

Wisconsin Park &
Recreation Association
Progress Report
2014

A hand pointing upwards with a starburst background. The hand is positioned in the center, with the index finger pointing up. The background consists of several blue and purple rays emanating from behind the hand, creating a starburst effect.

Positioning WPRA
into the future.....

Second Quarter

{April - June}

The following is a summary of the Significant Events, Committee/Section/Task Force Involvement, Association Personnel, Membership Status, and Financial Status of the Wisconsin Park and Recreation Association for the second quarter of 2014, April through June.

SIGNIFICANT EVENTS

1. The WPRA Office designs a special "50th Anniversary Endorsement/Sponsorship Opportunities" program to allow commercial members and organizations to either endorse the state association through a special contribution, or by sponsoring one of the many needed areas at the anniversary conference at the Kalahari Resort & Convention Center.
2. BCI Burke agrees to be the Main Conference Sponsor for the "50th Anniversary Conference & Trade Show."
3. The Job Center on the WPRA website is redesigned so that professional employment opportunities appear on one page and a separate one for student intern related postings.
4. A new CEU request form is posted on the WPRA website under the Education category. CEU requests will now be filled within 48 hours.
5. The 2014 Conference Booklet is designed and completed for posting on the WPRA website and for insertion in the IMPACT Magazine.
6. Daniel P. Vrakas, Waukesha County Executive is selected by the WPRA Public Policy Committee as the 2014 WPRA Elected Official of the Year Award recipient. Mr. Vrakas will be honored at the Annual Awards Banquet in November at the Chula Vista Convention Center.
7. The following are selected by the WPRA Awards Committee as the 2014 state association award recipients:
 - Professional Award of Merit – Kelly Valentino
 - George Wilson Service Award – Ed Englehart
 - Partnership Award – Slinger/Allenton Rotary Club
 - Partnership Award – Waunakee Rotary Club
8. The WPRA Board approves a single slate for the 2015 WPRA Board of Directors. The following were appointed by the Board to begin serving on the Board of Directors in 2015:
 - Craig Hoepfner – President Elect; Chad Schooley – Region I Representative; Matt Amundson – Region III Representative.
9. WPRA enters into a partnership with the Illinois Park and Recreation Association to provide webinars to WPRA members at a discount rate and to receive a percentage of registration revenues.
10. The WPRA Office designs several templates for agency members to utilize in promoting July Is Parks and Recreation Month in Wisconsin.
11. A special proclamation template is designed for WPRA agency members to have their common councils, board of supervisors, board and commissions, etc. to sign declaring July Is Parks and Recreation Month in their community.
12. The WPRA Office submits support material in an attempt to get Representative Tom Petri elected into the American Society of Landscape Architects. The WPRA Office is informed on May 23rd that Representative Petri was selected for this national honor.

13. Vicky Redlin, Program Manager for the Winnebago County Parks Department, becomes the first WPRA agency member to respond to the call for volunteer request. Vicky will help with obtaining updates and announcements in the PRWeekly Newsletter and soliciting articles for the new IMPACT Magazine featured section, "Future Leaders Column".
14. WPRA is approached by the National Alliance for Youth Sports to share a special professional development opportunity with our membership. An article about the Academy for Youth Sports Administrators and earning the Certified Youth Sports Administrator (CYSA) credential was placed in the PRWeekly Newsletter. The promotion provided a \$50 discount for our members if they indicate WPRA during the registration process. In return, NAYS will provide our association \$45 for every registration that uses the above discount. We had done a similar thing with NAYS in the past with some success.

COMMITTEE/SECTION/TASK FORCE

1. The 2015 Annual Trade Show registration form is completed to begin advanced promotion and sale of vendor booths for the 50th Anniversary Conference & Trade Show.
2. The WPRA Foundation organizes a Lakeshore Chinooks Baseball outing as a social and fundraiser for June 6th.
3. The WPRA Foundation sets September 12th as the date for the Annual Golf Scholarship event at New Berlin Hills Golf Course.
4. The 2015 Conference Committee meets at the Mount Olympus complex to begin planning for the 50th Anniversary Conference & Trade Show.
5. A new 50th Anniversary logo is designed and approved for promoting next year's annual conference and trade show.
6. The WPRA Public Policy Committee distributes the new National Park Service grant opportunity. This pilot program provides an opportunity to highlight both park innovation and need in urban communities. The alert was distributed to the membership on June 16th.

