



Maryland Recreation and Parks Association

Executive Board and Council Meeting

North Laurel Community Center

June 13, 2019, 1pm



Attendance: Carolyn Ryan, Steve McCoy, Nick Johnson, Jen Jennings, Todd C. Johnson, John Nissel, Carla Benavides, Corey Smith, Kelly Ketzenberger, Mike Coppersmith, Emily Lawrence, Chuck Montrie, Cara Marshall, Holly Harden, Susan Potts, Derrick Thompson, Darryl Wyles, Ashley Gibbs, Wendy Donley, Michele Potter, Kathy Burley, Alexandria Wilson, Jacob Chesnutt, Daune Cook, Lisa Carroll, Jenenne Blakely, Edwin Rivera, Wanda Ramos, Karen Haseley

- I. Call to Order: 1:00pm
- II. Adoption of Agenda: 1st Todd, 2nd Carolyn, Agenda Adopted
- III. Executive Director and Office Report
 - a. Working on NRPA Congress. Registration is now available for 16 offsite Institute Tours, 1 tour is already sold out.
 - b. Chuck will be attending the Annual State Executive Directors meeting, June 24th in Grand Prairie, Texas.
 - c. NRPA Congress Maryland social will be held on Wednesday, September 25th from 5-7pm at the Pratt Street Yale house from 5-7pm. The event is being sponsored by "All Recreation."
 - d. Amusement park ticket request forms appear to be coming in better then at this point last year.
 - e. Mid Atlantic Sports Turf will be sponsoring a field renovation at the oldest Boys and Girls Club in Baltimore.
 - f. Daune presented the "Three Points of Member Engagement. 1st point of engagement is for new members and sent via email with reminders of user name, password and how to get more involved. The 2nd point of engagement is sent via email 1-2 weeks after the members receives the first point of contact. The 3rd point of engagement is currently being sent to all members, with links on how to navigate the website. 2528 emails are going out to members, as of this date, 759 have been sent.
- IV. Officer Reports
 - a. President
 - i. Matt Zervas is no longer serving as the chair of the Amusement Park Ticket Sales Committee.
 - ii. Strong Roots/New Growth theme for this year is meant to honor our foundations and aimed to challenge ourselves to try something new. Leaves with the logo will be handed out at all general membership meetings and attendees will be encouraged to write their success stories on the leaves.
 - b. President Elect
 - i. Summer General Membership meeting will be held on July 31st at Conquest Beach. The training topic will be "Drones" with speaker Patrick Harwood from

Montgomery Parks. Currently 29 people are registered, expecting 150 registrants.

- ii. Working on the Fall General Membership meeting with possible speaker, Jonte Hall, former Harlem Globe Trotter. Jonte was known as the shortest player on the team, at 5'2". He currently speaks on acceptance and self-love with youth.
 - iii. Goals have been formalized for the year.
 - iv. Coordinating the third annual equipment showcase to be held at Pope Farm in Montgomery County on October 18th. The team has met initially to discuss goals. Goals this year include 500 participants, 25 vendors and 10 in house demos.
- c. Past President:
- i. Established goals for the year.
 - ii. Began compiling SOP'S based on responses received from the retreat.
 - iii. Attended the RALS meeting on June 7th in Frederick.
- d. Vice President
- i. Quarterly reports are due 2 weeks prior to the Summer General Membership Meeting.
- e. Secretary
- i. Thank you for electronic reports that were submitted
 - ii. Send handouts to Terri prior to meeting so they can be sent to those attending through the phone.
- f. Treasurer/Treasurer-Elect
- i. Working on new fundraising ideas.
- g. RALS Branch
- i. First meeting was held on June 7th in Frederick. 2 new members attended. Social media was used to live stream the meeting.
 - ii. The Branch outlined their goals for the year. One goal is to increase member engagement, such as bring a friend to a meeting, get a gift.
 - iii. Past President, Jeff Williams attended the first meeting and gave great insight on the RALS Branch of the past, and potential for the future.
 - iv. For the future, the committee would like to add some type of activity to each meeting, as well as plan additional activities such as a NATS game.
 - v. The Branch is working on creating a mission statement.
- h. TR Branch
- i. First meeting was held on June 12th in Montgomery County.
 - ii. One of the Branch goals is to create SOP's that streamline all branch positions and standalone functions that branch members are responsible for.
 - iii. Planning on Tommy Ross mini golf fundraiser at the conference again this year.
 - iv. Working on additional fundraising ideas such as glow mini golf and a corn hole tournament.
 - v. The Board will have additional discussions with the branch on the administration of the Tommy Ross Memorial Fund and how to institutionalize the scholarship. The branch will work on a SOP to administer the fund.
- i. PARC Branch
- i. First meeting held on May 23rd.
 - ii. The branch outlined their goals for the year and is currently working on creating assignments to get their tours and conservation projects organized.

