



MRPA
MARYLAND RECREATION AND PARKS ASSOCIATION

**2019-2020 MRPA Board & Council
First Quarter Report: Summer 2019**

Executive Director Report- *Managing Director of MRPA who reports to the Executive Board. Responsible for designing, developing and implementing strategic plans in collaboration with the Executive Board. Supervises operations of the MRPA Office and staff.*

Executive Director and MRPA Office Staff

Chuck Montrie, Executive Director

- NRPA Local Host Committee – planning Maryland Social @ NRPA
- Attended meeting of Council of State Executive Directors (NRPA)
- Working on logistics for Summer Camp Resource Fair
- Working with Training Committee on Park & Recreation University curriculum
- Met with new NRPA CEO Kristine Stratton and NRPA Board Chair Jack Kardys

Adrienne Varieur, Office Manager

- Continued work with the Amusement Park Ticket Program
- Continued work with accounting functions (checks, deposits, payroll, reports)
- Worked with NRPA Local Host Committee
- Worked with Summer Camp Resource Fair committee

Daune Cook, Members Services Associate

- Produces the Weekly Update, including review of bounced emails
- Updated forms on website as requested.
- Sent individual emails to over 2,500 members requesting profile updates.
- Working on a web based Buyer's Guide for MRPA website.
- Assisted with updating survey for NRPA Council of State Executive Directors.
- Connects with new members by sending an acknowledgment and welcome letter.
- Posts to FaceBook (frequently) & Instagram (occasionally)

Armeana Street, Members Services Associate

- Updating member records in database for consistency
 - Entering job announcements on MRPA website
 - Assisting with amusement park ticket program (returns/orders)
 - Downloading Facebook photos to Flickr account
 - Acts as first point of contact for MRPA (answers phones)
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Executive Board Reports- *Elected Officers of MRPA. Responsible for the overall business of the Association, as well as oversight of the MRPA Office (Executive Director and Staff)*

President- Holly Harden

Theme for the year is *Strong Roots, New Growth*. Members are challenged to connect to their professional foundations and seek opportunities to take on new challenges.

The year began with a retreat May 1st at Belmont Manor Historical Park where the Board & Council worked to share their goals and establish priorities for the year. The first full Board and Council meeting was held on June 14th, all members attended or participated in the conference call.

Budget meetings were held with those committees responsible for generating revenue to help ensure the chairs had the necessary information to have a successful year.

The first major project of the year was the MRPA Member Needs Assessment. From April 18th to May 14th a fifteen question survey was open online for members to share information and feedback on various initiatives. Below is an overview of findings.

MEMBER NEEDS ASSESSMENT SURVEY SNAPSHOT

212 Survey Respondents

32 Agencies participated

Years in the Recreation and Parks Profession

29% had been in 9 years for less

39% of the respondents had been in the field 10-20 years

27% had been in the field over 20 years

5% were retired

Members hold nearly forty different certifications. 35% were Certified Recreation & Parks Professionals.

Member participation in MRPA sponsored programs (in the last two years)

71% of those responding attended the Annual Conference.

56% had attended a General Membership Meeting.

54% had attended a Professional Learning Community.

51% of respondents seeking Continuing Education Units (CEUs) when attending a training

Interest in new efforts

57% of respondents were interested in online learning & webinars

49% were interested in a Management Summit

42% were interested in Leadership Institute II

40% Marketing & Special Events Summit

38% Recreation Programming Summit

34% Recreation 101 Certificate Program

In order: January, February, November and October were the most popular months for training.

In order: Wednesday, Thursday, Tuesday, were the most popular days for training.

Member Training Interests

Leadership Development and Community Outreach were the topics with the highest level of interest.

President Elect- John Nissel

- This year's summer membership meeting has a record 171 staff registered. Thanks to staff at Conquest Beach for hosting the event this year and a special thanks to Joan Brooks for coordinating the food and beverages.
- I have touched base with Jonte Hall for the Fall Membership meeting to speak on "Acceptance and Self-Love with Youth" More to come as we move into Mid-August.

