



Board of Directors

Meeting Minutes

June 26, 2008

{note - this meeting was conducted via conference call. Committee chairs were invited to attend if they so desired}

**Present:**

Directors at Large -- Troy Anderson, Doug Bylund, Angie Cole, John Hagener, Vicki Hensley, Duane Randall, Mark Ripplinger, Ben Page, Matt Salvatore

Committee Chairs Present – Matt Beatty (Special Training & Seminars), Ronald Hopp (Personnel), Sherri Proud (Conference)

**Absent:**

Director at Large -- Faron Van Nostrand

**Staff:**

Steven E. Jordison

**Agenda**

Approval to accept pre-distributed agenda was made. Mr. Hagener confirmed this was an official conference call and as such DAL voting will be done via role call.

**REPORT ITEMS**

***Personnel Evaluation / Executive Director Goals*** – this portion was presented by Past President / Personnel committee chair Ronald Hopp. Because Mr. Hopp has started employment as the new Executive Director for the Foothills Park and Recreation District (Colorado), this will be his last meeting and has submitted his voice resignation as Personnel committee chair to Mr. Hagener.

Mr. Hopp reviewed the process of evaluating the association executive director. Evaluation forms were electronically distributed to {then} current directors at large and committee chairs. Responses to the evaluation were sent anonymously to him. He then compiled a comprehensive report which was submitted to the Executive committee prior to staff's evaluation hearing. Response rate was not as hoped

or desired with only 8 out of 11 directors at large and 8 out 15 committee chairs completing the evaluation form.

Mr. Hopp proceeded to give the board an overview of the completed evaluations. Overall, the executive director received very positive to positive marks. He then reviewed submitted general comments. There are some areas of concerns which could be addressed via staff's 2008/2009 goals and objectives.

As part of the evaluation, staff completed a review their FY 2007/2008 goals and objectives. There were a number of objectives which were completed or were in progress. Objectives which involved working directly with a committee chair or committee were the majority of unaccomplished objectives. This was a concern for both the Personnel committee and staff. To address this issue, FY 2008/2009 goals and objectives will be assigned directly to staff and, if need be, accomplished along the efforts of committee(s).

Mr. Hopp expressed on behalf of the board their sincere appreciation for the hard work and dedication to staff for keeping the association moving forward as well as solid financial condition. In an effort to retain the current staff and as means to demonstrate members' satisfaction, a 5.0 percent salary increase was offered and accepted. Salary adjustment for the joint Administrative Assistant (Cathy Shutts) will be shared with IPRA and the Iowa Amateur Softball Association.

Next, Mr. Hopp briefly covered FY 2008/2009 executive director goals and objectives. Goals and objectives are to be completed between the time period July 1, 2008 to April 30, 2009. He then described how the E.D. goals and objectives compliment the drafted Three Year Action Plan (2008-2011).

**Leadership Summit II** – Vice President Ben Page reminded everyone of the summit which met on March 6, 2008 in Ankeny. Time was spent getting familiar with the organization as well as an opportunity for brainstorming and group priority setting for the new three year action plan. Once staff consolidated meeting notes, Ben Page, John Hagener and Steve Jordison drafted highlight areas to focus on for the recommended three year action plan.

**2008 Fall Workshop Update** – Steve Jordison shared with the board a concern raised from the host committee agency. Due to the massive flooding in Cedar Rapids, city staff's attention and workload would have to move from coordinating the IPRA event. Initially after the flooding passed and recovery efforts began, they desired the event change cities. He reassured city staff the event could continue. The opportunity to change venues would be difficult at such a late date. Fortunately, the host committee under the direction of Jeff Kraayenbrink, had laid a solid foundation from which to build upon. Additionally, the Clarion Hotel and Convention Center was not directly affected by flood damage.

Board member Duane Randall offered to become the lead person in finalizing details. He will work closely with the local committee and the IPRA state office to ensure a success.

Staff reported approximately a dozen or more educational sessions were secured with CEU applications being forwarded to the PCCEB committee for review. Delegate brochures will be distributed only through electronic means such as e-mail blasts and posted to the IPRA website. This is an effort to "go green" in

addition to reducing unnecessary printing and postage costs. Secure online delegate registration will also be offered.

