubbard spoke about the Spring Conference and what incentives the committee is developing to increase attendance. “Teaser” postcards mailed in advance of actual registration materials is one possibility. Transportation in the form of a bus may be secured to help departments with travel expenses. 18 sessions are planned for the Spring Conference and will be offered in the four tracks: directors, aquatic, parks and programming. Golf is set for Sunday, March 20. The exhibit hall will be open Tuesday, March 22, from 10:00 a.m. to 7:00 p.m. It was suggested that Geoff prepare articles for the January, February and March issues of the *RecNet* which would highlight planned activities at the conference enticing members to attend.
- *Skatepark liability bill extension to include all types of bicycles* – Dale Todd, a representative of Recreation Concepts/Gametime, has approached Steve Jordison about the necessity of securing a lobbyist to track bills in the upcoming Iowa legislative session. Discussion was held, and it was determined that a lobbyist is not necessary at this time. Todd Schenck and Steve Jordison will talk Julie Johnson, Glen Cowan and members of the League of Cities to determine the legality of bicycles in skateparks.

Board Member Comments

Ron Hopp is accepting nominations to fill three positions for director-at-large, a vice-president/president-elect and a Great Lakes Regional Council representative. It was suggested that a listing of those who have served in various board positions for the last five years be included with the ballots.

Correspondence

Thank-you's were read from scholarship recipients. Steve Jordison shared a letter he had received from the Wisconsin Park and Recreation Association encouraging state organizations to support NRPA's annual fund. The board directed Steve to give no response to this request. If individual members wish to support the NRPA with monetary donations, they are encouraged to do so, but IPRA state organization funds will not be issued for this purpose.

Adjournment

Motion to adjourn the meeting was made at 1:15 p.m. Motion by Ron Hopp, seconded by Bill Blanchard. Motion carried.

Respectfully submitted by
Cathy Shutts
Administrative Assistant

JANUARY ACTION LIST

- Secure 2005 date for NPSI (Steve Jordison)
- Investigate building fund CD purchase (Steve Jordison with electronic report to board by December 2)
- Invite Institute for Character Development staff to make a presentation at January 2005 board meeting (Keith Abraham)
- Board/Committee chairs respond to Ron Hopp by November 30 with suggestions for membership survey
- Financial Philosophy (Terry Gray and Steve Jordison)
- Include Annual Report with January issue of *RecNet* (staff)
- Meet with ICD (Keith Abraham and Steve Jordison)

NEXT BOARD MEETING

Thursday, January 20, 2005

10:30 a.m.

State Office

Grinnell, Iowa



**Executive Report to the Board of Directors
November 18, 2004**

This report covers Association activity since the September 2004 Board meeting.

AWARDS

During the Fall Workshop in Carroll, the Awards committee presented a new series of awards. The 2004 Merit and Excellence awards were announced at Wednesday's luncheon.

- Vertical Building and Design – City of Vinton, Skate and Activity Center
- Innovative Land Development/Restoration – City of Davenport, Wildlife Sensory Garden
- Merit in Parks, Maintenance and Conservation – Gene Boyce, Cedar Falls Leisure Services Dept.

Currently, the Awards committee is working to update the spring awards brochure so it can be distributed in December 2004.

SCHOLARSHIP

The committee is updating promotional materials to encourage members to contribute to the annual scholarship fund drive. As per a member suggestion, we will include a note that all contributions will be placed in the scholarship savings account as well as indicating contributions are tax deductible to the extent the law allows. Pledge forms will be distributed in December. Past scholarship underwriters are being contacted to secure their continued support.

PLACEKICK, PUNT and THROW FOOTBALL

Due to questionable weather, the state finals were moved from Jack Trice Football Stadium to the new Bergstrom Indoor Practice facility. All participants enjoyed the facility immensely. Out of 73 possible finalists 65 actually took part. A record of communities who hosted a local competition in addition to results and several photos can be found on the IPRA Web site and in the November newsletter. We appreciate the following agencies hosting district finals: Cedar Falls, Coralville, Jefferson and Waverly.

