

2024



WPRRA

WISCONSIN PARK AND RECREATION ASSOCIATION

SO EVERYONE CAN PLAY

Organizational Handbook

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Welcome Message

Welcome to the Board of Directors (BOD) of the Wisconsin Park & Recreation Association (WPRA). As a new board member, you join a distinguished group of outstanding citizen and professional leaders interested in and concerned with the advancement of recreation, parks, and environmental conservation in Wisconsin life. This handbook is a summary of legal responsibilities and operating policies and procedures pertaining to the WPRA Board of Directors. Thank you for your volunteer service on the Board of Directors.

WPRA – Wisconsin Park & Recreation Association

The Wisconsin Park & Recreation Association is a statewide not-for-profit organization dedicated to advancing park, recreation and conservation efforts that enhance the quality of life for all people. WPRA serves as the one, united voice in Wisconsin speaking statewide for all segments of park and recreation. Through its network of some 1,500 recreation and park professionals and citizens, WPRA encourages the promotion of healthy lifestyles, recreation initiatives, and conservation of natural and cultural resources.

Diversity Statement

We believe that WPRA's Board of Directors should be reflective of the WPRA membership and Wisconsin's diverse population. Our intention is to be as inclusive as possible. Every effort should be made to ensure representation of historically underrepresented groups such as women and racial and ethnic minorities on the Board of Directors and its Executive Committee.

Overview of Purpose/Intent of the Organizational Handbook

The purpose of the "WPRA Organizational Handbook" is to provide the elected and appointed leaders of WPRA who are currently serving or interested in furthering the goals of WPRA with the necessary information to carry out their tasks.

All volunteers should become familiar with and use the information contained within the handbook. It is with this information that members become influential and knowledgeable leaders of the WPRA. Collectively the Board and membership of the WPRA strives towards supporting quality park, recreation, aquatic, and commercial organizations in every community throughout the State of Wisconsin.

Mission Vision & Core Values

Mission Statement

WPRA provides professionals and agencies with leadership, engaged communities, advocacy, and development opportunities to promote the benefits of park, recreation, environmental and cultural services throughout Wisconsin.

Vision Statement

WPRA strives to improve the quality of life for all of Wisconsin by demonstrating and supporting the critical services provided by the Park and Recreation profession related to wellness, conservation and social equity.

Values – LEAD

1. Leadership

WPRA is committed to providing leadership through sustainable governance, professional education, membership diversity, public policy, and effective communication resources.

2. Enhance Community

WPRA promotes healthy living, social equity, conservation and economic development through sustainable facilities, programs and services which foster quality of life throughout communities.

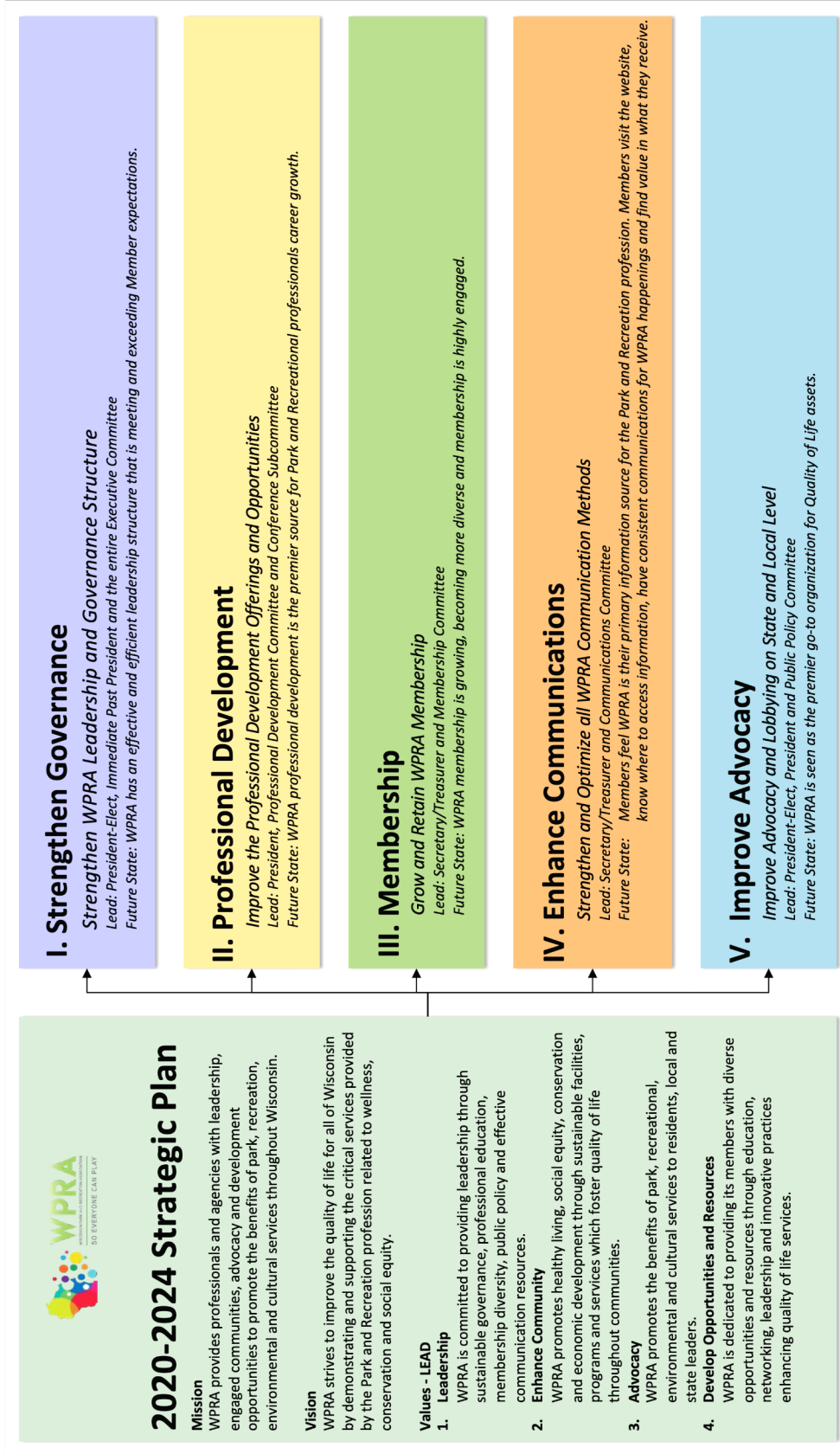
3. Advocacy

WPRA promotes the benefits of park, recreational, environmental, and cultural services to residents, local and state leaders.