## **CONSENT ITEMS**

Minutes of the March 6, 2008 board meeting were distributed electronically to board members and committee chairs. **Motion to approve minutes:** Matt Salvatore; Second: Ben Page. **Motion carried.**

**Treasurer's Report** – Angie Cole presented the FY 2007/2008 YTD and Final Estimate.

Mr. Hagener requested to receive and file the FY 2007/2008 financial statements.

Ms. Cole then presented the FY 2008/2009 proposed budget. She covered several highlights including the reduction in printing and postage costs for the Spring Conference and Fall Workshop. One of the objectives contained within the proposed three year action plan is become more electronic-friendly. This effort will have two benefits with the first being environmental and the second cost reduction. Another highlight included the slight increase in fees for membership, fall workshop, spring conference, certified pool operator courses and aquatics CEU workshops. Fees remained stable anywhere from two to nine years. Consideration was given when crafting the budget to seek smaller as opposed to larger increases every few years. The small fee adjustments will also aid in keeping up with passed along expenses due to high fuel costs.

Overall, the propose budget is a modest increase from the current one. She also pointed out consignment ticket sales program is the largest line-item in terms of both revenue and expense. One new feature of the budget was the delineation of “merchant fees”. Previously, merchant fees were contained within the “office equipment and supplies” line item. To more accurately track this particular expense, it was determined to add a new line item. Concerns were raised about charging back, through a convenience fee, the assessed merchant fees. Mr. Jordison shared our merchant fee charge was reduced by almost one-half (to 3%) by using an online registration system. He also reported companies and organizations are moving to handling charges for checks and money orders with no convenience fees for those using a credit card. One such case is the National Recreation and Park Association National Congress delegate registration system. NRPA will be charging an additional \$25 for those who do not use their online registration system. He further stated, IPRA previously charged a convenience fee for those paying by credit card but it met with some resistance.

**Motion to accept the FY 2008/2009 Proposed Budget:** Ben Page; Second: Duane Randall. Mr. Hagener asked for a role call vote: Hagener – Aye; Page – Aye; Cole – Aye; Hensley – Aye; Anderson – Aye; Randall – Aye; Ripplinger – Aye; Bylund – Aye; Salvatore – Aye. Nay – none. Abstentions – none. Not present – Van Nostrand. **Motion passed.**

## DISCUSSION ITEMS

**Board Action Form** – Mr. Page (By-laws Chair) presented a Board Action Form for the creation of an Information Technology committee. BAF was electronically distributed to all board members in accordance with the by-laws. He covered how the committee would be comprised, its purpose, and duties and operational procedures. One of the major goals of the IT committee would be to move the association forward in electronic information sharing. This overriding goal will accomplish two benefits - first, environmental stewardship and, second, reduce printing and postage costs.

**Motion to accept the creation of the Information Technology committee according to the submitted BAF:** Duane Randall; Second: Troy Anderson. Mr. Hagener asked for a role call vote: Hagener – Aye; Page – Aye; Cole – Aye; Hensley – Aye; Anderson – Aye; Randall – Aye; Ripplinger – Aye; Bylund – Aye; Salvatore – Aye. Nay – none. Abstentions – none. Not present – Van Nostrand. **Motion passed.**

**Three Year Action Plan** – Mr. Page (Long Range Planning Chair) described the process of drafting a new action plan. The committee felt it was important to use the current three year action plan with its status of accomplished, in progress, or unaccomplished to build a foundation for future goals and objectives. Furthermore, the committee used comments, ideas, suggestions and concerns presented during the March 2008 LSII.

Basis for the main four goals were drawn from our mission statement – “to support the advancement of park, recreation, and environmental conservation opportunities through *education, resource tools, and advocacy*”. The four goals are: 1) Enhance Education Opportunities for Members, 2) Enhance Resources for Members, 3) Enhance Advocacy Efforts for Members, and 4) Enhance Operational Efforts for Members. Contained within each goal are objectives drawn from the previous three year action plan or from LSII notes. Objectives have both a due date and assigned responsibility.