ADULT VOLLEYBALL

IPRA will again conduct its November adult co-ed volleyball tournament. Grinnell Athletic and Recreation Center will play host to the tournament on Saturday, November 22. As of this report, we have eleven teams registered. Staff along with a Programs committee member will coordinate day-of-event activities.

SPOT SHOT BASKETBALL

Doug Bylund, Programs committee chair, and staff are updating information which may be distributed prior to the Thanksgiving holiday. Adding age 7 while deleting or continuing age 13 division is being contemplated. On average, 35-40 agencies offer a local competition. All first and second place finishers in each age bracket and gender are invited to attend the state finals in Grinnell on Saturday, April 2.

FALL WORKSHOP

The committee under the leadership of chair Tom Louis did an outstanding job of organizing well-rounded educational sessions and social networking opportunities.

Financials

	<u>Actual</u>	<u>Budget</u>	<u>Outstanding Invoices</u>
Revenue	\$12,840.00	\$15,980.00	\$915.00 (delegate fees - \$775 + golf fees \$140)
Expenses	\$ 6,408.99	\$ 6,670.00	

Estimated net income \$7,346.01 as compared to adopted budget net of \$9,310.00.

Delegate Breakdown

	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>
Full Package Member	80	89	92	88	96
Full Package Non-Member	7	2	2	3	2
Wednesday Member	5	14	13	12	24
Wednesday Non-Member	2	3	2	5	1
Thursday	1	1	2	7	0
Student Non-Member	0	0	1	1	6
Golfers	68	86	83	72	75
Steak Fry	94	109	91	80	102

CONSIGNMENT TICKET SALES

As a result of poor weather, most parks suffered from attendance loss. While on the other hand, Adventureland Park (Altoona) sold more consignment tickets this summer.

In 2004, we had 39 departments as compared to 37 last year.

<i>Park</i>	<i>Ordered</i>	<i>Sold</i>
Valley Fair	1,700	1,004
Noah's Ark	3,295	1,914
Lost Island	6,499	4,302
Worlds of Fun Super Pass	950	385
Worlds of Fun Adult	500	62
Worlds of Fun Junior	300	250
White Water University	500	75
Six Flags St. Louis	850	346
Six Flags Great America	1,450	508

Preliminary contact with Adventureland Park indicates that participating departments sold 9,600 tickets with Marshalltown selling almost 1,400. IPRA generates \$1.00 for each ticket sold. Last year, a little more than 8,300 tickets were sold. Once all departments have made final payment to Adventureland, we will receive our portion of sales.

AQUATICS

Wage/Fee Survey - Janet Ellerbrock, Aquatics committee chair, distributed the completed IPRA annual aquatic wage/fee survey. Results were passed around at the Aquatics committee meeting in late October. Compiling the data was a tremendous task as last year, we had 32 departments submitting information whereas this year 55 agencies submitted. Survey results will be mailed to all agency directors and posted to our Web site.

CPO/CEU – IPRA offered courses in October and November. Our next sessions start right after the first of the year.

NRPA NATIONAL CONGRESS

Reno, Nevada was the host community for the National Congress from October 11-16. President Keith Abraham hosted an all-Iowa delegation reception where 38 people attended. Staff coordinated the room block. San Antonio will host the 2005 National Congress.

NRPA NATIONAL PLAYGROUND SAFETY INSPECTOR

IPRA once again attempted to conduct this nationally certified course. Ron Hopp from Council Bluffs offered to host the course in late October. One week after the deadline, we only had 25 registrations. NRPA requires a minimum of 40 registered persons. All registration fees were refunded in full. Participants who desired to attend the IPRA course were offered to attend the Missouri Park and Recreation Association course for the same fee as Iowa. Back in March 2004 we tried to host this course but it, too, was cancelled.