



**Board of Directors Meeting
September 16, 2004
Fall Workshop
Carrollton Inn Motel
Carroll, Iowa**

President Keith Abraham called the meeting to order at 7:30 AM.

Roll Call: Keith Abraham, Ron Hopp, Lori Branderhorst, Todd Schenck, Patrick Prevenas, Geoff Hubbard, Mark Ripplinger, Julie Sina

Absent: Terry Gray, Gil Spence

Committee Chairs: Angie Nelson (Scholarship), Juli Johnson (Legislative), Cati DeMasi (Publications), Doug Bylund (Programs), Tab Ray (Awards), Janet Ellerbrock (Aquatics)

Staff: Steven E. Jordison

Fall Workshop

The annual golf outing was held on Tuesday, September 14 at the Carroll Municipal Golf Course. Play included an 18 hole-4 person best shot competition. There were 68 golfers competing on of 18 teams. Donated and purchased prizes were awarded at the golf networking social sponsored by Farner Bocken. Purchased prizes were paid for by golfer mulligans. Gazaway & Associates sponsored the golf outing while Farner Bocken sponsored the pre-golf luncheon and golf networking social.

Educational sessions were held Wednesday morning and afternoon as well as Thursday morning. Total number of sessions offered were 12 in addition to two off-site institutes. Continuing Education Units (CEU) were made available for all sessions.

Wednesday night featured the annual steak fry barbecue. Due to Iowa DNR work related projects, the steak fry was moved from Swan Lake to a local community based park indoor shelter. Following the steak fry, those interested in participating were treated to a Texas Hold'em card competition. Gametime/Recreation Concepts sponsored the steak fry and card competition.

Preliminary delegate numbers were as follows:

- Member Full Delegate Registrations – 81
- Non-member Full Delegate Registrations – 7
- Member Wednesday Only – 5
- Non-member Wednesday Only – 1
- Member Thursday Only – 1
- Golf Course Off-site Institute – 19
- Recreation Center Off-site Institute – 20

Sponsorships:

Golf Outing – Gazaway & Associates - \$750.00

Golf Luncheon/Golf Networking Social – Farner Bocken – In-kind

Steak Fry Dinner – Gametime/Recreation Concepts - \$1,000.00

Wednesday Luncheon – Pool Tech Midwest - \$500.00 (CPO/Aquatic CEU trade-out)

Thursday Breakfast – The Graphic Edge - \$250, plus in-kind prizes

Breaks – Midwest Sales Company - \$200.00; Larkin Aquatics Inc. - \$200.00

Approval of May 20, 2004 Meeting Minutes:

Motion to approve the meeting minutes of May 20, 2004. Motion by: Patrick Prevenas, seconded by Julie Sina. Motion carried.

Treasurer's Report

In lieu of Treasurer Terry Gray's absence, Steven Jordison, presented the Treasurer's Report. Staff reminded those attending that IPRA's operating fiscal year is July 1 – June 30. Prior to the meeting staff electronically distributed the completed FY 2003/2004 financial statement. Overall, IPRA is in sound financial shape. Year ending net surplus was \$42,158.73. Highlights encompass roof hail damage settlement (\$6,990.00 while actual replacement costs were \$4,353.00), reduction in health insurance premiums as a result of a new carrier, building fund contribution from the Iowa Foundation for Parks and Recreation (\$5,241.00) and lastly \$3,960.00 was transferred from general checking account into general savings (with that amount earmarked for scholarship).

At the May 2004 Board meeting, the Marketing committee was authorized to expend (by June 30) up to \$2,100.00 for printing of the new membership brochure. Due to production timing, the brochure was not completed until September 13, 2004. Because of the delay, this expense will occur in FY 2004/2005.

Additional detail was included in the September 16, 2004 Internal Memorandum – Subject FY 2003-2004 Financial Statement Highlights.

Staff was asked to report at the November Board meeting the status of Certificates of Deposit maturity and possible options for renewal.

Financial Review of Policies and Procedures

Per the Long Range Plan, staff presented to the Board a review of the Association's financial policies and procedures.