Mr. Page gave highlights of major objectives. He then asked members to review both the presented three year action plan (July 1, 2008 – June 30, 2011) in subdivided by goal and objective format as well as the three year action plan monthly detail plan format. The monthly detail plan will enable board members, committee chairs and staff to stay on track.

A copy of each three year action plan format will be posted to the IPRA website and US Postal Service mailed to each agency director.

Mr. Page then reminded the board IPRA Executive Director’s goals and objectives follow the same basic tenement as the proposed three year action plan.

**Motion to accept the proposed three year action plan:** Angie Cole; Second: Matt Salvatore. Mr. Hagener asked for a role call vote: Hagener – Aye; Page – Aye; Cole – Aye; Hensley – Aye; Anderson – Aye; Randall – Aye; Ripplinger – Aye; Bylund – Aye; Salvatore – Aye. Nay – none. Abstentions – none. Not present – Van Nostrand. **Motion passed.**

***State of Iowa Smoking Ban*** – In the spring of 2008, the Iowa Legislature passed and Governor Culver signed a smoking ban in public areas. The law contained no guidelines, no administrative rules and no funding. Mr. Page indicated the city of Des Moines legal department had crafted an interpretation of the law and administrative regulations. He will share with IPRA members a copy of the Des Moines interpretation. Within Des Moines’s interpretation are the following highlights: clear and concise signage, notify employees of the rules and enforcement of such, no smoking in city vehicles, golf course clubhouses (course itself is okay), and other gathering areas, etc. Fines include: \$50 ticket for the person and \$100 fine for business. An educational session presented by both Mr. Page and Des Moines city attorney will be offered at the 2008 Fall Workshop. Mr. Jordison indicated Iowa City has also drafted a rules interpretation. Both informational sets will be posted to the IPRA website. Persons can also visit [www.smokefreeiowa.com](http://www.smokefreeiowa.com).

***Directors at Large Committee Assignments*** – Mr. Hagener will fill chair vacancies on Information Technology, Marketing and Scholarship committees. He discussed the status of the Marketing committee. Board members were asked to contact him with names of person(s) they would recommend to fill open committee chairs. The persons should demonstrate an enthusiasm, passion and desire to serve the membership. An updated IPRA organizational chart will be distributed.

Board Member Comments – none were shared.

**Meeting adjourned at 11:15 a.m.**

Next meeting is scheduled in conjunction with the Fall Workshop in Cedar Rapids.



## BOARD OF DIRECTORS - ACTION FORM

Submitted By: Ben Page

Meeting Date: Thursday, June 26, 2008

Agenda Item#: Discussion Items - #1

### SUBJECT:

Formation of a new standing committee to the association operational by-laws. This new committee will be called **Information Technology (IT)**.

#### I. **Membership**

- a. Suggested number – five (5). President appoints Chairperson.
- b. Additional committee members to be appointed by Chairperson as needed.

#### II. **Purpose**

- a. To review current association technology needs.
- b. Recommend changes to board of directors for hardware and/software technology.
- c. Review and implement member services which will enable electronic communication to reduce the use of paper publications.
- d. Assist the board of directors and other committees with surveying members.
- e. Review and provide recommended changes to association official Web site.

#### III. **Duties and Operational Procedures**

- a. Submit a budget request for the committee at the time designated by the President.
- b. To prepare objectives for the year.
- c. To complete assigned objectives contained within the Three Year Action Plan.
- d. Submit an annual report to the President prior to June 30.

### BACKGROUND:

Enhancements to membership services is critical to remain as a viable association. Likewise, the opportunity to go-green with environmental conservation (contained within our association mission statement) is paramount as we

serve as a leader to our members and non-members alike. The future is in technology and the ability to use it wisely through managed services will only provide greater association strength.

**ALTERNATIVES:**

- I. Approve Information Technology committee
- II. Disapprove Information Technology committee

**RECOMMENDATIONS:**

By-laws committee recommends acceptance of Alternative #1 {approval of IT committee}

**EXECUTIVE DIRECTOR'S COMMENTS:**

Staff concurs with the By-laws committee recommendation. The committee will prove itself worthwhile as we advance towards the future.

