



## PRMonthly September, 2008

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### Important Upcoming Events!

For more information, or to register for any of the following events, please visit the WPRPA website.

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**10th ANNUAL  
SCHOLARSHIP GOLF  
OUTING**

at New Berlin Hills Golf Course.  
Friday, Sept. 12th.

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**AFO COURSE**

Elm Grove, WI  
September 17-18

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**43rd ANNUAL CONFERENCE**

Dear Juliene,

As a member of the Wisconsin Park & Recreation Association the benefits are endless! In addition to monthly updates and networking opportunities, as a member you receive our quarterly magazine "IMPACT", an annual membership directory and buyer's guide as well as the ability to participate in the discount ticket program, the networking listserv, regional meetings and discounts to attend the annual conference and trade show, workshops, tours, etc. We welcome your input at any time.

Remember to renew your 2009 Membership prior to January 15, 2009 to be included in the 2009 Membership Directory and Buyer's Guide.

### What's New With Our Members?

Congratulations to the following WPRPA members on their new appointments;

**Joe McLafferty**, Manitowoc, elected as secretary for 2009 NRPA's Great Lakes Regional Council,

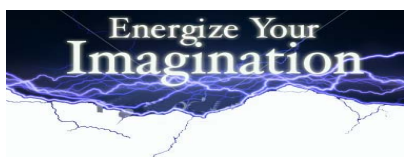
**Si Widstrand**, Madison, has been appointed to WPRPA's Urban Invasive BMP Advisory Committee,

**Bryan Spencer**, Oconomowoc, has been appointed to the WPRPA's WI Urban Forestry Council,

**Maria Andersen**, Ashwabenon, is the new WPRPA Secretary/Treasurer,

&  
**TRADE SHOW!**

November 4-7, 2008  
La Crosse, WI



**Joel Gregozeski**, is the new WPR  
Student Advisor.

More information regarding these  
appointments follows in the articles  
below.

#### Election Announcement-Joseph McLafferty

GREENDALE, WI - **Joe McLafferty**, Director of the Manitowoc Park and Recreation Department has been elected as the **2009 Secretary for the National Recreation and Park Association's Great Lakes Regional Council**. As the Secretary of the Great Lakes Regional Council, **Joe McLafferty** will be responsible for representing ten states and over 2,500 park and recreation agencies that are located within the states of Wisconsin, Illinois, Iowa, Minnesota, Michigan, Ohio, Indiana and Missouri.

As an Executive Committee member, he will assist the Great Lakes Regional Council Board in determining the short and long-range planning initiatives that will impact on the delivery of park and leisure services on a national and regional basis. **Joe McLafferty** is the Recreation and Parks Director for the City of Manitowoc. Years of valuable experience shaped the leadership and supervisory skills that Joe uses in his position as Department Head of Manitowoc's Parks and Recreation Department, a position he has held since June 1998. He manages 23.5 full time employees, 150 part-time employees, oversees 700 acres of parkland, playgrounds, athletic fields/facilities, directs the Lincoln Park Zoo, the Manitowoc Senior Center, and serves as the City Forester.

Joe has worked in a wide variety of parks and recreation settings including: Director of Parks and Recreation in Platteville, Wisconsin; Director of Recreation in St. Ignace, Michigan; Supervisor of the Outdoor Recreation Center for Northern Michigan University; Recreation worker with the City of Marquette; Recreation/social aide for the Sault Ste. Marie Mental Health Clinic; and Adjunct Instructor for Lake Superior State University. Joe obtained a Master of Arts Degree in Recreation Education from Northern Michigan University in Marquette, Michigan, and a Bachelor of Science Degree in Recreation Management from Lake Superior State University in Sault Ste. Marie, Michigan. He served in the United States Air Force for eight (8) years where he received several accommodations for service up and above the call of duty. He received the Community School Recreation Leadership Award in 1994 by his peers in the Upper Peninsula Community Education Association.

Joe is currently the 43rd President of the Wisconsin Park and Recreation Association. He has established a strong network of contacts by serving on the Great Lakes Regional Council, the Award Committee and on the NRPA Council of State President Affiliates. He served on various WPR committees including Park Section, Legislative Committee, and Conference Committee. He has written numerous articles for the WPR Impact Magazine. Joe volunteers his time on local boards including Manitowoc Noon Rotary, St. Thomas the Apostle Cemetery Committee, and Lincoln Park Zoological Society. He is also involved with various Friends groups.

Joe is a dedicated individual who has played, coached, and instructed numerous sports and recreational activities throughout his career. He has dedicated his life to the Parks and Recreation profession.