Currently, checks written on the IPRA account require two signatures (Treasurer and Executive Director) for amounts \$500.00 or greater. When checks require two signatures, staff contacts the Treasurer for payment authorization. Within the payment authorization is information regarding payable to who, expense amount and expense detail. McGladrey has indicated that the two signature requirement could be increased to \$1,000.00.

At the request of companies, agencies or individuals, IPRA invoices for services rendered. Each month, invoices are cross-referenced against payments made. Companies or individuals with outstanding invoices will be re-invoiced with an accompanying letter. Should the invoice remain outstanding for two months, then staff will personally contact the company or individual. While each year IPRA experiences unpaid invoices for services rendered, the percentage is very small.

Financial statements are prepared by staff and sent to the Board of Directors on a monthly basis. As part of the financial statement, are bank account reconciliations. Prior to October 2002, bank accounts were not reconciled on a regular basis. Financial statements were sent on a monthly basis starting July 2003. To enhance readability, three separate monthly financial statements were combined into one document. Categories include: adopted, month expenses, FY YTD, Previous FY YTD, variance and three years of complete FY history.

Committee Chair Responsibilities

Keith Abraham reviewed what the responsibilities of committee chairs are. He referred to the Board and Committee Chair orientation that was held at the 2004 Spring Conference in Des Moines.

In order to create a viable committee, Chairs are asked to refer to IPRA Manual of Procedures. Within the MOP, are guidelines to help fill committee member slots in addition to what the committee roles, responsibilities and expectations are. Keith requested that by October 15th each committee chair develop a list of committee members. This list was to be submitted to both himself and Steven Jordison.

Keith stated that open communication is necessary if IPRA is to be successful in moving forward with the Association's Long Range Plan. Directors at Large play a pivotal role in maintaining the lines of communication from membership to the Board.

Responsibility of Association success will lay in the hands of Chairs who look for ways to enhance and enlarge the scope of IPRA. To that end, everyone was encouraged to review the Long Range Plan as well as the MOP to incorporate those plans into committee activities. Keith challenged the Board and Chairs to visualize how IPRA could grow rather than remain in status quo – people are to look one, two and five years into the future. One example he gave were the new awards given by the Awards committee presented at the Fall Workshop. Another example of members taking responsibility was the first-ever Leadership Institute coordinated by Terry Hoffman and Marie Ware.

President's Remarks

Much of Keith Abraham's remarks were encompassed in Committee Chair Responsibilities. He did want to thank all the hard work of the Fall Workshop committee under the leadership of Tom Louis.

Executive Director's Report

A written report had been earlier provided to both Board Members and Committee Chairs. Highlights of Association activity include – amusement park consignment ticket program, Fall Workshop planning, Placekick-Punt-Throw Football organizing, second annual Disc Golf tournament, adult 14" state softball tournaments, Certified Pool Operator/Aquatic CEU Workshops held in June and August, staff attendance at the NRPA Great Lake Regional Council meeting, attendance at REAP Alliance meetings and IPRA Day at the Iowa State Fair.

Old Business

- *Marketing brochure* – at the Fall Workshop Wednesday Luncheon, former Marketing committee chair Sherri Proud distributed the newly printed IPRA membership information brochure. It will be a tremendous tool in recruiting new members and will serve as valuable information sharing resource tool. Due to production delays, costs for this project will be expended in FY 2004-2005 budget.

- *Long Range Plan* – Keith Abraham reminded everyone to review our current plan of action. In particular Committee Chairs are to incorporate wherever possible listed activities. Vice President Ron Hopp will spearhead a membership survey to aid in defining IPRA's next vision plan.
- *May 2004 Action List* was reviewed:
 - **Scholarship Fund** – Gil Spence presented a policy statement to Keith Abraham, Geoff Hubbard and staff. Geoff Hubbard will work with new Scholarship committee chair Angie Nelson, to present a new By-law Board Action Form for the January 2005 Board meeting.
 - **Annual Meeting** – Staff contacted McGladrey concerning IPRA's requirement to conduct an Annual Meeting of the Membership. It was determined that IPRA is not required to do so.
 - **Disabled Individuals Legislation** – Proposed legislation allowing for local taxation to create funding with the intent of programming and facilities for persons with disabilities had been written during the 2004 Iowa Legislative session but did not make bill funnel date. Legislative committee chair Juli Johnson will work with Patrick Prevenas, Gil Spence and staff to investigate the possibility of reintroducing said legislation.
 - **Investigate CAT fund and publish information in RecNet.** This is still on hold.
 - **State office roof replacement.** Staff informed the Board that all main office shingles and felt paper were completely removed including replacement of damaged plywood on the front porch. Prior to replacement with new shingles, there was a clay tile roof on the front porch and portico. To save money and possible future clay tile problems, shingles were opted.