**BOARD ACTION**

Motion was made and seconded to create an Information Technology committee within the organizational bylaws.

Approved



## Executive Director Report

### Board of Directors Meeting

{March 6 to June 26, 2008}

## SPORTS

**Spot Shot Basketball** - The Sports committee (chair – Matt Fielder, North Liberty) conducted our annual spot shot basketball state finals. Grinnell Athletic and Recreation Center (GARC) in Grinnell played host to the state finals on Saturday, April 5. More than 225 participants attended. Jeff Sears, Iowa City, was the on-site coordinator while Matt Fielder and Jason Egly assisted. IPRA staff aided with results and gate admission (\$2.00 per adult). Cathy Shutts prepared and sold color printed game programs (\$1.00). Additional volunteers were provided by the Grinnell High School softball team. Proceeds from the gate admission were split with the high school softball team. Concessions were sold by the high school softball. They retained all proceeds from food/beverage sales. IPRA retained proceeds from program sales.

We are very grateful to the member agencies who hosted a local competition. Here is a list of participating agencies: Adel, Ames, Ankeny, Belle Plaine, Cedar Falls, Cedar Rapids, Cherokee, Clarinda, Clinton, Coralville, Dyersville, Emmetsburg, Huxley, Knoxville, Manning, Mount Pleasant, Orange City, Osceola, Oelwein, Pella, Shenandoah, Sioux City, Williamsburg.

Youth (age 8 to 13) are charged \$4.00 at the local host site with the proceeds of \$4.00 per competitor paid to IPRA. The top two in each age and gender division advance directly to the state finals. There is no charge to compete at the state finals. Competitors are given two chances (60 seconds each try) to score as many made baskets from 5 designate spots (plus two lay-ups).

**Placekick, Punt and Throw Football** - Our Sports committee is the IPRA body which oversees the popular PPT program. Youth compete at the local level where the top three in each age and gender division advance to a district final. As yet, only two sites have been designated a district final (Ankeny, New Hampton). We are attempting to again secure Coralville and Sioux City as district hosts. The top three from each district final advance to the state finals. This year we are again fortunate to use the Bergstrom Indoor Football Practice facility on the campus of Iowa State University. Saturday, November 1 has been designated the state finals.

**Adult Co-Ed Volleyball** – the third and final adult volleyball tournament was held on Saturday, March 29 in the GARC. There were 5 “A” teams and 9 “B” teams competing. Round robin pool play followed a seeded single elimination tournament. Tournament fee was \$80 per team. Elimination tournament champions were awarded t-shirts with runner-ups receiving a trophy. Joel Formanek (Belle Plaine) assisted staff in running the event.

## **AQUATICS**

***Certified Pool Operator School & Aquatic CEU Workshop*** – we just wrapped up our last set of classes for this fiscal year. Our series ended in Fort Dodge on June 9, 10, and 11. Due to IPRA coordinator scheduling conflicts, IPRA staff served as host facilitator for the Aquatic CEU workshop in Clear Lake and Fort Dodge. To date, we had an overall increase of 48 CPO students and 5 CEU students from last year; which translates to greater revenue and expenses. Pool Tech Midwest, Inc. continues as our classroom instructors.

***Pool Manager Workshop*** – Clive Parks and Recreation was kind enough to again serve as host site for our spring time pool manager’s workshop. There were 40 attendees at the May 16 workshop. Registration fee is \$10 per person with full-time professionals attending at no charge. Registration fee includes snacks, beverages and lunch. Topics covered were customer service, emergency action plans, “crypto” handling and round table discussions.

## **NRPA**

***National Legislative Forum and Mid-Year Meeting*** – the annual mid-year meeting was moved from mid-February to mid-March. Representing Iowa were John Hagener (IPRA), Mike Moran (APRS), John Terpkosh (USTA), Larry Makoben (Bettendorf) and Steve Jordison (IPRA). Because of scheduling conflicts, our delegation was able to only meet with Congressman Tom Latham. All other Congressional meetings were held with staffers. The main thrust (from NRPA) of the visit on Capitol Hill was fully funding Land & Water Conservation Fund (LWCF) state side assistance program, Senator Harkin’s “Play Every Day” bill, “No Child Left Inside” initiative, and US Department of Transportation funding for recreation trails and safe route to schools. Typically, our Congressional visits last only 20 minutes.