Past President- Carolyn Ryan

- Established goals for the year, including:
 - Complete Standard Operating Procedures project: collecting SOPs from all committees/chairs
 - Enlist a full slate of nominees for next year's elections – please see me if you are interested in running or would like more information about any of the elected positions within MRPA
 - Help to further define the role of Past President
- Presented briefly during the Board and Council Retreat to further explain the process and goals of establishing Standard Operating Procedures
- Began compiling SOPs based on responses received from Retreat
- Attended the RALS meeting on Jun 7 in Frederick
- Attended the Board and Council meeting on Jun 14 in Howard County

Vice President- Jake Chesnutt

- Updated Quarterly Report format to include explanations and descriptions of roles within MRPA
- Researching possible topics for Winter General Membership Meeting. If you have any suggestions, please email jake.chesnutt@pgparks.com
- Liaising with the following committees as per the bylaws/VP position description: Awards, Conference, Training and Education, Legislative, Marketing and Communications, Membership Engagement and Outreach, Professional Certification, Sponsorship and Resource Development, and Scholarship.

Treasurer/Treasurer Elect- Carla Benavides/Karen Warnick

We are proposing implementation of the budget and financial tracking process that was introduced last year. Thus far the branches and committees have met with the MRPA Office and President to review their budget and plans for this year. We are looking to provide assistance in creating a more realistic budget that caters to the needs of the branches and committees. Our plan is to meet in October to check in with the branches and committees on how their planned programs and fundraisers have gone.

Secretary- Terri Hilton- no report at this time

PARC Branch (Park and Resource Conservation)- Kelly Ketzenberger, Chair

- Branch Officers for 2019-2020 are Kelly Ketzenberger, Chair; Lisa Shore, Chair-Elect; Angie Hummer, Past Chair; Melissa Acuti, Secretary; Heather Johannes, Treasurer; and JB "Buffy" Kirby, Greg Kernan and Kayla Franks, Members-at-Large.
- *Save the date* for Oct 23 for Tree Planting and a guest speaker on the "Green Belt Movement"
- MRPA PARC Branch Blog page has been updated with meeting notes to make sure everyone is up to date with group activities. We are collecting history and information from the group and working on getting it onto a google doc for all members to access. If anyone has information they would like to add please send to kketzenberger@frederickcountymd.gov.

RALS Branch (Recreation and Leisure Services)- Ashley Gibbs, Chair

- O's game was successful
- Poaching ideas for fall/spring fundraiser. Initial plan was sip n paint however, the time of year and facility availability are clashing
- Next meeting expected to be September; exact date and location TBD (based on NRPA)
- Looking for members to sign up with Local Host Committee for NRPA

TR Branch (Therapeutic Recreation)- Nick Johnson, Chair

- Branch Officers for 2019-2020 are Nicholas Johnson, Chair; Rebekah Sutfin, Chair-Elect; Joya Johnson, Past Chair; Melissa Wyman, Secretary; Brandon Morgan, Treasurer; and Charles Butler, Member-at-Large
- The Branch met in June this quarter at the Kengla House in Montgomery County, and discussed:
 - Developing Standard Operating Procedures (SOPs) for Branch functions
 - Planning a Fall fundraiser to raise money for the Tommy Ross Scholarship
 - Survey will determine between a Cornhole Tournament following a General Membership Meeting, or a family-friendly Glow Golf Tournament
 - The Branch is currently soliciting prizes for these fundraisers
- The Tommy Ross Scholarship recently funded two summer programs for a participant in Anne Arundel County Recreation and Parks
- The branch received a donation of promotion items, "Therapeutic Recreation: Making a World of Difference" stress balls
- The TR Branch is organizing a social in Baltimore a day during the NRPA conference
- A joint Branch Holiday Social is currently being planned for December
- Next meeting: Sep 10, Greenbelt Community Center

Committee Reports- *Committee Chairs are members of the Executive Council and are appointed by the President. Each Committee report lists the Chair(s), a brief description, and the quarterly highlights.*

Awards- Matt Purkins and Corey Smith, Co-Chairs

Recognizes members for a variety of MRPA and Branch awards; quarterly and at the MRPA Annual Conference. Evaluate and recommend changes to the awards as warranted.