New Business

- Annual Report – staff presented Board and Committee Chairs a proposed Annual Report that was one page (front/back) in length. In prior years, a detailed lengthy report was published and distributed to all departments. Quick bullets concerning the financial health, programs offered and participation statistics combined with yearly activities, Long Range Plan accomplishments and NRPA involvement were highlighted. One goal of the shortened document was the desire of membership readability. Staff will finalize the Annual Report, send it to all member agencies as well as place it on the Association Web site.
- CHARACTER COUNTS!SM – IPRA member Chris Page is working with the Institute for Character Development to gauge possible collaboration between the Institute and IPRA. It was agreed that Chris would coordinate a meeting between IPRA members and that of the Institute. IPRA members were to include Keith Abraham, Doug Bylund and Steven Jordison.
- Legislative Platform – Committee chair Juli Johnson presented a draft platform for legislative year 2005:
 - Federal (in accordance with NRPA)
 - Support full funding of Land and Water Conservation Fund (LAWCON).
 - Support Healthy Lifestyles legislation (Senator Tom Harkin initiative).
 - Support funding of trail development and improvements through transportation funding.
 - State of Iowa
 - Enact legislation to provide additional funding for recreation programs and facilities for people with disabilities.

- Fully fund Resource Enhancement and Protection (REAP) as well as support REAP Alliance advocacy.
- Protect and enhance economic development tools that provide funding in addition to funding mechanisms to cities for parks and recreation facilities (grants, TIF, park impact fees, etc.).
- Support legislation calling for relief from mandates that negatively impact the ability to provide city services (i.e. bid thresholds, public regulations, ceasing IPERS for seasonal employees, etc.). This would be in-conjunction with the League of Cities.
- Extend liability immunity that is already in place for skateparks to include bikes and facilities for bikes.

All Board members supported the proposed legislative platform for 2005.

Board Member Comments / Committee Chair Comments

Legislative -- Juli Johnson – should additional items for legislative action be necessary, she will contact the Board and membership.

Awards – Tab Ray – congratulated all recipients of the first-ever Fall Workshop awards. The committee will be working to finalize the spring awards program. He encouraged anyone with feedback concerning the Fall Awards to contact Jef Farland.

Aquatics – Janet Ellerbrock –mentioned the National Swimming Pool Foundation, Inc. will be publishing a new course manual. This manual will follow changes forthcoming with class room instruction. Iowa Department of Public Health is working to finalize a draft of proposed rules/regulations pertaining to swimming pools and spas. IPRA will be involved via information sharing concerning possible ramifications of rules/regulations changes. Aquatics committee will be meeting in Ankeny on October 29. Lastly, the committee is working to finalize the annual pool wage and fee survey. Once completed, information will be distributed to all member agencies.

Board Member – Mark Ripplinger – concern is with Community Attraction and Tourism (CAT) grants and possible reduction of funding and divergence from the original reason why it was developed.

Correspondence

None was forthcoming.

Adjournment

Motion to adjourn the meeting was made at 8:55 AM. Motion by Patrick Prevenas, seconded by Geoff Hubbard.

Respectfully submitted by
Steven E. Jordison
Executive Director

NOVEMBER ACTION LIST

- Distribution of FY 2003-2004 Annual Report (staff)
 - Status update and available options for Certificates of Deposits (staff)
 - Develop financial philosophy of IPRA (Terry Gray and staff)
 - Develop a communication plan by January 2005 that promotes state of the art information disposal and coordination amongst members (Publications and Marketing)
 - Develop membership survey which encompasses Long Range Plan, Publications, Membership and Programs (Ron Hopp and respective committee chairs)
 - Committee member list (respective committee chairs)
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UPCOMING BOARD MEETINGS