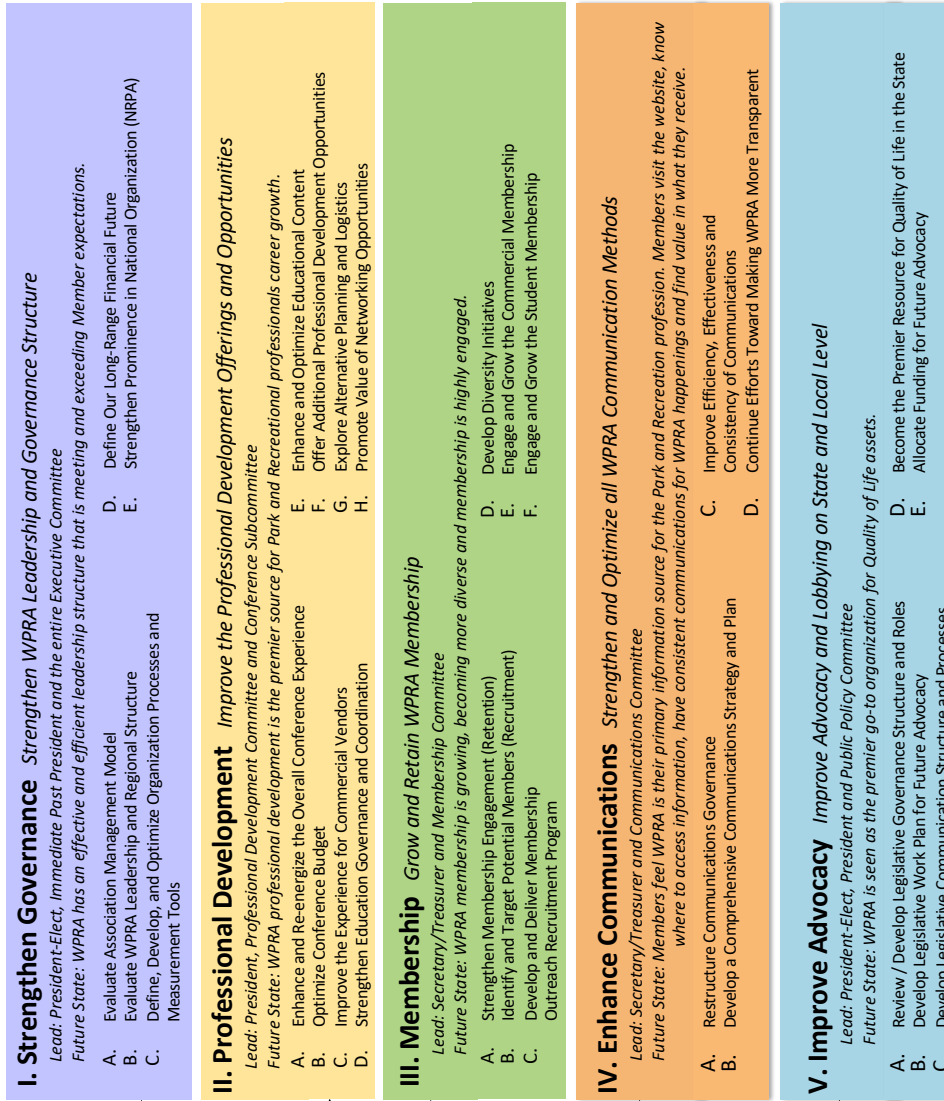
4. Develop Opportunities and Resources

WPRA is dedicated to providing its members with diverse opportunities and resources through education, networking, leadership and innovative practices enhancing quality of life services.

Strategic Plan Summary



Strategic Plan Summary with Bullet Point Detail



2020-2024 Strategic Plan

Mission
 WPRA provides professionals and agencies with leadership, engaged communities, advocacy and development opportunities to promote the benefits of park, recreation, environmental and cultural services throughout Wisconsin.

Vision
 WPRA strives to improve the quality of life for all of Wisconsin by demonstrating and supporting the critical services provided by the Park and Recreation profession related to wellness, conservation and social equity.

Values - LEAD

- Leadership**
 WPRA is committed to providing leadership through sustainable governance, professional education, membership diversity, public policy and effective communication resources.
- Enhance Community**
 WPRA promotes healthy living, social equity, conservation and economic development through sustainable facilities, programs and services which foster quality of life throughout communities.
- Advocacy**
 WPRA promotes the benefits of park, recreational, environmental and cultural services to residents, local and state leaders.
- Develop Opportunities and Resources**
 WPRA is dedicated to providing its members with diverse opportunities and resources through education, networking, leadership and innovative practices enhancing quality of life service s.

Strategic Plan Goal I: Strengthen Governance

Strategic Goal	Objectives - WHAT	Strategies / Tactics - HOW
<p>I. STRENGTHEN GOVERNANCE</p> <p>Strengthen WPRA Leadership and Governance Structure</p> <p>Lead: <i>President-Elect, Immediate Past President and the entire Executive Committee</i></p> <p>Issue: <i>WPRA needs to decide on a leadership structure for the future and develop a complete organizational manual that encompasses all leadership roles within the association including all sections, regions and committees. Encourage involvement and engagement of diverse community of P&R professionals.</i></p> <p><i>We need to address diversity and inclusion to better represent our communities.</i></p> <p>Future State: <i>WPRA has an effective and efficient leadership structure that is meeting and exceeding Member expectations.</i></p>	<p>A. Evaluate Association Management Model</p> <p>B. Evaluate WPRA Leadership and Regional Structure</p> <p>C. Define, Develop, and Optimize Organization Processes and Measurement Tools</p> <p>D. Define Our Long-Range Financial Future</p> <p>E. Strengthen Prominence in National Organization (NRPA)</p>	<ol style="list-style-type: none"> 1. Determine direction with Management Firm and Executive Director <ol style="list-style-type: none"> a. Explore different leadership models b. Determine financial impact of leadership options. 2. Define roles of WPRA Office/Exec Director and WPRA leadership positions <ol style="list-style-type: none"> a. Outline roles and responsibilities of Management company b. Formalize and publicize roles, responsibilities, and job descriptions 3. Explore expansion of role of Management Company in event planning <ol style="list-style-type: none"> 1. Review current model - evaluate current leadership structure, effectiveness, efficiency and gaps 2. Review region structure and determine if restructuring is beneficial to members (boundaries) 3. Explore the diversity of positions within our: <ol style="list-style-type: none"> a. Regions b. Sections c. Committees d. Executive Board / Board of Directors 4. Develop consistency in section roles and duties <p>Define Brand</p> <ol style="list-style-type: none"> 1. Finalize Mission, Vision, Values 2. Develop standard elevator speech 3. Define Association value proposition (<i>for what you pay, here is your value of membership</i>) <p>Operations and Policies</p> <ol style="list-style-type: none"> 1. Develop annual calendar 2. Develop comprehensive communications strategy and plan 3. Finalize Association Operations Manual and Policies 4. Complete operations manual for each operating body (w/ timeline) <p>Measures</p> <ol style="list-style-type: none"> 1. Identify and prioritize Association performance measurements 2. Establish benchmarks <ol style="list-style-type: none"> 1. Establish financial priorities that assist the association in meeting our mission. 2. Transition to a Bi-Annual budget process to assist leadership in planning for the future. 3. Monitor and continue to make prudent investments with reserve funds. 4. Develop contingency strategies to brace WPRA for fiscally significant events/decisions. <ol style="list-style-type: none"> 1. Compare WPRA's involvement in NRPA with other states 2. Engage with NRPA to see how WPRA can be more involved in the National Organization. 3. Encourage Executive Director to be fully engaged in the Council of State Executive Directors (CSED) Leadership Council.

Strategic Plan Goal II: Professional Development

Strategic Goal	Objectives - WHAT	Strategies / Tactics - HOW
<p>II. PROFESSIONAL DEVELOPMENT</p> <p><i>Improve the Professional Development Offerings and Opportunities</i></p> <p>Lead: President, Professional Development Committee and Conference Subcommittee</p> <p>Issue: We need to revitalize the delivery and array of professional development opportunities, especially through our events including our Annual Conference, Spring Workshop; Leadership Academy; Office Support Workshop; Aquatics Seminars and Aquatic Technician Workshops; Playground Workshops; CEUs at Regional Meetings</p> <p>Future State: WPRA professional development is the premier source for Park and Recreational professionals career growth.</p>	<p>A. Enhance and Re-energize the Overall Conference Experience</p> <p>B. Optimize Conference Budget</p> <p>C. Improve the Experience for Commercial Vendors</p> <p>D. Strengthen Education Governance and Coordination</p> <p>E. Enhance and Optimize Educational Content</p> <p>F. Offer Additional Professional Development Opportunities</p> <p>G. Explore Alternative Planning and Logistics</p> <p>H. Promote Value of Networking Opportunities</p>	<ol style="list-style-type: none"> 1. Improve the experience outside of educational opportunities 2. Research and implement the gamification of conference 3. Promote and enhance the awards banquet 4. Explore use of technology and how to better deploy: (apps, twitter, etc.) <ol style="list-style-type: none"> 1. Review overall conference budget and review all allocations 2. Optimize financial allocation toward educational speakers while maintaining number of diverse sessions 3. Annually review conference budget with incoming committee 4. Determine impact of annual investment increases in future conference budgets <ol style="list-style-type: none"> 1. Put together commercial member focus group to enhance trade shows 2. Develop opportunities for commercial members to engage attendees 3. Implement Sponsorship Program <ol style="list-style-type: none"> 1. Create Professional Development Committee - get into place before any chair is named 2. Define & expand the role of Management Company in professional development events – Registrations, Flyers, Conference speaker organization, Coordination of spring workshops, webinars, etc. <ol style="list-style-type: none"> 1. Repurpose conference sub-committee control of educational content 2. Maximize full conference educational schedule to meet the needs of all conference attendees 3. Develop a speaker database 4. Improve diversity of tracks <ol style="list-style-type: none"> 1. Roll out leadership orientation at annual conference and review annually 2. Implement regional training programs 3. Offer webinars 4. Encourage CAPRA Accreditation <ol style="list-style-type: none"> 1. Explore alternative locations and time of year for the Annual Conference 2. Streamline negotiations and logistics by office 3. Develop database of operations 4. Evaluate various educational offering formats and channels (webinars, etc.) <ol style="list-style-type: none"> 1. Encourage committee to explore opportunities to welcome new members/1st time attendees, students and diverse members 2. Develop more pre-, during, and post- member engagement activities 3. Explore future networking events 4. Develop speed networking