- iii. The committee received historical records from past members and are putting that information together with current information to have an outline of the history of the branch.
- iv. The Tree Hugger logo should be used by the branch regularly and a Facebook page should be created.
- v. Committee meetings are set for the year.

V. Committee Reports

a. Awards

- i. Matt and Corey met to organize themselves for the year and create goals.
- ii. Quarterly award nominations are due by June 25th.
- iii. Committee is analyzing the marketing awards population categories. The budget may need to be increased as 8 additional awards would be created.
- iv. The Celebration of Excellence Awards luncheon will be held on February 27th. The committee is then readjusting to a night event/gala on a Saturday night. The target month is November 2020.

b. Conference

- i. Meetings have been set for the year and goals created.
- ii. An evaluation meeting was held in May, which included a revised evaluation format to look at sessions and the overall conference. Committee members also completed an evaluation this year. Thank you to Laura Wetherald for revising the evaluations and process for the conference.
- iii. First committee meeting will be held on Friday, June 21 at the Rockville Senior Center.

c. Education and Training:

- i. This committee created goals for the year.
- ii. The committee is working on creating a Special Events summit and a Recreation 101 certification program. They are meeting with the consultant for Recreation 101 on June 20th.
- iii. The committee is working on training guidelines.

d. Finance

- i. Investment Statement for 4/20 – 5/31/19 indicated investments are at \$823,123.68.
- ii. Created goals for the year.
- iii. Michele started research on financial policies and procedures with other counterparts and asked Chuck to do the same during the upcoming Executive Directors meeting.

e. Leadership Institute:

- i. Currently LI has 8 applicants and needs 20-22 to run.
- ii. Deadline to apply is July 1, 2019.
- iii. Currently working on finalizing speakers, meeting sites and the retreat in September.
- iv. Committee is looking for a CEU coordinator.
- v. Please remind your agencies to encourage applicants to apply.

- f. Legislative:
 - i. Only current legislative issue being followed has to do with POS repayment money that is being put on hold. (See the summary attached)
 - ii. Currently working on education pieces for legislature
 - iii. In respect to turf as well as heat policies in relation to turf. Please send any turf heat policies to Klburley@harfordcountymd.gov.
 - iv. Let Kathy know if there are any legislative efforts worth pursuing.
- g. Marketing/Communications
 - i. Working on online store for MRPA merchandise. Will roll out the program at the Summer General Membership meeting. Will start slow with 1 t-shirt and 1 polo.
 - ii. Marketing meeting will be held July 2nd, 9am, at Howard County Recreation and Parks Headquarters.
 - iii. The marketing request form is available on the MRPA website and has assisted with reducing last minute request.
- h. Member Engagement/Outreach
 - i. Worked with Daune on the 3 steps to member engagement.
 - ii. Let Wendy or Alex know what your committee or branch needs are, so they can assist to get more members involved.
- i. Professional Certification Board:
 - i. The PCB board has updated the online CEU form. It now has tips as well as an alphabetized measurable verb list. You can find the form here: <https://www.mrpanet.org/page/CEUform> Please use this update form when applying for CEUs.
- j. Professional Learning Communities
 - i. Committee is currently putting a PLC schedule together for the whole year.
 - ii. Happy to entertain additional PLC groups.
- k. Professional Standards:
 - i. The mission of the Professional Standards committee is to “Promote and encourage professional certification among the membership by educating agencies and individuals.”
 - ii. Goals were developed for the committee.
 - Inform the Membership of Benefits of Professional Certifications:
 - a. Develop a series of testimonials of CPRP/CPRE certified professionals to publish in the membership newsletter by August 1st.
 - b. Write an article with the benefits of Professional Certifications – Stephen by July 25th.
 - c. Publish a quick summary of memberships that our members have – Wanda by July 15th.
 - Review survey results for other various certifications in the field.
 - iii. Develop an equity statement.
 - iv. Partner with Training Committee to include training for certifications.
 - v. Meeting dates for the year are established.

