



P.O. Box 6728 Scarborough, ME 04070
Tel. 207-252-0636 www.merpa.org

Board of Directors Meeting Minutes

Thursday, January 16, 2020

Conference Call

10:00 am – 12:00 pm

1. Call To Order

Tracy Willette
Jen DeRice
Tyler Stewart
Guest: Zach Schrock

Karyn MacNeill
Hillary Hallett
Deb Gendreau

Sabrina Best
Doug Beck
Lisa Topsham

MacNeill [10:05a]
Deb Smith
Joe Crocker
Nicole Welch

2. Review/Accept Minutes of October's Meeting (Jen DeRice/Hillary Hallett); all in favor unanimous

3. Budget Crocker

Monthly Budget; Joe provided the monthly finance report. No Discussion

4. Work Plan Updates

a. Membership Best/Stewart

Sabrina shared with the group a flier that was created to be used during recruiting of potential members. It is a front and back flier that tried to focus on catch phrases that would catch someone's attention and then listing all the benefits on the back. This is a good flier to use to remind current members of all the benefits they may not be using. Good catch phrases, easy to read, great list of benefits. Need to add logo. Add a photo with all ages, on back pages too. Back page edit; Benefits spelling. Sabrina will work with Deb to edit and move forward.

Tyler talked about collecting info at the Spring Conference by using a quick survey asking what member benefits everyone uses or prioritize with their membership. The thought is to have people fill it out maybe at lunch or voting and be entered to win something. Tyler talked about what is the person interested in and maybe introduce the committees to help drum up participation. Also asking the questions about reading the monthly newsletter or social media and website. This will help give us data on what people know or are using and then how we can focus our efforts. Karyn suggested using Q codes and survey monkey. Tyler and Sabrina mentioned using this as a first point to collect some direction and contact and then if we generate a larger survey from there. Nicole talked about having this info at food tables, on the screen during down time, check-in, each table have their own Q code with instructions would help.

b. Media and PSA Welch

Nicole reported that Erika and her touched base and the conversation was focused on MRPA Instagram account. It seemed the board was in favor for a Instagram account, there was the question on who would manage. Right now Nicole and Steve have access to the Facebook Page. The question is what is the goal? Is it the emotional connection where you can interact with posts, pictures, educational workshop. If we want to really push social media then we need more content to post than just pictures. Deb was looking into securing a photographer to attend events like the spring conference and then in return they would get a free vender table. Nicole talked about listing the events on social media like SMART meetings and conferences which can also provide content and education. This could be a way to catch those that don't read emails or fall thru the cracks. They also talked about vamping up the website and maybe offering a weekly dept. spotlight. This could include a quick write up with pictures and then post on Facebook so it hits both platforms. Nicole and Erica will connect one more time and report back at Feb meeting.

5. Donation & Recognition

Deb sent out a draft from Tracy on this topic for the board to review and edit and provide feedback at the next meeting. Send edits to Deb and then come ready to discuss at the next meeting.

6. Bookkeeper Discussion

Deb reported that she has connected with someone in Brunswick that has provided a quote for \$3,800. This includes monthly, quarterly, yearly, along with taxes. The person in Saco quoted at \$5,400 with the same list. Both work with Non-profits, each of those non-profits still hold a treasurer position but there is not 'job description. There is one more waiting to hear back from. Deb suggests next steps on job descriptions on the treasurer position and adjusting the by-laws to make it work. Then the funding portion would need to be determined in the budget. Karyn asked if there was an idea on how many hours, Deb said the breakdown would be roughly 3 hours a month, 2 hours a quarter, etc. Deb will put this all together and send it out to the board.

7. FY20-21 Budget Discussion

There was discussion at the last meeting to add a bookkeeper with support from the board. Deb talked about where would this come from in the budget revenues. Tracy suggested to place \$5,000 in the budget draft on the expense side to start the discussion of where to find the revenue. Jen asked if we needed to allocate a specific revenue source to offset the expense. Joe said there are two options; account line that would be taken from final line or assign to a specific account like the golf tournament revenue is where the expense would be charged to. Nicole asked how much we were in the positive in FY19, Joe said the net income \$21,000+ typically each year we net \$18,000-\$20,000. Deb mentioned we add it to the expense line and then not necessarily assigned to a specific revenue line. The board was in support of moving forward with adding the Bookkeeper \$5,000 line item as an expense.

Karyn talked about other items such as Lobbyist, Marketing, that the board has been talking about exploring. Tracy talked about in theory creating a 20 year CIP list so future boards know the direction and plan of the board. We could get feedback from the membership at the conference. Jen supported creating this document to help guide future boards, it would be hard to add a dollar amount. Dug agreed with adding the line item but not have funding at this moment. This would also show membership the work plan at the policy level.

Open discussion on the budget, Karyn clarified that the red numbers are actual for this current year. Tracy went thru to confirm location of major events staying the same, membership levels remain the same, maintenance playground and PSI workshops are in and out with some profit, tickets would be the big item that could potentially impact the budget. Deb talked about the ticket program potentially growing with adding new departments. Tray asked if there were any line items that can be taken out because they are more operating budget items. An example would be the CPI and Playground certifications.

Expenses – There was some clarification on where the financial review line would fall under once the bookkeeper line item. Since they are the same in theory it was agreed to keep the financial review line item but increase it to \$5,000 and Joe would change the account name for next fiscal year to Bookkeeper. Golf Tourney need to be increased, suggested at \$6,000. Insurance should go up to \$2,500. Software needs to increase to \$4,000. Marketing line needs to come down to \$3,000. Eliminate the mid year forum. Dues should cover MMA (would need to move from Marketing), Dues should move to \$900. Past President Council can be eliminated. Regional is for SMART, EMPRA, NMPRA each get \$500. There is a balance of \$3,000+ in the checking account from the old SMART membership dues at Evergreen Bank. Ticket Program increase to \$330,000. Track and Field should stay the same. Travel line item can be eliminated.

There was discussion in that MRPA has roughly \$59,000 in the savings account which could be used towards CIP, one time big purchases vs. putting something in the operating budget. It was not clear on the process of when or how much is moved from the checking account into savings. Tracy mentioned moving some cash in savings into CD's.

Executive Director Salary discussion will occur at the next meeting.

A smaller group will get together and work on creating a draft budget for the board to review.

8. Other Business

a. Intent to Serve

Forms available on www.merpa.org, no one has submitted anything to date.

b. Entertainment Showcase discussion

Deb reported that a small group got together and sent out a quick survey to collect data on what bands/performers towns are currently using. There was discussion on if there is a need to do a live in person showcase or rather a virtual list that can be shared.

c. Summer Camp regulations by CDC

Karyn Reported that there was a new Summer Camp regulation from the CDC coming 2021. Apparently there was a Public hearing held on 1/7/2020 that seemed to be more targeted for private camps, but could end up affecting Rec Camps. The board will keep this on their radar for more information and updates.

d. Spring Conference

Nicole will send the board an update on the Spring Conference via email.

e. Outdoor Recreation Conference

Doug reported that there is an Outdoor Recreation Conference planned for Fall 2020 and there is a potential for this to be combined with MRPA's Fall conference in the future. Something to keep in mind.

9. Next meeting – February 13, North Yarmouth (Budget out)

10. Adjourn (Hallett/Topsham); all in favor unanimous

[11:59a]

DRAFT