### Cities Add Park Acres, But Not Enough, Says TPL

**According** to urban park statistics released by The Trust for Public Land (TPL), a national nonprofit that works to create parks and protect open space, the biggest cities in the United States added 5,375 acres of parkland in 2007, bringing public urban green space to more than 1.3 million acres. That's more than Yosemite National Park in California, Rocky Mountain National Park and Mesa Verde National Park in Colorado, and Shenandoah National Park in Virginia-combined. But this growth isn't enough to keep up with population growth, according to TPL's Center for City Park Excellence, which releases the report annually.

"**The** numbers reflect the increasing value of city parks to better quality of urban life," said Peter Harnik, director of the Center for City Park Excellence at TPL. "Acreage and spending in bellwether places like New York, Los Angeles, Dallas, Phoenix and San Francisco increased, while the quality of many city parks is improving."

**The** Center for City Park Excellence was begun in 1994 to support the creation and rehabilitation of park systems through research, data collections, evaluation, skill building, fundraising, garden and playground construction and land purchase. In addition to the growing number of acres, TPS showed that big-city park departments also provided urban citizens with 9,945 playgrounds, 1,283 swimming pools, 379 golf courses and 353 dog parks, spending a record \$5 billion on their park and recreation systems.

Despite this growth, Harnik said that "as a whole, we're still losing ground." Once you factor in population growth, the amount of parkland in the 60 biggest cities actually declined during the past year, from 18.88 acres per 1,000 residents to 18.72 acres. Cities that lost the most ground in terms of acreage per 1,000 residents include Louisville, Ky., El Paso, Texas, Las Vegas, Charlotte, N.C., and Raleigh, N.C. Cities that gained significant amounts of acres of parkland between 2006 and 2007 include San Antonio, Texas, Pittsburgh, Wichita, Kan., El Paso and Denver.

**Until** this year, the center counted Franklin Mountains State Park in El Paso as the nation's biggest urban park, but with the addition of the city of Anchorage, Alaska, this year, the single largest urban park, at about 490,125 acres-about the size of New York City and Los Angeles combined-is Chugach State Park in Anchorage, which is largely a wilderness retreat.

**Not** all parks are giant, and not all are wild. Harnik noted that city park systems contain a range of facilities, from remote natural areas like Chugach to playgrounds, flower gardens, paved plazas, sports fields and bike trails. Spending was up for many park agencies. Of 123 park agencies studied for operations, 62 said they spent more, 22 spent less and 39 remained constant between 2005 and 2006.

"**Spending** in many respects is the most important measure," Harnik said. "A great park system requires ongoing investment, and it also needs quality programming for citizens and visitors."

**The** best-funded major city park and recreation departments were in Seattle, St. Paul, Minn., Las Vegas, Virginia Beach, Va., and Sacramento, Calif. The lowest-funded departments could be found in Houston, Tulsa, Okla., Memphis, Tenn., Louisville, Ky., and Toledo, Ohio.

**Harnik** had words of caution for park agencies and citizens: "Keeping up a great park system needs the constant attention of the city and the constant vigilance of its park users and advocates," he said. "Parks need to be nurtured even in times of tight budgets." For more information, visit [www.tpl.org](http://www.tpl.org).

#### WPRA BOARD UPDATES/HIGHLIGHTS

- **Part-Time Staff Hours:** WPRA is attempting to influence an increase in part-time employee hours from 600 to a minimum of 800-1000
- **Stewardship Public Access Policy:** WPRA is strongly opposing the proposed Stewardship public access policy that would require hunting on local units of government land to be eligible for Stewardship grants
- **Si Widstrand** from the City of Madison Parks is appointed to represent WPRA on the Urban Invasive BMP Advisory Committee
- **Bryan Spencer**, Superintendent for the City of Oconomowoc is appointed as the WPRA representative to the WI Urban Forestry Council
- The WPRA Board approves the re-enactment of the **Alternative Funding Task Force** to look at non-membership due revenues to enable WPRA to carry out the activities and services of the State Association
- The 2009 State Association, Section and Committee **budgets are approved**
- The following 2009 appointments were approved: **Maria Andersen**-Secretary/Treasurer; **Joel Gregozeski**-Student Advisor
- The WPRA Board approves the **Chula Vista Resort & Convention Center** as the site for the 2012, 2014 and 2016 WPRA Annual Conference & Trade Show

Thank you for being an active member in the continued success of the Wisconsin Park & Recreation Association.

Sincerely,

Juliene Hefter, MSOLQ, AFOI, CPRP  
Deputy Director  
Wisconsin Park & Recreation Association

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