



MARYLAND RECREATION & PARKS ASSOCIATION
Executive Board and Council Meeting
October 17, 2019, 1-3pm.
North Laurel Community Center

- I. Call to Order 1:04**
- II. Attendance:** Holly Harden, Jennene Blakely, Nick Johnson, Jake Chesnutt, Corey Smith, Jen Jennings, Carolyn Ryan, John Nissel, Adrienne Varieur, Chuck Montrie, Emily Lawrence, Alexandria Wilson, Anna Hunter, Kelly Ketzenberger, Susan Potts, Karen Warnick, Terri Hilton
- III. Adoption of Agenda – Adopted Carolyn moved, John 2nd**
- IV. Welcome & Introductions**
- V. MRPA Executive Director & Office Report**
 - a. Camp Resource fair – Will be held on December 4th, 2019 at Meadowbrook Athletic Center. Currently 19 exhibitors currently, the goal was 25. Advertising will continue.
 - b. Thank you to all who volunteered to make the NRPA conference a success.
 - c. The Financials on NRPA will be available in November.
 - d. Certified Playground Inspector Institute will be held on January 8-10th at the Sports and Learning Complex with expected revenue of \$10,000.
 - e. Amusement Park ticket sellers are closing out and returning money and tickets. 3 out of 10 parks are closed. Hershey Park ticket sales are up from last year.
 - f. Budget meetings with branches and committees will be scheduled for November.
 - g. The office is currently billing out agency and commercial memberships.
 - h. The office is renewing 11 sponsorship agreements and recognizes that a marketing piece for sponsorships is needed.
- VI. Board Reports**
 - a. Presidents Report**
 - i. Attended the President's and Executive Directors meetings at NRPA. Holly recommends this for all Presidents if possible, in the future, as she was able to sign up for a List Serve and Facebook group to connect with other state organizations.
 - ii. Needs subcommittee list by December 6th.
 - b. President Elect**
 - i. Fall General Membership meeting will be held on November 21, 2019 from 9-1pm at Green Farm in Montgomery County. "Not too Small," Jonte Hall, from the Harlem Globe Trotters will be the guest speaker
 - ii. Last minute registrations are expected for the Fall GMM. Currently there are 15 people registered with a goal of 125 people registered.
 - iii. Equipment Showcase will be held on October 18th from 8am-2pm at Pope Farm Nursery in Gaithersburg. 26 vendors are confirmed, and 500 registrants are expected.
 - c. Past President**
 - i. The position description for Past President has been updated. There are not many changes, we seem to be in line with what other organizations are doing. I

would say that we can suggest that the role also take on any project assigned by the President.

- ii. Thanks and congratulations to all who participated in the planning and execution of the NRPA conference. It was a great conference!
- iii. Still waiting to receive additional SOPs and willing to work with any committee to help them develop theirs. Information has been received from the following committees: Marketing and Communications and Professional Standards.
- iv. Thank you to Cara Marshall for creating a 'logo' to use for the upcoming nomination season.
- v. Created a series of posts for the Weekly Update regarding nominations which started last week and will continue until the fall General Membership Meeting.
- vi. Reached out to several past board members soliciting testimonials to post in the Weekly Update between the fall and winter General Membership Meetings – have received four so far.
- vii. Received one nomination for President Elect and one nomination for Secretary.
- viii. If anyone would like to run for an MRPA Board position or knows anyone who is interested, please reach out to Carolyn.

d. Vice President

- i. Quarterly report is due on November 7th.
- ii. Winter General Membership meeting will be held on February 5, 2020, from 9:30am -1:30pm at the Audubon Naturalist Society Headquarters in Chevy Chase. The speaker will be Eliza Cava, Director of Conservation, on the work ANS is doing on these initiatives plus see firsthand the environmental and historic stewardship of their 40-acre Woodend Nature Sanctuary in Chevy Chase. This space will hold 100 attendees.

e. Secretary

- i. Carolyn made a motion to approve the August 29th Board and Council meeting minutes, John, 2nd. All were in favor.

f. Treasurer/Treasurer-Elect

- i. No Report

g. RALS Branch

- i. A successful arts showcase was held on Friday, October 11th, around 40 people attended.

h. TR Branch

- i. The TR branch met in September and discussed the following;
 - a. Ideas were discussed to revamp their annual fundraiser (bowling or cornhole). A suggestion was given to postpone the event until January or February.
 - b. Questions regarding the transfer of the Tommy Ross Scholarship to the Scholarship Committee were discussed.
 - c. NRPA conference representatives discussed.
 - d. TR Branch positions for 2019-20 discussed.
- ii. Check was sent to the Leso family to fund Jack's participation in adaptive baseball and karate.
- iii. All branch Joint holiday social is being planned for December 13th.
- iv. TR branch will be donating basketballs for Jonte Hall to sign and they will be available to purchase at the Fall General Membership meeting.

- v. Next Meeting, November 12th at the new Wheaton Community Center.

i. PARC Branch

- i. Will hold a meeting and workshop at Bladensburg Waterfront Park on October 23, at 10am. “Engaging Communities in Forest Stewardship... an Environmental Approach.
- ii. The next meeting will include a community project and will be held in February.