Due to scheduling conflicts, Legislative Chair Terry Hoffman (Sioux City) was unable to attend this year.

Beyond Capitol Hill, each IPRA representative had their respective governance meetings to attend.

***NRPA Committees*** – currently, IPRA staff sits on the National Forum (Awards, Diversity, and International Relations committees), Council of State Executive Directors and the Great Lakes Regional Council. John Hagener seats on the Council of State Affiliate Presidents and Great Lakes Regional Council. Larry Makoben seats on the Citizen Board.

***Great Lakes Regional Council*** – GLRC is one of four NRPA regional councils. GLRC is comprised of the following states: Iowa, Illinois, Minnesota, Missouri, Wisconsin, Michigan, Indiana, Ohio and two Canadian provinces. Each summer there is council meeting which is hosted by one of the eight state associations. This summer IPRA, in conjunction with Des Moines Parks and Recreation Department, will host the event. Approximately 50 represents will descend into Des Moines from July 24-26 for meetings, tours and educational sessions. Registration fees and expenses will be run through IPRA. A copy of the registration form can be found on the IPRA Web site. As a courtesy, online registration will be available.

**CONFERENCE**

Ron Hopp, chair, and his committee are to be commended for their hard work in producing a very successful event.

Net History

	Council Bluffs (2008) Budget	Estimate	Waterloo (2007)	Dubuque (2006)
<i>Revenue</i>	\$49,310	\$49,892	\$48,700	\$48,885
<i>Expense</i>	<u>\$27,860</u>	<u>\$27,568</u>	<u>\$30,270</u>	<u>\$27,367</u>
<b>Net</b>	<b>\$21,450</b>	<b>\$22,324</b>	<b>\$18,430</b>	<b>\$21,518</b>

Participation Breakdown History (total delegates)

Council Bluffs (2008) = 142	Waterloo (2007) = 136	Dubuque (2006) = 149
Sioux City (2005) = 93	Des Moines (2004) = 151	Davenport (2003) = 134
Waterloo (2002) = 157	Dubuque (2001) = 167	Council Bluffs (2000) = 165

**FALL WORKSHOP**

Clarion Hotel in Cedar Rapids will be the host property for this year’s event. Dates are September 16 – 18. Golf outing will be on Tuesday, September 16 followed by educational sessions on September 17 and 18. Jeff Kraayenbrink, Cedar Rapids Parks and Recreation, is the event chair. Due to good planning on Cedar Rapids staff part, they were able to wrap up a majority of the basic content before the history making floods created havoc on their community. IPRA staff and Angie Cole (Hiawatha) have offered assistance in securing a few additional speakers, putting together the delegate brochure as well as assisting with sponsorship commitments. The delegate brochure and online registration will be available via the IPRA Web site by July 30. For the first time, the delegate brochure will only be available electronically. This is a combined effort to save money and to “go-green”.

**ADMINISTRATIVE**

**Consignment Tickets** – due to poor weather conditions and fuel costs the number of re-orders have dropped off. Payments from agency sold tickets will occur after July 1 and continue monthly after that date. We are excited to offer an additional consignment ticket option - Blank Park Zoo (Des Moines). BPZ gate price is \$10 for adult daily admission. IPRA consignment ticket price is \$6.00 with agency ticket price being \$7.00. Tickets are sold to the public at \$8.00. Child tickets are also sold at the gate admission price of \$5.00.

**Web Site** – with the assistance of our Web host provider, our site has been updated with a fresh look. We have also been updating the site with additional user information.