- After reviewing the population demographics for Maryland Recreation and Parks Agencies, we submitted a proposal to adjust the categories for the Agency Awards. The goal is to make a more equitable distribution for the nomination process for all agencies. The new Award categories for the number of residents served will be 250K+, 100K-250K, 50K-100K, and Under 50K.
- We are working with Daune in the MRPA Office to convert the Quarterly Award Nomination process to an online submission.
- The Legacy Awards team is working to compile a list of all previous award winners. ***If you have ever received an MRPA Award, please e-mail Corey at coreyh.smith@pparks.com or Matt at mpurkins@baltimorecountymd.gov.***
- The **Agency Awards Luncheon** has been scheduled for Thursday, February 27th at the Cylburn Arboretum in Baltimore City. Call for Nominations will go out at the beginning of November.
- MRPA Member of the Quarter Award has been selected and will be announced at the Summer General Membership Meeting.

Conference- Mike Coppersmith and Emily Lawrence, Co-Chairs

Plans the MRPA Annual Conference for professionals, volunteers, board members and vendors from across the state and region. Offers a variety of educational sessions and networking opportunities, and acknowledges outstanding accomplishments of both departments and individuals.

- Work is underway on the 2020 Annual Conference
- Conference dates are April 21-23, 2020
 - Will host a pre-conference session for **Youth Mental Health First Aid** on Tue, Apr 21. More information to follow.
- Conference Evaluations from 2018 have been reviewed
- The committee is still looking for interested members to participate. If interested, please contact Emily Lawrence Emily.lawrence@pgparks.com or Mike Coppersmith mcoppersmith@rockvillemd.gov

Finance- Michele Potter, Chair

Monitors MRPA's long-range financial plan, advises the Board on financial matters, prepares periodic reports on the association's investment funds, and works with the executive director and accountants on audits, reviews and overall management.

- The Account Summary is valued at \$851,730.51 in the timeframe of May 31 to Jun 28, 2019.
- During the Board and Executive Council Retreat, a group formed to explore a 5k as a fundraiser for MRPA Annual Conference 2020. This was discussed at the MML Parks & Recreation Meeting with Chuck Montrie and Susan Petito, Director of Ocean City Recreation and Parks. It was decided that we plan one outside of the MRPA Conference based on the immense schedule and the fact that fitness opportunities have been tried in the past in the mornings prior to the educational sessions with no success. If the desire is to have one in Ocean City, it would be best to plan for the boardwalk in the off season, or in another venue, such as Quiet Waters Park or a Montgomery County Park where no road closures are needed.
- Michele has been collecting financial policies from various non-profit organizations and has asked Chuck Montrie to ask his colleagues from other states as well.

Legislative- Kathy Burley, Chair – no report at this time

Develops a network and procedures to track and monitor state-wide legislation prior to and during the Maryland General Assembly session. Develops a list of issues and concerns, communicates issues to the appropriate parties, and leads discussions to develop a course of action, including testimony strategy.

Leadership Institute- Jennifer Jennings and Todd Johnson, Co-Chairs

Develops future leaders who will take on leadership positions within their organization and in the Maryland Recreation and Park Association. Reviews applications and selects cohorts for a 6-month program focusing on several areas of leadership development.

MRPA Leadership Institute kicks off on Sep 12 and 13 with an overnight retreat at Camp Letts in Anne Arundel County. 20 Recreation and Parks professionals have been chosen representing 16 agencies statewide. They will be a part of a comprehensive leadership program that includes leadership skills, public speaking, team building, legislation and more. The group will meet on the second Thursday of each month in various locations across the state and will develop partnerships/relationships that will carry with them throughout their Recreation and Parks career. Looking forward to meet the class of 2020 and getting the 6th year of the Leadership Institute on its way!