Strategic Plan Goal III: Membership

Strategic Goal	Objectives - WHAT	Strategies / Tactics - HOW
<p>III. MEMBERSHIP</p> <p>Grow and Retain WPRA Membership</p> <p>Lead: Secretary/Treasurer and Membership Committee</p> <p>Issue: There is desire to grow Membership, both in number and in diversity of specific membership categories, and to make that membership experience valuable and rewarding.</p> <p>Future State: WPRA membership is growing, becoming more diverse and membership is highly engaged.</p>	<p>A. Strengthen Membership Engagement (Retention)</p> <p>B. Identify and Target Potential Members (Recruitment)</p> <p>C. Develop and Deliver Membership Outreach Recruitment Program</p> <p>D. Develop Diversity Initiatives</p> <p>E. Engage and Grow Commercial Membership</p> <p>F. Engage and Grow Student Membership</p>	<ol style="list-style-type: none"> Develop and deliver Membership satisfaction survey Improve engagement and awareness among current WPRA members Streamline member services through event calendar and bi-annual budget Develop mentorship programs Engage Emeritus members – create “roles,” special assignments and mentorship <ol style="list-style-type: none"> Access statewide membership data Identify non-member agencies Develop potential member database / target list Identify potential commercial membership Reach deeper into an organization for potential members <ol style="list-style-type: none"> Create partnerships with organizations and create outreach opportunities for prospective members such as: <ol style="list-style-type: none"> Universities Students Industry affiliate Industry professionals Commercial Community Education Young Professional Section to promote memberships to universities and students. Develop relationships with other similar associations Target Commercial members Review membership benefits and marketing materials Evaluate and repackaging materials to better target current and prospective members Develop marketing tools Develop benefits of membership packet Send marketing materials to non-members <ol style="list-style-type: none"> Access data and analyze WPRA diversity demographics Gather feedback/input from a diverse population Develop a work team based on findings Create initiatives to improve inclusion <ol style="list-style-type: none"> Develop sponsorship program Develop benefits to commercial membership (reciprocal branding, group discount programs, etc.) Develop Commercial contact plan <ol style="list-style-type: none"> Develop relationships through Universities Hold more Young Professional Section networking events Conduct events onsite at Universities to encourage more student participation Consider ways to provide additional scholarship opportunities for students

Strategic Plan Goal IV: Enhance Communications

Strategic Goal	Objectives - WHAT	Strategies / Tactics - HOW
<p>IV. ENHANCE COMMUNICATIONS</p> <p><i>Strengthen and Optimize all WPRA Communication Methods</i></p> <p>Lead: Secretary/Treasurer and Communications Committee</p> <p>Issue: WPRA needs to improve consistency and methodology of communicating with members. Members aren't receiving enough relevant, consistent and timely information from WPRA, nor looking to the website as a resource.</p> <p>Future State: Members feel WPRA is their primary information source for the Park and Recreation profession. Members visit the website, know where to access information, have consistent communications for WPRA happenings and find value in what they receive.</p>	<p>A. Restructure Communications Governance</p> <p>B. Develop a Comprehensive Communications Strategy and Plan</p>	<ol style="list-style-type: none"> Rename and Restructure <i>IMPACT Committee to Communications Committee</i> <ol style="list-style-type: none"> Composition: <ol style="list-style-type: none"> Chair: Secretary (concurrently serves as Board Liaison) Members: a minimum one member from each Section and each Region plus a Student Representative Term: Two (2) years on a staggered and rotating basis. Purpose: Develop, oversee and work with the office to provide members with the most current, relevant information to aid in their continued professional development. Expand their role within the association Develop comprehensive Annual Communications Plan with a goal of publishing/posting at least once per weekday. <ol style="list-style-type: none"> The Annual Communications Plan will incorporate all correspondence channels: <ol style="list-style-type: none"> IMPACT PRMonthly All Social Media accounts Direct e-mail Website content; etc. Times near events may warrant additional posts/messages/materials Define the intent of each communication channel and develop the calendar of recurring content for each. <ol style="list-style-type: none"> IMPACT Magazine <ol style="list-style-type: none"> Provide more technical and leading-edge content from a wider variety of contributors. Annual Master Call for Content to all workgroups provided. Create content outline for each of 4 seasonal issues of IMPACT Prepare data for Executive Committee review of projected IMPACT income <ol style="list-style-type: none"> Assess current contract with publisher, understand impact of Sponsorship Program. Audit recent advertiser spend, examine potential income post-contract without publisher. At time of contract renewal, propose multiple options for continued production. PRMonthly <ol style="list-style-type: none"> Create content outline for each of 12 monthly issues of PRMonthly Provide more strategic information in a consistent fashion. Implement a way for members to easily and regularly share their news. Increase readership and engagement. Social Media <ol style="list-style-type: none"> Audit current social media channels and their individual purposes. Create a "Social Media Influencer" (not "ambassador") program. Gamify social media for events and activities throughout the year. Create policy on what information is shared by and on behalf of the office. Website <ol style="list-style-type: none"> Comprehensive updates to all content now that revised appearance has been implemented. Office to lead effort and work with each workgroup to review and revise their content. Schedule regular appearance updates to keep a fresh, seasonal look to the home page. Ensure calendar of events is maintained, decide what will/won't be posted to calendar. Convert text-centric pages to be more graphically appealing; include more member photos. Enhance the information about each individual volunteer (bigger photos, more background info). Create an actionable item for each primary page. Create new Sponsorship Program page/section. Consider implementation of paid advertising by sponsors. Educate members on use and value of Community forums for online, retained discussions Educate members on how to navigate the site and maintain their profile.

Strategic Plan Goal IV: Enhance Communications (continued)

Strategic Goal	Objectives - WHAT	Strategies / Tactics - HOW
<p>IV. ENHANCE COMMUNICATIONS</p> <p><i>Strengthen and Optimize all WPRRA Communication Methods</i></p> <p>Lead: Secretary/Treasurer and Communications Committee</p> <p>Issue: WPRRA needs to improve consistency and methodology of communicating with members. Members aren't receiving enough relevant, consistent and timely information from WPRRA, nor looking to the website as a resource.</p> <p>Future State: Members feel WPRRA is their primary information source for the Park and Recreation profession. Members visit the website, know where to access information, have consistent communications for WPRRA happenings and find value in what they receive.</p>	<p>C. Improve Efficiency, Effectiveness and Consistency of Communications</p>	<ol style="list-style-type: none"> Develop tools and procedure for external communications to include: <ol style="list-style-type: none"> General statewide media contact list Procedure for obtaining local media contacts from members Procedure for contacting media regarding an event or situation Series of Press Releases for recurring WPRRA news (board election notices; award solicitation, invitations to allied entities, upcoming events, etc.) Regular notices of WPRRA activity to NRPA. Create stronger relationships with Universities. Specific messages for targeted audiences (ie: State Parks; Government officials; Commercial; Travel/Tourism Industry; non-members; other State PRAS, etc.) Better disseminate information from the office to WPRRA leadership and workgroups: <ol style="list-style-type: none"> Format the messaging style and delivery method for consistent updates from the office to the workgroups monthly; inclusion of these in PRMonthly, and additional bi-weekly report to the Board. Follow timeline set in Annual Operations Calendar Pre-set calendar alert notices for all workgroup meetings to include date/time/call details; with 1-month; 1-week; 1-day reminders. Pre-set calendar alert notices for all Executive Meetings and Board of Director meetings to include date/time/call details; with 1-month; 1-week; 1-day reminders. Send invitations to Open Forum events to all Commercial Members and legislators; with 1-month; 1-week; 1-day reminders. Examine branding consistency of materials produced/published; follow marketing guidelines for logo. Enable individuals to receive targeted information: <ol style="list-style-type: none"> Create checkbox style options for members to decide how they prefer to receive notices. Utilize features in Constant Contact to include Section-specific information in PRMonthly. Create online forms tied to member records to "Sign up here for more information on _____". Survey membership to identify desired content Improve and Streamline Our Conference Communications <ol style="list-style-type: none"> Confirm Conference email receipt to members Develop social media plan for annual conference.
	<p>D. Continue Efforts Toward Making WPRRA More Transparent</p>	<ol style="list-style-type: none"> Provide consistent, monthly Office Reports for WPRRA Leaders to share with workgroups and membership Enhance Annual Report Provide customized reports for examination at Board meetings Educate Leadership on overall operations during annual Leadership Orientation Continue to develop more accessible documents for Leadership (utilize online files and storage areas) Create an annual dashboard reporting tool to provide summary data reports and examine trends