ASSOCIATION PERSONNEL

1. The Executive Director continues his term as the Past Chairperson for the National Recreation and Park Association, and Chairperson of the Nomination and Board Development Committee.
2. The Executive Director attends a special Roundtable in Washington DC as part of the NRPA Legislative Forum where NRPA representatives and APA, (American Planners Association) met to discuss the important roles of parks in shaping cities and urban areas. A white paper that was produced on this effort was distributed to the WPRA Board of Directors.
3. The Executive Director represents WPRA at a special ceremony at the Eau Claire City Council to recognize the Eau Claire Parks, Recreation and Forestry Department as a 2014 Finalist in the National Gold Medal Awards on May 24th.
4. The Executive Director is selected to serve on the Wisconsin Society of Association Executives Manpower Task Force Focus group. As a result of significant demographic shifts in the US population and the anticipated constriction of the US workforce, challenges are beginning to be felt

and will accelerate in all sectors of the US labor market including associations and professions like parks, aquatics, recreation and conservation.

5. The Executive Director assists the Town of Vernon in Big Bend, WI to develop a prototype of bylaws and procedures for a park and recreation board. The Town of Vernon is attempting to develop and organized park and recreation operation for their community.

MEMBERSHIP STATUS

The membership totals for the second quarter of 2014 are as follows:

Individual Professional	121
Departmental	86
Group Agency	140
Administrative Support	35
Non-Profit Organization	12
Citizen/Advocate	2
Commercial	63
Board/Commission	22
Emeritus	18
Premier Professionals	663
Premier Student	20
Total:	1,182

Section Members Totals without Premier

Aquatics	118
Park	242
Recreation	296
Student	5
WTRS	15
Administrative Support	34

FINANCIAL STATUS

1. The financial status for the Association for the Second Quarter in 2014 is as follows:

Revenues:	\$ 143,585.06
Expenditures:	\$ 170,977.57
Net:	<u>\$ -27,392.51</u>

**(Typically the first and second quarters have a deficit, and the third and fourth quarters have positive net revenues, as the bulk of the revenues come in during these two quarters for the Discount Ticket Program and annual Conference and Trade Show. The 2013 Second Quarter was \$ -20,863.45. There were more advanced payments for the Conference and the Leadership Academy in 2014 than in 2013.*

PROG14.ST

Wisconsin Park And Recreation Association
Custom Summary Report
 January through June 2014

	Jan - Jun 14
Ordinary Income/Expense	
Income	
4040 · Individual	16,523.15
4041 · Agency	13,613.14
4042 · Student Individual	155.54
4043 · Office support	1,915.98
4045 · Commercial	10,082.08
4046 · Organizational	16,870.24
4048 · Emeritus / Life fees	367.79
4049 · Board / Commission	1,140.00
4050 · Departmental	8,412.70
4052 · Friends	98.61
4100 · Registration	7,756.34
4110 · Exhibits	10,721.93
4120 · Sponsorships	7,500.00
4220 · Directory	1,016.85
4240 · Miscellaneous office	518.46
4250 · Investment Transfer	20,080.74
4270 · Job Listings Online	4,089.91
4380 · Office Workshop	86.30
4390 · Academy	6,739.50
4395 · Staff Presentations	1,823.00
4410 · Park Section	6,529.76
4420 · Recreation Section	6,802.80
4450 · Aquatic	690.24
4460 · Foundation (WPRA)	50.00
Total Income	143,585.06
Expense	
5001 · Personnel Salaries	36,896.64
5002 · Payroll taxes	18,993.53
5003 · Benefits, SS, Fed/StateTax, etc	21,495.12
5006 · Memberships	50.00
5008 · Staff travel	3,711.77
5009 · Web site	825.41
5010 · Office equip / services	1,292.42
5011 · Office supplies	1,751.85
5012 · Phone	1,842.14
5013 · Postage	470.00
5014 · Printing	1,824.62
5015 · Rent	2,100.00
5016 · Utilities	551.70
5020 · Board delegates	70.00
5022 · NRPA Representation	2,004.00
5031 · Insurance	4,581.50
5034 · Financial services	1,357.01
5044 · Miscellaneous	197.28
5047 · SAMI Services	23,492.25
5050 · Office Support Workshop	211.27
5053 · Awards	2,079.20
5056 · Conference	14,526.79
5067 · IMPACT	1,062.08
5079 · Leadership Academy	16,489.32
5082 · Park	2,594.72
5084 · Recreation	6,242.52
5090 · Aquatics	439.86
5120 · Processing Fee	1,464.57
5800 · Foundation	2,360.00
Total Expense	170,977.57
Net Ordinary Income	-27,392.51
Net Income	-27,392.51