Marketing and Communications- Anna Hunter and Cara Marshall, Co-Chairs

Promotes general membership meetings and workshops, MRPA news and information, training and education programs, networking and social events, and the annual conference.

- Held MRPA Marketing Group meeting on July 2
- Attended Training Education Meeting
- Attended 2019-2020 Board & Council Retreat
- Looked into ordering apparel online for MRPA members
- The Committee helped edit/create/review:
 - Summer Camp Resources Vendor Fair Flier
 - MRPA Crabby Ball Drop Flier
 - Leadership Institute Certificate 2018-2019 Certificate
 - MRPA 2019 NRPA Conference Volunteer Flier
 - Ritch Stevenson Leadership Institute Logo
 - MRPA SPEAKERS BUREAU Booklet
 - 4 Web Banners
 - MRPA Therapeutic Recreation Branch Logo
 - NRPA Baltimore Conference Volunteer T-shirt
 - 2 MRPA Training Calendar Fliers

Member Engagement and Outreach- Alexandria Wilson and Wendy Donley, Co-Chairs

Focuses on membership retention and new member recruitment. Fosters development of a professional network and opportunities for "Young Professionals" ages 21-35. Identifies, communicates and evaluates membership benefits and fees.

- At the MRPA Conference we displayed a banner on Tips to Survive Your First MRPA Conference. We also handed out First Timer Badge Ribbons to First Time Attendees.
- Currently collecting member's "MRPA Story" to compile into a video
- Attended the Board and Council Retreat
- Attended the Board and Council Meeting – June 13
- Working with Daune with the 3 Steps to Member Engagement

Professional Certification Board- Karen Haseley, Chair

Approves CEUs for workshops and MRPA Annual Conference educational sessions.

CEU Applications Under Review:

- Emotional Intelligence for Recreation & Park Professionals (9/18/19)
- Grow More Leaders (11/13/19)

Reviewed and approved CEU applications:

- How to Get Started Utilizing Drones (07/31/19), .1 approved

Board Goals:

- Improve online CEU form to minimize number of CEU applications needing edits.
 - *Status: Completed-* included helpful tips for individuals filling out CEU application, particularly regarding measurable verbs, needs assessments and outlines. Also made the measurable verb list alphabetized.
- Complete SOP for CEU and Board procedures. *Status: In Progress*

- Work closely with Conference Education Committee to get CEU process more streamlined. Make online application for conference more streamlined, using the new updated CEU application and have all CEUs approved prior to conference brochure being printed.
 - *Status: In Progress*- met with Conference Education Committee on 5/10/19 and participated in Conference Education Committee meeting via conference call 05/17/19. We are working with Daune to improve conference application online submittals. New Form is still being tested.

Members: Karen Haseley, Chuck Kines, Di Quynn-Reno

Professional Learning Communities- Carrie Sprinkle and Derrick Thompson, Co-Chairs

Facilitates Professional Learning Communities (PLCs) and works with members to identify new topic areas. PLCs are opportunities for members to join together to discuss hot topics, share best practices, and develop a network of fellow professionals in related positions and areas.

We have attended the Athletic Ballfield Roundtable to best understand how we can incorporate their existing meeting into a learning community. We will keep the athletic ballfield roundtable as a learning community for those interested in the management of field maintenance practices, types of equipment, maintenance standards, contract vs in-house maintenance, how to position your department to create a specialized Athletic Fields team, various nutrient products and organizational structure.

Additionally, we will work to do a more “hands-on” learning community for those staff/agencies interested in specific techniques, field practices etc., these will incorporate breakout sessions.