Strategic Plan Goal V: Advocacy

Strategic Goal	Objectives - WHAT	Strategies / Tactics - HOW
<p>V. IMPROVE ADVOCACY</p> <p><i>Improve Advocacy and Lobbying on State and Local Level</i></p> <p>Lead: <i>President-Elect, President and Public Policy Committee</i></p> <p>Issue: <i>WPRA does not have an experienced individual in the profession as a paid professional representing the interests of membership in regulatory and legislative matters affecting WPRA.</i></p> <p>Future State: <i>WPRA is seen as the premier go-to organization for Quality of Life assets.</i></p>	<p>A. Review / Develop Legislative Governance Structure and Roles</p> <p>B. Allocate Funding for Future Advocacy</p> <p>C. Develop Legislative Work Plan for Future Advocacy</p> <p>D. Develop Legislative Communication Structure, Media Kit and Processes</p> <p>E. Become the Premier Resource for Quality of Life in the State of Wisconsin</p>	<ol style="list-style-type: none"> Evaluate capacity of current Public Policy Committee structure Add Section Representatives to Public Policy Committee Revamp Public Policy Committee if needed Consider contracting professional lobbyist/firm <ol style="list-style-type: none"> If contracting a professional lobbyist/firm, develop and issue RFP Build expected costs into budget and decide if necessary to draw from reserves Set aside funding for ongoing support of legislative and regulatory matters Examine whether a Political Action Committee (PAC) would be prudent/effective <ol style="list-style-type: none"> Develop inventory of initiatives and expectations Establish priorities and position statements Develop legislative platform Develop WPRA legislative talking points Legislator presence at all region meetings Host or partner with allied organizations to conduct a Legislative Advocacy Day at the State Capitol <ol style="list-style-type: none"> Develop process for members to request assistance from WPRA "advocate" Develop Membership form letter process about legislative initiatives Develop Legislative Reports online - regular Communicate public policy initiatives to members regularly Conference session on how to talk to legislators Member presence at listening sessions <ol style="list-style-type: none"> Collect statistical data to support advocacy Provide legislative support at state and local levels WPRA to serve as subject matter experts Maintain a list of allies and liaison positions Poll membership to identify current and pending legislation impacting WPRA

Historical Information

WPRA dates back to predecessor organizations as early as 1898 and was established in its present form in 1965 through a merger of several leading professional and service organizations. WPRA works closely with local, state, and national recreation and park agencies, citizen groups and corporations to carry out its objectives. Priorities include advocating favorable legislation and public policy; continuing education for park and recreation professionals and citizens; providing professional certification, promoting university accreditation, agency accreditation, research, and technical assistance; and increasing public awareness of the importance of parks and recreation. For more information, visit www.wpraweb.org

Past Presidents

1966 – Bill Anderson	1987 – Steve Thompson	2007 – Roger Kist
1967 – Bob Espeseth	1988 – Don Campbell/ Bob Rundle	2008 – Joe McLafferty
1968 – Don Brick	1989 – Bob Rundle	2009 – Marty Kosobucki
1969 – Chet Miller	1990 – Jackie Schweitzer	2010 – Bill Lecker
1970 – Wayne LaBorde	1991 – Ken Van Es	2011 – Ed Englehart
1971 – George Wilson	1992 – Bill Landvatter	2012 – Dan Fiorenza
1972 – Charles Drayna	1993 – Bob Lang	2013 – Joel Gregozeski
1973 – Ruth James	1994 – Cindy Busch	2014 – Roger Kist
1974 – Alan Domer	1995 – Bill Anderst	2015 – Sue McDade
1975 – Forrest Bradley	1996 – Bill Faherty	2016 – Craig Hoepfner
1976 – Larry Lenox	1997 – Marianne Pigeon	2017 – Tom Flick
1977 – August Revoy	1998 – Bob Holling	2018 – Jeff Skoug
1978 – Tony Bruno	1999 – Paul Leuthold	2019 – Chad Dallman
1979 – Bill Houtz	2000 – Ken LePine	2020 – Jake Anderson
1980 – Gene Park	2001 – Roger Kist	2021 – Dawn Comte
1981 – Gary Anderson	2002 – Al Schaefer	2022 – Shelly Strasser
1982 – Fred Zimdars	2003 – Rick Beattie	2023 – Stephanie Schlag
1983 – Steve Stauber	2004 – Kelly Valentino	2024 – Derek Donlevy
1984 – Jim Kavemeier	2005 – Ron Grall	
1985 – Stan Dorff	2006 – Cyndi Keller	
1986 – Charles Newby		

Past Conference Dates & Locations

1966 – Eau Claire & Milwaukee – 2 Conferences
1967 – Oshkosh
1968 – Madison
1969 – Racine
1970 – Delavan
1971 – Marinette
1972 – Green Bay
1973 – Milwaukee
1974 – La Crosse
1975 – Oconomowoc
1976 – Eau Claire
1977 – Lake Geneva
1978-1993 – No Conference
1994 – Green Bay-Embassy Suites
1995 – No Conference
1996 – Lake Geneva-Grand Geneva Resort
1997 – Middleton-Holiday Inn Madison West
1998 – Steven Point-Holiday Inn
1999 – Appleton-Paper Valley Hotel
2000 – Green Bay-Regency Suites
2001 – Lake Geneva-Grand Geneva Resort
2002 – Green Bay-Embassy Suites
2003 – La Crosse-Radisson Hotel & La Crosse Arena
2004 – Green Bay-Regency Suites & KI Convention Center
2005 – Lake Geneva-Grand Geneva Resort
2006 – Green Bay-Regency Suites & KI Convention Center
2007 – Wisconsin Dells-Kalahari Resort & Convention Center
2008 – La Crosse-Radisson Hotel & La Crosse Arena
2009 – Wisconsin Dells-Kalahari Resort & Convention Center
2010 – La Crosse-Radisson Hotel & La Crosse Arena
2011 – Green Bay-Regency Suites & KI Convention Center
2012 – Wisconsin Dells-Chula Vista Resort & Convention Center
2013 – Green Bay-Regency Suites & KI Convention Center
2014 – Wisconsin Dells-Chula Vista Resort & Convention Center
2015 – Wisconsin Dells-Kalahari Resort & Convention Center
2016 – Wisconsin Dells-Chula Vista Resort & Convention Center
2017 – Wisconsin Dells-Kalahari Resort & Convention Center
2018 – Green Bay-Hyatt Hotel & KI Convention Center
2019 – Wisconsin Dells-Kalahari Resort & Convention Center
2020 – *Green Bay-Hyatt Hotel & KI Convention Center - cancelled*
2021 – *Wisconsin Dells-Kalahari Resort & Convention Center - cancelled*
2022 – Wisconsin Dells-Kalahari Resort & Convention Center
2023 – Wisconsin Dells-Kalahari Resort & Convention Center
2024 – La Crosse-La Crosse Center
2025 – Wisconsin Dells-Kalahari Resort & Convention Center

Membership

WPRA has a broad, diverse scope of membership but primarily focuses on professionals in the areas of parks, recreation, forestry, conservation, aquatics, or a related field, and those who support the profession.