Thursday, November 18, 2004

10:30 AM

State Office

Grinnell, Iowa

Thursday, January 20, 2005

10:30 AM

State Office

Grinnell, Iowa



**Executive Director Report to the Board of Directors
September 16, 2004**

This activity report covers the time period of since the last Board meeting on May 20, 2004

LONG RANGE PLAN – Financial Policies and Procedures Review

According to the current LRP, staff is to present to the Board a broad overview of the Association's financial policies and procedures. With that stated, here is a broad overview:

1. Payments which are greater than \$500.00 require Treasurer approval and must include two signatures (current Treasurer and Executive Director). After reviewing this with RMS McGladrey, this policy can remain intact or could be increased to \$1,000.00.
2. Consignment ticket sales programs are the single largest line-item we have. In FY2002-2003, staff inadvertently double paid Lost Island Water Park. To rectify this situation, it was agreed by Lost Island and IPRA staff that summer 2003 payments equal to the overpayment would be withheld. Since this situation arose, we now have implemented a procedure whereby actual sales are verified against community payment sheets which are then verified with each park at the conclusion of the summer before final payment is made.
3. Monthly financial statements are now distributed to all Board members and Committee chairs. Additionally, all accounts are reconciled with financial sheets and bank statements. Prior to July 2002, this was not done. Starting with December 2003, three separate financial statements were reduced to one single statement. This allowed for easier Board and Committee chair review.
4. Account receivables are reviewed on a monthly basis with staff following up on unpaid invoices. Outstanding invoices are reconciled with submitted payments to ensure proper crediting. Even though a small percentage of invoices remain unpaid, this procedure has proven effective in securing payment. Majority of unpaid invoices involve the CPO/Aquatic CEU Workshops. Another tool we enhanced was requesting company billing information. It is much easier to track invoices when we have a business name and address to follow-up with.

FY 2004-2005

Our fiscal year runs July 1 – June 30. As such, we are currently into the third month of FY 2004-2005. Financial statements are typically prepared and distributed to Board members by the fifteenth of each month. Delays in finalizing the Marketing committee's membership brochure has resulted in setbacks with compiling monthly financial statements. During the May 2004 meeting, the Board authorized the production of the brochure with expenses not to exceed \$2,100.00. Since May, the Marketing has been working hard to finalize the brochure, which to date has yet to be published. Brochure expenditures were to occur in FY 2003-2004 but due to delays, this was not accomplished.

MARKETING BROCHURE

As state in item FY2004-2005, the membership information brochure has yet to be completed. While the Board approved production in FY2003-2004, expenses will occur in our current budget year. This action may result in unplanned expenses. But since monies were set aside, funds sill continue to be available this year. Development changes for the better should reduce the final cost to below \$1,900.00. Currently, the brochure is scheduled to be printed and ready for distribution at the Fall Workshop in Carroll.

RESOURCE ENHANCEMENT and PROTECTION (REAP)

REAP Alliance held two summer meetings, of which staff was able to attend one. Since the grant application deadline was initially set for Sunday, August 15th, it was extended to 4:30 PM, Monday, August 16th. Ross Harrison, REAP Coordinator for the Iowa Department of Natural Resources, stated that 77 city/county applications were submitted by the deadline. In 2003, there were 117 city/county applications filed. One possible explanation that Mr. Harrison shared for the lower number of applicants was total project funding. There are three population categories; small, medium and large. For instances, in large communities there are fewer total cities in this division while in the small category there are large pool of potential applicants. As such, a much smaller percentage will be funded in the small population category.

REAP Scoring committee will meet on Monday, September 20 to review all city applications. Funded grants will be announced following each population division's review session. Representing IPRA on the Scoring committee are – Small communities, Juli Johnson (Coralville); large communities Ron Hopp (Council Bluffs), At Large is Patrick Prevenas (Dubuque)

CONSIGNMENT TICKET SALES

Despite cooling than average summer weather, amusement park theme tickets are strong. We had 39 communities participating. Last year there were 37. This line item typically generates \$18,000.00 for the Association. At the November 2004, staff will give a full report on this service.