Upcoming PLCs:

- Camps:
 - Oct 16, 1-3:30pm, North Laurel Community Center, 9411 Whiskey Bottom Rd, Laurel, MD 20723
 - Apr 1, 2020, 10am-1pm, Gary J. Arthur Community Center, 2400 MD-97, Cooksville, MD 21723
- Admin: Nov 14, 10am-1pm, South Bowie Community Center, 1717 Pittsfield Ln, Bowie, MD 20716
- ADA: Oct 29, 10am-2pm, Beltsville Community Center, 3900 Sellman Rd, Beltsville, MD 20705
- Health and Wellness: TBD
- Aquatics: Oct 16, 10am-2pm, Edward T. Hall Aquatic Center, 130 Auto Dr, Prince Frederick, MD 20678
- Sports: Oct 16, 10am-2pm, Downs Park, 8311 John Downs Loop, Pasadena, MD 21122
- Volunteer Management: Sep 19, 10am-1pm, Hyattsville Municipal Center, 4310 Gallatin St, Hyattsville, MD 20781

Professional Standards- Steve McCoy and Wanda Ramos, Co-Chairs

Promotes and encourages professional certification among the membership through educating agencies and individuals on the value and availability of continuing education opportunities.

Committee Goals:

- Inform the membership of benefits of Professional Certifications.
 - Develop a series of Testimonials of CPRP/CPRE certified professionals to publish in the membership newsletter (committee) by Aug 1
 - Write an article with the benefits of Professional Certifications
- Partner with Training Committee to include training for certifications in their training plan

Members: Wanda Ramos, Stephen McCoy, Robbin Oden

If interested in participating in the conference calls, please email wanda.ramos@pgparks.com.

Conference Call Meetings: 1pm, Mondays: Sep 16, 2019; Nov 18, 2019; Jan 13, 2020; and Mar 16, 2020

Scholarship Committee- Lisa Carroll and Amanda DeFilippo, Co-Chairs

Reviews applications and recommends scholarship opportunities and criteria. Scholarships may be available for trainings, MRPA and NRPA annual conferences, the Leadership Institute, and other trainings, certifications and internships that benefit the individual and MRPA.

Deadline for the Kay Valeson Memorial Scholarship was July 15. Applications have been forwarded by the committee and we are pleased to announce that we have selected 3 recipients for the 2019 Kay Valeson Memorial Scholarship. Please congratulate Corey Smith, Shannon Davis, and Rachel Kollasch, who all will be using this scholarship to attend the NRPA national conference being held in Baltimore, MD.

The **application deadlines** for the following scholarships are Oct 18, 2019; Feb 14, 2020; and Apr 15, 2020:

- **William L. Montgomery Memorial Graduate Scholarship:** this scholarship was established in memory of William Montgomery's professional contributions and leadership in the development of MRPA. Applicants must be currently enrolled in an accredited graduate program in leisure services or a closely related field and have satisfactorily completed at least six (6) credits.
- **Undergraduate Scholarship:** this scholarship for undergraduate work provides financial assistance to students pursuing a major in recreation and parks, leisure studies or another closely related field. Students must be currently enrolled at an accredited college or university and have completed at least one year of study.
- **Rubini Continuing Education Scholarship:** named in memory of the professional contributions of Frank Rubini, this scholarship can be applied toward any type of training or continuing education program that supports the professional development of the applicant. Examples include, but are not limited to: local or regional conference attendance, management schools, or one-day professional development workshops.

Scholarship committee is looking for another MRPA professional to sit on the committee for the 2019-2020 cycle. Please email Lisa Carroll at icarroll@carrollcountymd.gov or Holly Harden harden@howardcountymd.gov if you are interested.

The committee is working on the development of **Continuing Education Scholarships** that would be used towards local MRPA workshops and attending the MRPA conference. A MRPA member in good standing may apply for one of these per year. Applications will be accepted on an ongoing basis. In return, the awarded member will be required to "give back" to the organization. Number of awarded continuing education scholarships per year will change yearly depending available funding. Donations to the scholarship committee are always welcome.

Sponsorship and Resource Development- Nancy Pfeffer and Susan Potts, Co-Chairs

Raises funds for MRPA, including funding scholarships and paid personnel, which may be appointed by the Board of Directors. Works with volunteers to coordinate golf tournaments, silent auctions and other activities for the benefit of the association.