See Article II, Section 1 in bylaws for descriptions of membership categories.

2024 Annual Events Calendar

All events are kept up-to-date online: <https://www.wpraweb.org/event-calendar->

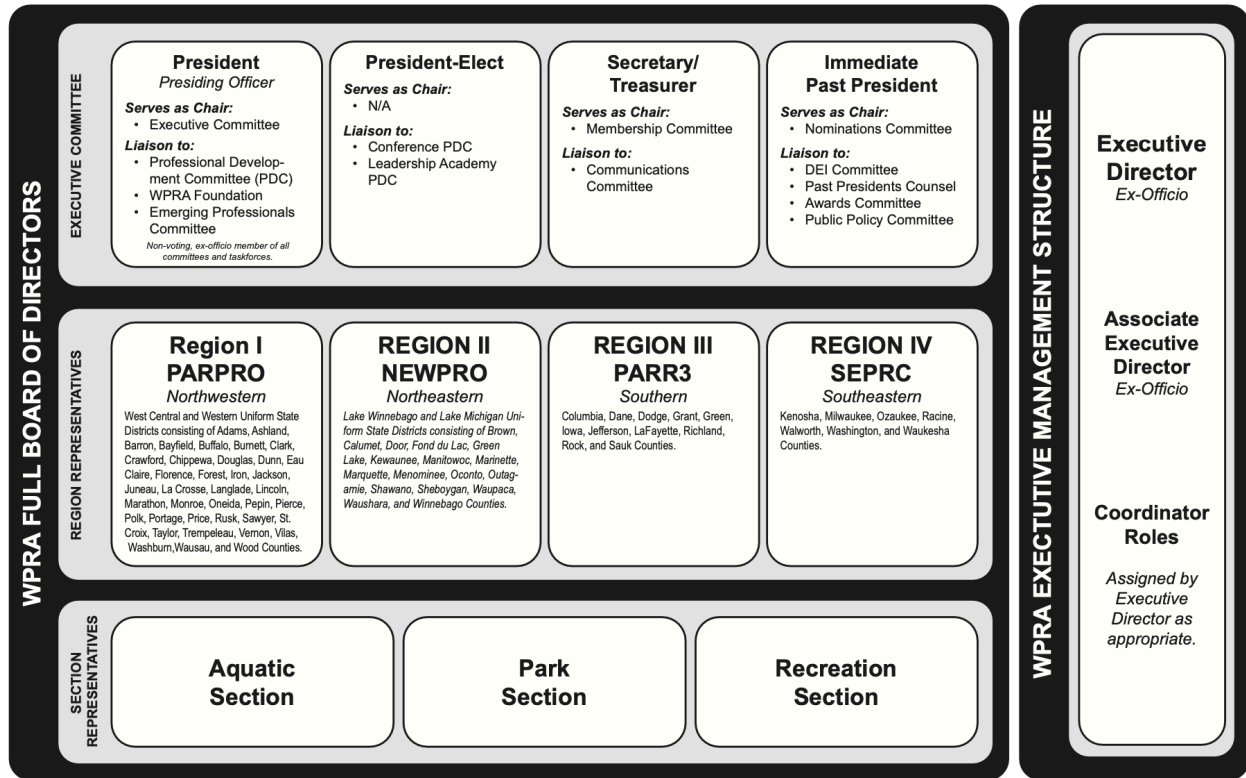
Organizational Structure Summary

The WPRAs Board of Directors is comprised of professional WPRAs members as per the association’s bylaws, Article II, Section 1.

The Board of Directors is governed by a thirteen-member Board of Directors, twelve elected, voting members and the Executive Director as an Ex-Officio. The Executive Committee is comprised of five total members, the President, President-Elect, Secretary/Treasurer and Past-President and the Executive Director as an Ex-Officio.

Wisconsin Park and Recreation Association Organizational Leadership

Board of Directors: 11 Voting; 2 Ex-Officio / Executive Committee: 4 Voting; 2 Ex-Officio



WPRA Office/Staff

WPRA Office Location

6737 W Washington St Ste 4210
Milwaukee, WI 53214
414-423-1210 / Fax: 414-423-1296

Executive Director

Jennifer Rzepka, CAE, Executive Director
jennifer@wpraweb.org

Associate Executive Director

Sandy Schueller, Associate Executive Director
sandy@wpraweb.org

Coordinators

Megan McDaniel, Senior Coordinator
megan@wpraweb.org / office@wpraweb.org

NRPA – National Recreation & Park Association Representatives

President and CEO

Kristine Stratton
703-858-0784
kstratton@nrpa.org

Vice President Membership & Certification

Julie Boland
703-858-4732
jboland@nrpa.org

Vice President of Public Policy & Advocacy

Elvis Cordova
703-858-2157
ecordova@nrpa.org



NATIONAL RECREATION AND PARK ASSOCIATION

2024 NRPA State Affiliate Agreement

Overview

The State Affiliate agreement is between a park and recreation association/society operating as a non-profit organization for the benefit of the park and recreation field in a given state (State Affiliate) and the National Recreation and Park Association (NRPA). The agreement will help create a unified foundation upon which the organizations can build for the future cause of the park and recreation field. The agreement focuses on the areas of membership and delivery of services.

Membership

- State Affiliate has two options for membership. State Affiliate membership cycles run with the calendar year. To change membership type, contact NRPA before submitting your invoice and payment. Each membership is intended to acknowledge a mutually beneficial relationship and corresponding partnership between NRPA and State Affiliate, designed to promote, support and advance the parks and recreation field overall.
 - State Affiliate can join NRPA as a Standard State Affiliate with annual dues of \$250. The Executive Director (or an identified board member in cases where there is no State Executive Director) shall receive an NRPA individual professional membership.
 - State Affiliate can alternatively join NRPA as a Premier State Affiliate with annual dues of \$400. The State Affiliate Premier membership covers up to 5 State Affiliate full-time or part-time employees, including the Executive Director (who will be listed as the Primary Contact).
 - Premier State Affiliate memberships include access to our Premier webinar benefit.

Delivery of Services

- **Advocacy**
 - NRPA will inform states of national policy and legislative actions to be undertaken by NRPA that are likely to have an impact on the respective state's local parks and recreation activities.
 - States will have the opportunity to obtain general guidance from NRPA on how to structure strategic advocacy efforts to maximize their impact.
 - NRPA will seek to provide information and resources about federal funding opportunities, available for local and state projects
- **Career Center**
 - NRPA will provide State Affiliate with one free posting in the NRPA Career Center for a job opening within their association annually.
- **Communication and Information Sharing**
 - NRPA will attend monthly conference calls with members of the State Affiliates for purposes of promoting information sharing and collaboration between NRPA and State Affiliate. NRPA will host meetings of the staff and governing leadership of State Affiliate at the annual NRPA conference. NRPA will participate in other gatherings of the State Affiliates, whenever possible, to further advance information sharing and collaboration.
 - State Affiliate and the respective state NRPA membership data, defined as names, agency, and mailing addresses, may be mutually shared for the purpose of membership promotion, association educational programs, and/or research programs only. This data will not be given, sold, rented or distributed to other entities without the express written permission of the State Affiliate or NRPA.

