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Board of Directors Agenda

Thursday, February 14, 2019

Yarmouth Town Hall, Yarmouth, ME

Conference Call Dial in Number: **641-715-0861**

Participant Access Code: 633838#

10:00 am – 12:00 pm Board Meeting

- | | | | | | |
|------------------|----------------|--------------|----------------|----------|----------|
| 1. Call To Order | | | | Willette | [10:00a] |
| Tracy Willette | Karyn MacNeill | Sabrina Best | Deb Smith | | |
| Debbie Gendreau | Jen DeRice | Jason Hanken | Hillary Hallet | | |
| Lisa Thompson | Nicole Welch | Joe Crocker | Doug Beck | | |

2. Review/Accept Minutes of January 17, 2019 (MacNeil/Gendreau) as amended; all in favor

3. Monthly Budget Report Crocker

Joe talked about the conference registrations coming in. Karyn clarified that if membership dues are included in the conference fee if Deb separates that out on the ledger, answer was yes.

4. Board Discussion

- a. FY 19/20 Budget Draft

Tracy talked about adjusting ticket revenue, adding some expenses. Still need to adjust by \$315 and then revise Hot Shot revenue/expenses to match. Discussion around Hot Shot, since the board is not confirmed on whether this program will continue. It was recommended that we add back in the expense \$2,500 for the line item to balance. Adjustment was made to Ticket Program up to \$322,225 to balance out the budget.

Motion to accept Proposed FY19/20 Budget as amended; (DeRice/MacNeil); all in favor. Tracy will update and send to Deb and she will post it and send to membership.

- b. Mentoring Program

Deb talked about this past session not having as much interest or success due to various elements. There is currently one person looking to mentor someone right now. Deb is seeking input from the board on whether we should continue or not. Nicole spoke about the benefits from the program from her experience, although the need to reach out to her mentor was not large, it was beneficial when she did reach out for advice. There was discussion about how this concept happens organically but to have it listed helps bring awareness to the opportunity. The consensus was to keep the program as is for another year.

- c. Maine Association of Tourism

Tracy talked about the opportunity to become a bigger partner with Maine Tourism and this organization. There is legislature movement towards improving the efforts with trails, parks, and open spaces (Outdoor Recreational Opportunities) and Tourism. Karyn shared a flier she put together that talks about the Ticket Program and listed the Visiting centers in the communities that currently participate in the program. Logistics around what if your community doesn't sell all three tickets, can the ones listed on the card have to participate in all three ticket sales. It's a \$135 for a year to participate in the 'rack card' at the visitor centers. Another chance to market and promote the brand/organization. **Kate will follow up with Aquaboggan and York Wild Kingdom are on board first. Cost production is another area that needs to be explored, Deb will look into this.**

5. Committee Reports

- a. Executive Director Report (Attached)

Smith

Written Report, Deb touched upon once a month conference call with NRPA executive directors. The topic this past month was advocacy, NRPA is improving their efforts with State ED on advocacy. Deb talked about current efforts the board is making with advocacy at the legislature level. Jen volunteered to work on putting together info for the brochure together.

- b. Spring Conference

MacNeil

Website has the brochure posted with list of events and schedule. Sunday mystery night has 8 spots open (60 limit). We do need more prizes for Sunday Night, looking at needing 10 prize. There is currently 62 registered for the conference. Monday Night will showcase a cornhole tourney.

c. Membership

Smith

Invoices are coming in quickly. Deb asked if we still want to provide a membership booklet, she printed 174 it costed \$430 and was provided to any member or vender that wanted one. There was discussion about how the website is more up to date vs. printed version.

d. Legislative

Willette

Tracy talked about the LWCF grant review process and there was money left in the program and this is a concern. Tracy asked why departments are not applying for grants. It looks like staff are the ones filling out the applications and there seems to be a collaborative group seeking grants and looks like they are asking for plans design and engineering vs. actual implementation. Doug talked about how the Federal efforts are looking promising to pass a permanent approval for reoccurring funding so it doesn't need to be presented (and potentially cut) every year. There was discussion on how the grant process is intimidating and time consuming which is hard for some to compete within deadlines. There are some communities that don't have supporting departments such as planning or economic development.

e. Awards

Willette

Nominations are accepted year-round on the website. This is the most nominees we have received in a long time and every category is represented.

f. Hot Shot

Hillary reported that locals and regional are being held now, this will be the last year we offer this program state wide.

g. Track and Field

Baude/Board

Lesson plans were sent to the board and will be posted on the website and sent to membership. These are very camp counselor friendly and explains everything from top to bottom.

h. Pitch Hit & Run

Stewart

Tyler has worked out a MOU with the Sea Dogs, Deb emailed this to the board. We have 11 PR dept. and 3 Non already registered.

i. Tickets

Harris

Recap on the Tourism idea for this program, Funtown is no longer doing the Groupon program anymore due to fees. Ed provided current rates for this upcoming season.

j. Students

Thompson

Lisa has 2 students that have applied for scholarships and will have an updated report at the next meeting.

k. Northern New England Update

Thompson

No Report

l. SCORP Update

Willette

Tracy talked about a survey that was sent out which MRPA helped fund and will be asked to help promote within our communities. This will be ready by the end of this month, keep an eye out for it.

m. NMCRA

Hallett

They meet the first Wednesday of the month. This group will continue with Hot Shot when MRPA doesn't next year.

n. EMPRA

Gendreau

Tracy will be talking at the next meeting.

o. SMART

DeRice

February Meeting is Saco, Westbrook will be April, Auburn will be May, June will be Sea Dogs

p. Fall Workshop

Welch

October 18, 2019 in Lewiston

6. New/Other Business

Board

Deb talked about a new Playground Course to train staff on how to properly maintain being offered by NRPA, is this something we want to offer? \$175 per person, 1 day 6 hour class, maximum 30, must have a playground on site, this is looking to be the first step someone would take before becoming a CPSI. Deb also asked about anything Parks related for topics. This could potentially be a fundraiser for MRPA. Consensus was to move forward with this program and look into 2 locations if possible.

No Monthly meeting in March, will have the business meeting at the Spring Conference. April 11 at Westbrook, May 9 Bangor, and June 13 Lewiston meeting locations.

7. Adjourn (MacNeil/Balboni); all in favor 11:54am

Lisa, Hillary