Currently looking for Sponsors for PLCs. Getting donations for Showcase awards luncheon and silent auction.

Crabby Ball Drop

Happening at the Summer General Membership Meeting: you gotta be in it to win, so purchase your ball today! Just \$10!

Summer Camp Vendor Fair

MRPA is hosting the first ever Summer Camp Vendor Fair in Maryland! This is the only event where you have the chance to market your products and services to nearly 600 decision-makers (for day camps and residential camp staff) from all Maryland Counties under one roof!

If you're interested in marketing directly to summer camps, then this is the event for you! The MRPA summer camp fair a great way to get your products into the hands of the decision makers, and is a main attraction at this popular event where attendees browse to find products and services for their programs.

We provide an excellent venue with many opportunities for interaction with attendees—the rest is up to you!

Where: Meadowbrook Athletic Conference, 5001 Meadowbrook Ln, Ellicott City, MD 21043

When: December 4, 2019

Time: 10am-4pm (setup 8-10am, takedown 4-6pm)

Cost \$300 Early Bird/\$350 after Sep 1 (Electricity is \$50 additional)

Technology- Edwin Rivera, Chair

Explores new technology to facilitate the objectives of MRPA, the Board and Council, and the membership. Identifies areas where MRPA can utilize technology to have greater impact on our members, and assists with training on new technology and facilitating any transitions.

- 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.
- The Conference App will be created again through Guidebook. After the successful use of the Guidebook App for the last two years, we have the option for an annual subscription. 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, 3-year subscription begin on Jan 10, the Annual Conference would be covered for 2020, 2021, and 2022, with an account renewal date of 1/10/2023. The subscription options are:
 - 1-year subscription: \$950
 - 2-year subscription: \$850 each year
 - 3-year subscription: \$750 each year

Training and Education- Jennene Blakely and Darryl Wyles, Co-Chairs

Coordinates training opportunities for members. Promotes professional certification through nationally recognized certifications (CPRP, etc.). Creates educational tracks/modules for our members, including Programming, Parks Maintenance, Supervision and Leadership, and Budget & Finance.

Darryl Wyles was offered a fantastic job opportunity and his last day working for M-NCPPC Prince George's County was Friday, July 12. *His passion, kindness and expertise will be VERY missed.*

Speakers Bureau ready to roll out to agencies across the state of Maryland and beyond!

- A small subcommittee of the Training and Education Committee, led by Laura Wetherald, have put together a professional Speakers Bureau with the goal of bringing professional speakers into agencies across the State. Three speakers, who are experts in their area and are well-versed in best practices within the profession, have been selected for this pilot group. All presentation topics are limited to subjects related to the Recreation and Parks but the speakers can also create a customized training for agencies.

Meetings: First meeting was held on May 23 in Laurel; next meeting is Aug 16 in Howard County

Calendar most up-to-date on the MRPA website – paper handouts of training calendar available for distribution – email Jennene Blakely Jennene.Blakely@montgomeryparks.org

Committee Goals and Statuses:

- Implement a Programming/Recreation/Parks Certification Program for Entry Level employees
 - Education & Training Chairs, Dianne Osei (M-NCPPC – Prince George’s County Training Coordinator and “Recreation U” lead) and Chuck met with Dr. Park– (Prince George’s County Community College representative and “Recreation U” contact) on June 20th to discuss the logistics of a Recreation and Parks University. Discussed possible subject areas.
 - Meeting scheduled with potential instructor at the end of July
 - Currently forming committee to implement this Leadership Institute style / Introduction to Recreation Program
- Plan 1-2 Summits (Special Event & Marketing / Programming / Leadership / Etc.)
 - Committee established for Special Event Summit scheduled for late winter/early spring 2020 – If you are interested in getting involved, please email Jennene Blakely. First meeting scheduled for Wednesday, August 7 in Rockville.
 - Task list and timeline created for implementation
 - General list of topic ideas generated at first Training & Education Committee