- NRPA will provide the following information to State Affiliate for use in their communications, such as state magazines and newsletters.
 - Communication toolkits for NRPA-sponsored initiatives, such as Family Health & Fitness Day and Park and Recreation Month, and federal advocacy campaigns
 - Articles or information on issues of special interest
 - Grant announcements, articles and resources
 - Announcements of education seminars, workshops and conferences
 - Other information as identified by mutual agreement by the State Affiliates and NRPA
- State Affiliate in good standing may identify as "An Affiliate member of NRPA" by displaying NRPA's approved affiliate logo on membership communications including but not limited to; publications, website, newsletters, and membership directories.
- NRPA will provide a primary point of contact, designated as the State Affiliate Liaison, to coordinate State Affiliate communications and inquiries.
- NRPA will provide a list of general contacts for specific program-related questions.
- **Education/Conferences**
 - NRPA will maintain calendars for events on the NRPA Web site to promote joint NRPA and State Affiliate partnered educational events (i.e. CPSI, AFO).
 - State Affiliates can opt to create a room block, of 10 rooms or greater, at the NRPA Annual Conference with a hotel participating in the official housing block. This option is provided and serviced through NRPA's official conference housing provider. Room block guidelines must be adhered to.
 - Registration for all events will be at a member rate for primary contact and any individuals identified within the Premier State Affiliate roster.
- **Research**
 - State Affiliate and NRPA will collaborate on initiatives such as completion of the Agency Performance Survey on an annual basis. In return, State Affiliate will have access to reporting features of the Agency Performance Resources.
 - NRPA will share research findings with State Affiliate, offering them the opportunity to communicate results with members and local media.

Signed and acknowledged on behalf of NRPA: _____
Julie Boland, VP of Credentialing and Member Operations

I agree to the terms outlined above.

State Affiliate Name: Wisconsin Park & Recreation Assoc.

Contact Name: Jennifer Rzepka

Title: Executive Director

Signature: Jennifer Rzepka

Date: 1/17/24



Exhibit A. – Services Provided to WPRRA
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1 General Office

- Provide a physical office headquarters staffed eight hours a day, approximately between 8:00am to 4:00pm (CST), Monday-Friday for phone, fax, email and mail contact by members, prospective members and others. Answer or refer all inquiries. Response rate of 48 hours from contact will be the standard.
- Maintain central files and provide secure storage of physical materials (up to 20 boxes).
- Maintain the confidentiality of all records, files, rosters, and statistical data. Material will not be distributed without prior approval of the Board.
- Maintain/monitor supply of letterhead, envelopes, literature, and other supplies and distribute as requested.
- Maintain bylaws and policy and procedure documents, other governing documents, and operational procedures. Administer, review, and update as necessary.
- Ensure proper General Liability and Directors & Officers Liability insurance policies are obtained.
- Negotiate and execute event contracts and other legal documents on behalf of the organization.
- Aid and equip President and other volunteer leaders to serve as the official spokespersons for the association. Respond to or route media inquiries appropriate.
- Act as liaison with relevant external organizations and associations on a state and national level as directed by Board. (i.e.: NRPA)
- Oversee maintenance and timely filing of all local, state, and federal forms and corporate documents.

2 Financial Management

- Assist the Board with creation and maintenance of the annual operating budget.
- Manage WPRRA finances, accounts receivable and accounts payable using accrual accounting system on QuickBooks accounting software.
- Monitor and control all expenses; manage accounts receivable.
- Provide monthly financial reports to the Treasurer and Executive Committee monthly (and other Board members as requested), including budget reports and copies of the bank/investment reconciliation reports.
- Track all income using a 'cash recap' system, each check or credit card is recorded on a database and tied back to a specific deposit. Deposits are posted to QuickBooks.
- Provide documentation and accounting for all online and credit card payments.
- Prepare disbursements (checks) at the ARC office and distribute to the appropriate persons according to the WPRRA policies.
- Oversee the compliance with state and federal laws, prepare the information and arrange for the preparation of annual federal and state tax forms by a CPA.
- Assist with the audits of financial records as required by WPRRA policy.
- Make recommendations for the prudent investment of WPRRA reserve funds.

3 Board, Section and Committee Support

- Arrange for and participate in Strategic Planning event every 2-5 years.
- Assist organization in organizing Board, Region, Section and Committee initiatives to execute Strategic Plan, monitor achievements and report on status.
- Organize and assist President in conducting up to six (6) WPRRA Board meetings (one to be held at the Annual Conference).
- Assist in Board meeting agenda development and distribute notices and support materials one week prior including agenda, financial reports, minutes from previous meeting, etc.

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- Prepare and distribute minutes and meeting highlights of Board meetings as directed.
 - Provide additional meeting support for separate Region, Section and Committee meetings to including scheduling, notifications, and follow-up as directed by the Board. In 2022 estimated between 50-55 meetings.
 - Send monthly membership event updates to the Board of Directors.
- 4 Lobbying/Legislative/Regulatory/Public Policy**
- IMPORTANT NOTE:** ARC does not have a lobbyist on staff, but ARC does have extensive experience working with many lobbyists/firms in Wisconsin to assist in representation of issues on behalf of clients. ARC staff members work in tandem with external representatives and internal (Board and Committee) volunteers to communicate an organization's legislative platform and updates to its members on a continual basis through Board/Committee, website posts, electronic communications and through publications. ARC does not attend hearings nor provide testimony on any client's behalf.*
- In conjunction with external Lobbyist, Legislative/Regulatory monitoring representative or firm, and/or Public Policy Committee, ARC will assist WPRA in monitoring its legislative agenda on a consistent basis and reporting to the organization through a variety of communication channels approved by the Board.
 - ARC will develop and disseminate "calls for action" as approved by the Public Policy Committee on initiatives as needed.
 - ARC will procure reports and information from NRPA as identified by the Public Policy Committee and Board as directed. ARC will aid NRPA with state information as required for Board approved initiatives.
- 5 Membership Support Services**
- Annually assist Board in assessing membership categories, benefits, and fees to ensure fiscally responsible and mutually beneficial rates and structure between members and WPRA.
 - Execute annual dues renewal cycle and process current, new, and potential member registrations, invoices and payments.
 - Assist Board and/or Membership Committee with regular solicitation of potential members.
 - Maintain a comprehensive membership database that functions with the back end of the website.
 - Provide customized reports on membership for each Board meeting and as requested.
 - Manage separate Premiere Member category benefits.
 - Manage Corporate Sponsorship levels, agreements, payments, visibility, and relations with oversight from the Board.
 - Assemble and post an electronic Membership Directory/Buyer's Guide with updates as needed.
 - Continue communication will all companies and individuals who have advertised, sponsored, exhibited, attended or in any other way been involved with the activities in the past.
- 6 Awards/Scholarships**
- Assist Board and Awards Committee in preparation of annual award program to include development of promotional material, notification and reminders to potential applicants, processing applications for review, award and follow-up communications, execution of award details.
 - Assist Board and Awards Committee in development of program and necessary onsite materials for presentation of award during Annual Conference to include (but is not limited to) PowerPoint program, printed program and ordering of award(s).
 - Coordinate and order Annual Conference Sponsor, Board, Region, Section, and any other recognition materials for presentation during Annual Conference to include (but is not limited to) visibility in PowerPoint program, printed program and ordering of award(s).

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7 Consignment Ticket Program

- Administer and oversee the Consignment Ticket Program, provide reports, and make prudent recommendations to Board for optimal program effectiveness.
- Coordinate contracts and agreements from participating attractions including price negotiation.
- Manage department agreements to participate in the program.
- Process orders and payments.
- Manage unsold tickets returned to office.
- Return any unsold tickets and payments to participating attractions by their due date.

8 Communications

Quarterly IMPACT Magazine

Full production of four quarterly issues of 36-48 full-color pages/issue. This includes, but is not limited to:

- Develop content for each issue in conjunction with Board, Communications Committee, and identified Region/Section/Committee(s).
- Solicitation of content (articles, images, design elements for articles, etc.) from contributors including, but not limited to NRPA, Commercial Members, Committee Chairs, Region, and Section Representatives, with oversight from the Communications Committee.
- Manage advertising agreements, rates, payments, and other communications as necessary, provide advertising reports to Board as needed.
 - NOTE: ARC does not accept advertising commissions/rebates/kickbacks, any monetary benefit would be directed back to WPRA.
- Layout/Design the documents.
- Execute proofing process through the Communications Committee and Executive Committee.
- Fully orchestrate printing/mailing process.
- Manage the current distribution list.
- Archive issues on the web site.

PRMonthly

Full production of twelve-monthly issues of an electronic newsletter.