VII. Committee Reports

a. Awards

- i. October 31, 2019 is the deadline for the quarterly rewards. Bob Wall was nominated.
- ii. Awards Committee shared awards concerns in a formal recommendation to the Board.
- iii. Plans to send a “Save the Date” and get more participation in the Awards Luncheon scheduled for February 27th, from 11-1pm at the Cylborn Arboretum.
- iv. Sole Recreator and Passion for Parks awards are suggested as new awards to be given at conference.
- v. The process for “Retired Life” should be defined and made a bit clearer for nominators and the awards committee. A “Call for Retired Life Nominees” was suggested.

b. Conference

- i. Met on 9/13/19, next meeting 10/25/19.
- ii. Working on SOP’s and conference timeline.
- iii. 2 keynotes have been confirmed. Adam Zuckerman and Milton Hunt. \$4000 for both keynotes, plus mileage has been negotiated.
- iv. The deadline to submit education sessions is 10/21/19. 20 submissions have been submitted so far.
- v. The exhibitor brochure will be coming out soon. Email Adrienne any exhibitors you think might be interested.
- vi. New AV equipment is being purchased as well as sign holders. It was suggested that each room has a list of all session’s topics and times for the whole conference. (just like NRPA’s set up) Include sponsors for the exhibit hall entrance on the same type of sign.

c. Finance

- i. No report.

d. Legislative

- i. No report.

e. Marketing Communications

- i. Launched MRPA apparel store. October 31 is the deadline to receive items the Fall General Membership meeting.
- ii. Waiting on information on the MRPA special events summit flyer.
- iii. Working on MRPA vendor fair, flyer, banner, and magazine ad.
- iv. The requirement of the marketing requisition form is going well on both the submitting and receiving end.

f. Member Engagement & Outreach

- i. Met with Daune on website reengagement and received a report as to who has not been on the website.
- ii. Working on emails for new members and members that have not renewed.

- iii. Working on an idea for a video with office staff to put faces with names to send to membership.
- iv. Need to print new rack cards.

g. Professional Certification Board

- i. Turned in SOP.
- ii. Working on updating position descriptions.
- iii. 13 CEU applications have been received, 10 are pending, 1 denied.
- iv. Updated online CEU application.
- v. Keep in mind, when submitting a CEU application, you should receive an automatic email right away and then an email from Karen within 3 business days. It was suggested to include this information on the online application.

h. Professional Learning Community

- i. 2 PLC's were held on October 16th, having several on one day is not recommended for the future. Aquatics, Camps and Sports were held in one day and in different places.
- ii. Pickleball, Administrative, and ADA are coming up.

i. Professional Standards

- i. Working on testimonials from members that are certified, various certifications. We hope this generates some additional interest and connects members with other certified professionals.
- ii. We would like to have one testimonial per week in the weekly update.
- iii. Working on an online CPRP study group.
- iv. Working on a diversity/inclusion statement for MRPA. This conversation needs to be started.

j. Ritch Stevenson Leadership Institute

- i. Overnight retreat at Camp Letts went well and included a variety of activities.
- ii. Next meeting will be held at Swan Harbor in October, Joe O'Neil will speak on Leadership
- iii. November meeting will be held at Showplace Arena.

k. Scholarship

- i. Had a planning meeting with Chuck and Holly.
- ii. Will roll out scholarships for one day trainings in November.

l. Sponsorship & Resource Development

- i. No Report.

m. Technology Committee

- i. No Report.

n. Training and Education

- i. Working on Recreation University to begin on January 7th. Recreation University is a six-week program providing new employees or seasonal staff with the foundational knowledge of the Parks & Recreation Management field
- ii. Mental Health and First Aid Training has 10 people registered so far.
- iii. NEW! Training offering – Train the Trainer through Montgomery Parks and Montgomery Community College.
- iv. Working with Prince George's county to extend their staff training opportunities with MRPA members.
- v. Planning the Special Event Summit to be held on 3/2/20 at the Arts Barn in Gaithersburg. Currently working on logo and marketing.

VIII. Old Business

- a. N/A

IX. New Business

- a. 2020 Budget meetings
 - i. Meeting with Committees with budgets in November
- b. Strategic Plan Discussion
 - i. The Strategic Plan is a working document and needs to be updated regularly.
 - ii. It was suggested that a portion of each meeting be focused on the strategic plan spreadsheet.
 - iii. The online copy should be updated, the last time the plan was updated online was 2017.
 - iv. It was suggested that a small group meet to revisit the plan in January or February. Chuck will arrange this meeting.
- c. Fee increases
 - i. Discussion was held and it was decided that fee increases should be the responsibility of the Executive Director and office staff, with a recommendation to the Board and Council.
 - ii. Looking for a Co-Chair for the Recreation University who is passionate about young professional development and training
- d. ACTION ITEMS
 - i. Send Subcommittee list to Holly by December 6th, 2019.
 - ii. Chuck will schedule a Strategic Plan review meeting.
 - iii. Budget meetings were scheduled. November 18th, Branches, November 20th, Training and Education and Conference.

X. Adjournment: 3:00pm / Jen made 1st Motion, Carolyn, 2nd, all were in favor.

Next Meetings:

Executive Board: Thursday, November 21, at 1pm, Green Farm Maintenance Facility

Board and Council: Thursday, January 16, at 1pm, North Laurel Community Center

Executive Board: Thursday, February 20th, at 1pm, location TBA

Winter General Mem. Meeting Wednesday, February 5th 9:30am – Audubon Naturalist Society HQ