PROGRAM COMMITTEE – DISC GOLF

For the second year in a row, IPRA hosted a disc golf tournament. It was held on Saturday, August 21 at the Carol Marty Disc Golf Course in Ames. Total number of golfers were 41 as compared to 25 last year. Pre-registrations were only 5 with 36 on-sites. Doug Foley (Vinton Parks and Recreation) served as tournament director. Golfers assigned themselves into one of seven divisions. After round one (18 holes), golfers were re-flighted for round two (18 holes). Food and beverage was available on-site. With the ever-growing popularity of disc golf (one reason could be the number of available courses and PDGA World Championships held in Iowa); it would appear that numbers should increase.

PROGRAM COMMITTEE – PLACEKICK, PUNT & THROW FOOTBALL

Information was sent to all departments in mid-August. Locating district host sites delayed information distribution. District host sites are Cherokee, Coralville, Jefferson and Waverly. Currently, staff is sending ribbons to those communities which have expressed an interest in conducting a local meet. Jack Trice Football Stadium (home of Iowa State University) is where the state finals will be held on Saturday, October 23. In case of inclement weather, we have been granted permission to use the new Bergstrom Indoor Football Practice Facility.

MEMBERSHIP DIRECTORY

Directory distribution will occur at the Fall Workshop to all those who are both a registered delegate and IPRA member. Remaining balance of Directories will be sent via bulk mail (lower cost). Advertising sales have increased with 11 full page ads, 8 half page ads, 7 quarter page ads and 1 business listing. Last year there were 8 full page ads, 3 half page ads, 7 quarter page ads and 2 business listings.

MEMBERSHIP SURVEY

At the Fall Workshop, Keith Abraham, Ron Hopp (Long Range Plan), Cati DeMasi (Publications), Ben Page (Membership) Doug Bylund (Programs) and staff will meet to begin development of a comprehensive Membership Survey. With possible overlapping questions in an addition to conducting one comprehensive survey, the aforementioned individuals will pool their resources together.

FALL WORKSHOP

Exact number of golfers and delegates as well as financial status will be known in October. Preliminary totals of golfers and delegates will be given at the September Board meeting.

OFFICE REMODEL

In May 2003, the Grinnell area experienced a several storm containing hail. After the storm, our insurance carrier sent over an adjuster. IPRA has a \$500 deductible on damages with final settlement agreed to as \$6,990.00. During the May 2004 Board meeting, staff informed the Board that bids would be accepted for total roof replacement. Five companies were solicited with three submitting bids. To reduce costs and conform to typical Iowa weather conditions, replacement of red clay tile over the front porch and portico was eliminated. This one step saved IPRA over \$2,500.00. Actual roof replacement cost was \$4,353.00

NRPR NATIONAL PLAYGROUND SAFETY INSTITUTE

IPRA, in-conjunction with Nebraska Recreation and Park Association, will host a NPSI course. Council Bluffs will be the host department for the institute on October 19-21. Registration deadline is September 30. Minimum class size is 40. Brochures were mailed to Iowa and Nebraska local park and recreation departments, Iowa school districts, daycares, churches, etc. Information is also posted to both Association Web sites and was distributed electronically to both Association member database and fellow NRPA state affiliates in addition to weekly press releases.

LEGISLATIVE

Juli Johnson, Pat Prevenas and staff met at Coralville in early July to discuss our proposed 2005 legislative agenda. A more formal document will be discussed at the November 2004 Board meeting. One item of discussion is proposing a special tax which local city governments can implement to aid in special disability programs and infrastructure.

NRPA NATIONAL CONGRESS ROOM BLOCK

Staff has finalized room block assignments for the National Congress that will be held in Reno, Nevada from October 12-16. The IPRA President/Delegate reception is TBA – we are looking at either Wednesday or Thursday evening. As of now, Keith Abraham and Steven Jordison will represent IPRA.

NRPA GREAT LAKES REGIONAL COUNCIL MEETING

Mike Moran and staff attended the summer meeting of GLRC. It was held in Indianapolis from July 22-24. There was a CEU session in addition to one main delegate meeting. As requested, staff will represent IPRA on the GLRC long range planning committee. The first meeting was held during this time.

COMMUNITIES VISITED

North Liberty – new recreation center and family aquatic center
Coralville – new family aquatic center and Brown Deer Golf Course
Council Bluffs – family aquatic centers, sports complex, several high profile city parks
Family Aquatic Centers – West Des Moines, Clive, Ankeny