- Develop content for each issue in conjunction with Board, Communications Committee, and identified Region/Section/Committee(s).
- Solicitation of content (articles, images, design elements for articles, etc.) from contributors including, but not limited to NRPA, Commercial Members, Committee Chairs, Region, and Section Representatives, with oversight from the Communications Committee.
- Manage advertising agreements, rates, payments, and other communications as necessary, provide advertising reports to Board as needed.
 - NOTE: ARC does not accept advertising commissions/rebates/kickbacks, any monetary benefit would be directed back to WPRA.
- Proofread each publication in conjunction with Executive Committee and Communications Committee.
- Distribute final approved version to recipients and post online.

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**Design Services**

ARC to provide WPRA all in-house graphic design, desktop publishing services and online design services to produce the publications detailed below:

Quarterly *IMPACT* Magazine

Full production of four quarterly issues of 36-48 full-color pages/issue. This includes, but is not limited to:

- Manage advertising agreements, rates, payments, and other communications as necessary, provide advertising reports to Board as needed.
 - NOTE: ARC does not accept advertising commissions/rebates/kickbacks, any monetary benefit would be directed back to WPRA.
- Layout/Design the documents.
- Fully orchestrate printing/mailing process.

Additional costs related to Magazine

- If the purchase of additional distribution lists is required, additional costs may be incurred to obtain those new contacts.
- Printing costs will be billed separately at cost.
- Mailing costs and postage will be billed separately at cost.
- ARC competitively shops printing and mailing services on a regular basis.

9. Website/Social Media

- Update the content and functionality of the WPRA website on a continual basis with input from the Board, Sections and Committees.
- Post Board, Section and Committee agendas and minutes, notices, events, registration forms and other materials in a timely fashion.
- Manage award and scholarships submissions process online.
- Promptly process and collect payment for job postings and job eBlasts.
- Manage WPRA's presence on LinkedIn, Facebook and Twitter using material identified by the Board, Sections and Committees along with information distributed by NRPA and published in WPRA publications.

10. Event/Conference

NOTE: ARC *does not* accept hotel or other venue commissions/rebates/kick-backs, any monetary benefit would be directed *back* to WPRA.

All Events

With oversight and/or involvement from Board and identified Regions/Sections/Committees:

- Negotiate and execute all necessary contracts for venues, speakers, exhibition services, offsite events, and any other event needs.
- Coordinate event logistics and convey details to venues and contracted providers as appropriate.
- Develop and process attendee and exhibitor registrations, invoices and payments for meetings to include: annual conference and trade show; spring workshop; leadership academy; aquatic seminar; aquatic technician workshop; office support workshop; playground workshop, CSPI course/exam, and online webinars when offered.

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- Speaker relations to include solicitation for contact information, presentation title, session description, biography, handout materials, and other logistical information. Post event follow-up to include collection of W-9 form and receipts for any honorarium and/or reimbursement.
- Prepare and distribute post-event electronic surveys and evaluations.

Annual Conference and Trade Show

Working in tandem with Conference Committee and with oversight from Board of Directors:

- Coordinate and update Annual Conference Committee Manual and Job Descriptions.
- Execute sponsor program to include solicitation, advertisements collection, booth assignments, invoicing and payment processing.
- Produce and disseminate exhibitor registration and attendee registration materials.
- Produce printed onsite book to include tradeshow booklet (includes advertising).
- Maintain up-to-date map/listing of vendor booth assignments.
- Prepare attendee, speaker and vendor name badges and other onsite handout materials and packets.
- Attend Annual Conference and Trade Show, provide registration assistance including processing of onsite registrations.
- Procure supplies and materials as needed for event including giveaways/favors, etc.
- Handle post-event invoicing and CEU tracking process.

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Legal Duties of Board Members Volunteers

The Board of Directors is the governing body of the association, responsible for the ultimate direction of the management of the affairs of the organization. Board members are obliged to become familiar with WPRA's Bylaws, Operations Handbook which contains policies and procedures, and other governing documents related to the operation of WPRA.

The board is responsible for policymaking, while employees (and to a certain extent, officers) are responsible for executing day-to-day management to implement board-made policy. However, the ultimate legal responsibility for the actions (and inactions) of the association rests with the board.

The board can act legally only by consensus (majority vote of a quorum) and only at a duly constituted and conducted meeting, or by unanimous written consent. The board may delegate authority to act on its behalf to others (Executive Committee), but, in such cases, the board is still legally responsible for any actions taken by Board committees or persons to whom it delegates authority. An individual board member has no individual management authority simply by virtue of being a member of the board. However, the board may delegate additional authority to a board member such as when it appoints board members to committees. In a similar fashion, an officer has only the management authority specifically delegated in the bylaws or by the board (although the delegated authority can be general and broad.

The Executive Committee shall have all the authority of the Board of Directors, except for the following matters which are reserved to the full Board of Directors:

- Submission of action requiring Board of Directors approval under the Not-for-Profit Law of Wisconsin
- Filling of vacancies on the Executive Committee or Board of Directors other than those appointments delegated to the Executive Committee
- Amendment or repeal of the bylaws
- Amendment or repeal of any resolution of the Board of Directors
- Members have no management authority, as such authority is held by the Board of Directors.

Employees have no management authority except that specifically delegated to them in the bylaws or by the board. The Executive Director shall have responsibility for and control of administrative staff, including the hiring and dismissal of staff. The Executive Director shall initiate and participate in the formation of new policies and make decisions within existing policies approved by the Board, assure that organizational objectives are attained and member needs addressed, and provide management and leadership to complement constructive growth and function of WPRA.

Fiduciary Duty

Those in positions of responsibility and authority in the governance structure of an association - both volunteers who serve without compensation and employed staff - have a fiduciary duty to the organization, including duties of care, loyalty, and obedience. In short, this means they are required to act reasonably, prudently and in the best interests of the organization, to avoid negligence and fraud, and to avoid conflicts of interest. In the event that the fiduciary duties of care, loyalty or obedience are breached, the individual breaching the duty is potentially liable to the association for any damages caused to the association as a result of the breach. This fiduciary duty is a duty to the association as a whole; even those who only serve on a particular committee or task force owe the fiduciary obligation to the entire association.

1. **Duty of Care** This duty is very broad, requiring officers and board members to exercise ordinary and reasonable care in the performance of their duties, exhibiting honesty and good faith. Board members must act in a manner which they believe to be in the best interests of the association, and with such care, including reasonable inquiry, as an ordinarily prudent person in a like position would use under similar circumstances. The "business judgment rule" protects board members from personal liability for actions made in poor judgment as long as there is a reasonable basis to indicate that the action was undertaken with due care and in good faith.
2. **Duty of Loyalty** This is a duty of faithfulness to the association. This means that officers and board members must give undivided allegiance to the association when making decisions affecting the association. In other words, board members cannot put personal interests above the interests of the association. Personal interests may include outside business, professional or financial interests, interests arising from involvement in other organizations, and the interests of family members, among others. Board members should be careful to disclose even potential conflicts of interest to the board of directors and should recuse themselves from deliberation and voting on matters in which they have personal interests. For pervasive and continuing conflicts - such as a WPRA board member concurrently serving on the board of a competing association - resignation from the individual's association leadership post or from the outside conflicting responsibility may be required. Officers and directors can have business dealings with the association, but such transactions must be subject to considerable scrutiny. In such event, board members must fully disclose any personal interests to the board of directors, and the terms of any transaction must be fair to the association. In addition, state nonprofit corporation statutes frequently provide specific procedures for dealing with transactions in which board members have conflicts of interest
3. **Duty of Obedience** This duty requires board members to act in accordance with the organization's articles of incorporation, bylaws and other governing documents, as well as all applicable laws and regulations.

Reliance on Experts

Unless a board member has knowledge that makes reliance unwarranted, a board member, in performing his or her duties to the organization, may rely on written or oral information, opinions, reports, or statements prepared or presented by: (i) officers or employees of the association whom the officer or director believes in good faith to be reliable and competent in the matters presented; (ii) legal counsel, public accountants, or other persons as to matters which the officer or director believes in good faith to be within the person's professional or expert competence; or (iii) in the case of reliance by directors, a committee of the board on which the director does not serve if the director believes in good faith that the committee merits confidence.