**Iowa Foundation for Parks and Recreation** – on May 9<sup>th</sup>, the Foundation hosted a one day golf outing which consisted of 18 holes of golf, silent auction and raffle. IPRA aided the Foundation by securing complimentary amusement park tickets and one complimentary annual membership (value – professional \$125 or commercial \$138). We also helped promote it by including a registration flyer insert in the April newsletter and a number of e-blasts. From all indications, the outing was financially successful. Christine Page (Des Moines) was elected the new president. The group had scheduled a strategic planning workday on June 18 but was postponed due to many members being pre-occupied with post flooding issues as well as other agency commitments. This year an Iowa Foundation for Parks and Recreation higher education scholarship (value \$1,000) was not offered. In an effort to re-direct funds for the advancement of parks and recreation within the greater whole of the state, the organization will be using the strategic planning meeting to develop a course of action. IPRA is thought to play a role in delivering their message.

**Flooding** – with the number of agency members who have experienced historical flooding and other weather related occurrences, IPRA and its members stand ready to be of service.

**Ahrens Foundation Meeting** – IPRA staff met with members of the Ahrens Foundation (Grinnell) to discuss the drafting of a Memorandum of Understanding between the two organizations. This MOU will enable both groups to have a clearer understanding of roles, expectations, as well as IPRA/IASA building maintenance and upkeep.

**Meetings – Staff met with:**

Dr. Christopher Edgington (UNI) and a Ph.D. student regarding surveying community (IPRA / non-IPRA) park and recreation directors or board and commission members regarding leadership.

National Program for Playground Safety (NPPS) to schedule next year's playground maintenance and design workshops.

Coralville Parks and Recreation and U of Iowa Athletic staff to begin prep work on the 2009 conference.

**UPCOMING ACTIVITIES**

- Implementing new two year agreement with Pool Tech Midwest, Inc. for Certified Pool Operator and Aquatic CEU Workshops
- Implementing new three year agreement with Iowa Amateur Softball Association
- Fall Workshop – Cedar Rapids – electronic brochure only; reminder postcard
- NRPA Council of State Executive Directors – Baltimore, Maryland July 9 – 13
- NRPA GLRC – DSM July 24-26
- CPO/Aquatic CEU Workshop – DSM August 4-6
- IPRA Day at Iowa State Fair – Thursday, August 14
- IPRA Youth State Tennis Tournament – August 11
- Men's 14" Slowpitch State Softball Tournaments – Cedar Rapids, West Des Moines August 15-17
- Agency visits by IPRA during the summer season



**NOTICE OF MEETING AND AGENDA**

**Thursday, June 26, 2008**

**10:00 AM**

**Tele-conference Meeting**

**Executive Board**

John Hagener	Ben Page	Angie Cole	Vicki Hensley
<i>President</i>	<i>Vice-President</i>	<i>Treasurer</i>	<i>NRPA Great Lakes Regional</i>
			<i>(until October 18, 2008)</i>

**Directors at Large**

Troy Anderson	Duane Randall	Mark Ripplinger
<i>Director at Large</i>	<i>Director at Large</i>	<i>Director at Large</i>
Doug Bylund	Matt Salvatore	Faron Van Nostrand
<i>Director at Large</i>	<i>Director at Large</i>	<i>Director at Large</i>

**Staff**

Steven Jordison, *Executive Director*

**AGENDA**

***General Items***

1. Call to Order
2. Roll Call
3. Approval of Agenda

***Report Items***

1. Personnel Evaluation / Goals via the Executive Committee
2. Leadership Summit II Update – What is our next step?
3. 2008 Fall Workshop Update / Executive Director Report

Ron Hopp  
Ben Page  
Steven Jordison

***Consent Items***

1. Approval of March 6, 2008 Board Meeting Minutes
2. Treasurer’s Report
  - o FY 2007/2008 Final Estimate (receive and file)
  - o FY 2008/2009 Proposed Budget (approve)

Angie Cole

***Discussion Items***

1. Board Action Form – Information Technology Committee
2. Three Year Action Plan (2008 to 2011)

Ben Page  
Ben Page

3. State of Iowa Smoking Ban (in effect July 1)
4. Directors at Large Committee Assignments
  - a. Education =
  - b. Advocacy =
  - c. Resources =
5. Board Member Comments

Ben Page  
John Hagner

***Adjournment***

\*\* Next Meeting Scheduled for Fall Workshop in Cedar Rapids (September 2008) \*\*

Approved