- I. Sponsorship/Resource Development:
 - i. Summer Camp Resources Expo planning is underway with a goal to draw in camps and camp staff from around the region to attend and receive resources for programming, materials, equipment – one stop type event. The date is December 4th from 10-6pm or 12-8pm. Tentative location Meadow-brook Athletic Facility. Potential for 150 vendors, vendor fee is still in the works. Fees for entrance will be \$10 for early bird by October 1st, \$15 after October 1st and \$20 at the door. Need volunteers to assist in planning this fun event.
 - ii. Crabby ball drop will happen at the Summer General Membership meeting. The goal is to raise \$10,000 for MRPA seeking other people's money. Vendors, family, friends, they do not have to be present to win. Discussion on whether this fundraiser at the Summer meeting would interfere with the TR Branch 50/50, consensus was that it would not.
 - iii. The Committee is looking to have awards sponsored in the future.
- m. Scholarships:
 - i. Kay Valeson scholarship applications are due on 7/15/19.
 - ii. Working on developing criteria for NRPA conference scholarships.
 - iii. Working on a mini workshop scholarship for members.
- n. Technology
 - i. Committee researched and found a good option for conference call equipment. AT&T SB3014 DECT 6.0 Conference Phone with Four Wireless Mics available on Amazon for 281.70.
 - ii. The App for conference will be created again through Guidebook. After the successful use of the Guidebook App for the last two years, we have the option to subscribe to a service to maintain. The payment will be processed each year. The account's renewal date is currently set for 1/10/20, and the subscription is active until that date. If we were to have a new, three-year subscription begin on January 10th, the annual MRPA Conference in April event would be covered for 2020, 2021, and 2022 - account renewal date of 1/10/2023 after that. These are the subscriptions available for use:
 - One-year subscription renewal: \$950
 - Two-year subscription: \$850 each year
 - Three-year subscription: \$750 each year

VI. Old Business N/A

VII. New Business

- a. Discussion on creating an SOP for meetings. MRPA meetings should be consistent with content, such as introducing first timers and new employees, icebreakers, and who needs to report.
- b. Specific to the Summer General Membership meeting, the meeting should be open and inclusive and make new members feel welcome. It was suggested to have a welcome table for first timers.
- c. Member Survey results were discussed.
 - i. There are many ways the results can be used.
 - ii. Many people indicated they were interested in getting involved in a committee, Holly will follow up on this data.

iii. The survey should be shared with membership at the Summer General Membership meeting.

d. July is Recreation and Parks Month discussion. What can we do as an association to support this month. Brainstormed ideas included, Recreation and Parks Employee Appreciation Day, Agency competition, where agencies post Recreation and Parks month videos, produce a calendar of fun things you can do around the state, and highlight employees through social media by doing a member of the week spotlight.

VIII. Adjournment

- a. John – motion to adjourn
- b. Carolyn - 2nd
- c. Passed; adjourned @ 2:45pm