Willful Ignorance and Intentional Wrongdoing

Board members cannot remain willfully ignorant of the affairs of the association. A director appointed as treasurer, for example, with limited knowledge of finance cannot simply rely on the representations and reports of staff or auditors that "all is well" with the association's finances. Moreover, board members acting outside of or abusing their authority as board members may be subject to personal liability arising from such actions. Furthermore, board members who, in the course of the association's work, intentionally cause injury or damage to persons or property may be personally liable, even though the activity was carried out on behalf of the association.

Reducing Personal Liability Risk

Board members can help minimize their risk of personal liability by doing the following

- Being thoroughly and completely prepared before making decisions.
- Becoming actively involved in deliberations during board meetings, commenting as appropriate, and making inquiries and asking questions where prudent and when such a need is indicated by the circumstances.
- Making decisions deliberately and without undue haste or pressure.
- Insisting that meeting minutes accurately reflect the vote counts (including dissenting votes and abstentions) on actions taken at meetings.
- Requesting that legal consultation be sought on any matter that has unclear legal ramifications.
- Requesting that the association's accountants assess and evaluate any matter that has significant financial ramifications.
- Obtaining and carefully reviewing both audited and unaudited periodic financial reports of the association.
- Attending the association's meetings and reading the association's publications carefully to keep fully apprised of the organization's policies and activities.
- Reviewing from time to time the association's bylaws and other governing documents.
- Avoiding completely any conflicts of interest in dealing with the association and fully disclosing any potential conflicts.

Liability Protection

If preventive risk management fails, the liability of association board members can be limited through indemnification by the association, insurance purchased by the association, and state volunteer protection laws.

WPRA Non-Profit Organization Directors and Officers Liability Insurance

WPRA provides liability insurance for Directors, officers, employees, volunteers, the organization and its committee members. The types of liability covered by the policy exist not only for the organization, but also for those who run it. It is very important to recognize that the Board of Directors, officers and employees of the organization may have personal liability for many of the covered actions and that personal assets may be attached as a result of an adverse judgment. It will also pay costs to defend the individual(s) and or the organization for covered “wrongful acts”. Coverage is for wrongful acts committed by a covered party or group of covered parties while acting within the scope of their duties to the organization. A wrongful act is an act, error, omission, misstatement or misleading statement, neglect or breach of duty. Typical examples are management of funds (not benefit plans), management of the affairs of the organization, employment practices, publishers liability (copyright, plagiarism), libel, slander or defamation. Examples of items NOT covered are bodily injury or property damage, insured gaining profit or advantage not legally entitled to, willful violation of a statute, claim brought by one insured against another except wrongful termination, fiduciary liability as regards employee benefit or pension plans.

Apparent Authority

In the landmark 1982 case, American Society of Mechanical Engineers v. Hydrolevel, the U.S. Supreme Court determined that an association can be held liable for the actions of its officers, directors and other volunteers (including actions which bind the association financially), even when the association does not know about, approve of, or benefit from those actions, as long as the volunteer reasonably appears to outsiders to be acting with the association's approval (i.e., with its "apparent authority"). The Supreme Court made clear that associations are to be held strictly liable for the activities of volunteers that have even the apparent authority of the association. Even if an association volunteer does not in fact have authority to act in a particular manner on behalf of the association, the law will nevertheless hold the association liable if third parties reasonably believe that the volunteer had such authority. The law thus requires an association to take reasonable steps to ensure that the scope of its agents' (e.g., officers, directors and committee members') authority is clear to third parties, and that agents are not able to hold themselves out to third parties as having authority beyond that which has been vested in them by the association - for example, by regulating access to association letterhead stationery.

Association Tax Status

An association's tax-exempt status impacts everything from its dues statements to its internal accounting procedures to its membership promotional materials to the structure of a trade show and annual meetings. Although association's board members need not, and will not, understand the particulars of these requirements, they should appreciate the fact that they exist and that staff is, to a certain degree, bound by those requirements. Non-profit associations can risk their exempt status by

- Focusing on providing services to members rather than on promoting the industry in general
- Providing benefits to individual members that are not available to others,
- Engaging primarily in for-profit activities.

WPRA is under section 501(c)6 of the Internal Revenue Service Code and must pay sales tax.

Antitrust Information

Wisconsin Park & Recreation Association (WPRA) policy emphasizes the necessity of its members complying with the law - in all respects - in all localities. Thus, WPRA encourages its members to fully recognize the importance of compliance with legal requirements, not only in the United States, but as importantly, with the laws in each jurisdiction where they do business.

WPRA is a membership association that represents individuals delivering a broad spectrum of services in Wisconsin. Members include park, recreation, and aquatic professionals in local, county, state, school district, private, and agency settings.

The earliest, most advanced and aggressively "antitrust" laws are: The Sherman Act (1890), the Federal Trade Commission Act (1914), the Clayton Act (1914) and the Robinson-Patman Act (1936). These laws, the basis for the state antitrust - in whole or in part, have provided the basis for the "antitrust" (or competition) laws enacted throughout the United States.

Both federal and state antitrust laws, in varying degrees and by various enforcement mechanisms, address and very often prohibit, one or more of the following.

1. Any understanding or agreement, written or oral, formal or informal, express or implied, among competitors with regard to prices, bids and bidding practices, terms or conditions of sale, distribution, volume of production, territories or customers.
2. Exchange or collection and dissemination among competitors of information regarding current prices or pricing methods, and current bids and bidding practices.
3. Exchanges of cost or bidding information, for the purpose or with the probable effect of
 - (a) increasing, maintaining or stabilizing prices or bids; or,
 - (b) reducing competition in the marketplace with respect to the range or quality of products or services offered.
4. Collective (and sometimes individual) attempts to prevent any person or department from gaining access to any market or customer for goods or services, or collective prevention of any business entity from obtaining a supply of goods or otherwise purchasing goods or services freely in the market.
5. Agreements or understandings among competing departments with respect to their current bids or bidding practices, selection of products for purchase, their choice of suppliers, or the prices they will pay for supplies, especially if these agreements or understandings adversely impact competition.

6. Unfair methods of competition and unfair or deceptive acts or practices such as false or misleading advertising.
7. Price discrimination (or differentiation) between purchasers of "commodities of like grade and quality" if such activity substantially lessens competition.

Penalties for antitrust violations can be, and often are, severe. Violations of the Sherman Act can result in fines of up to \$10 million for corporations and \$350,000 for individuals. Individuals may be imprisoned for up to three years for each count on which convicted. Further, a related statute could be the basis for fines exceeding the \$10 million/\$350,000 Sherman Act fines - the so-called "double loss/double gain" fines. In addition, non-government, private, treble damage actions are available, and successful antitrust plaintiffs and can obtain huge awards.

Obviously, therefore, it behooves WPRA, and any association, to exercise appropriate caution when holding its meetings and developing and conducting its programs and activities. By following the rules set out below, WPRA should be able to minimize the legal risks both to it and to its members:

1. WPRA's structure, bylaws and methods of operation shall be well defined and designed to serve the interests of the entire industry and the public and shall be periodically reviewed.
2. Committees shall have clearly defined roles that avoid consideration of any issue or subject that could be or perceived to be anti-competitive.
3. Informal sessions of WPRA members, its committees or other association bodies shall be avoided.
4. Each WPRA meeting (committee, task force, etc.) shall have a written agenda and there shall be a written record (minutes) of all WPRA meetings.
5. Non-members seeking admission and members being considered for expulsion shall be treated without discrimination based on criteria set out in advance.
6. Statistical data on past market information, whether collected by WPRA or an outside entity, shall be collected in such a manner that assures the confidentiality of each reporting member's data. Statistical data shall not be collected that could be used to facilitate collusive pricing or restrictive business practices.
7. Association staff and members shall not tolerate or authorize any activity or discussion concerning current or future prices, pricing methods, or other matters that may be interpreted as unreasonable restraints.

Legally troublesome association activities are often not clearly separable from acceptable ones. Therefore, it is critical that WPRA have resources for advice and guidance to which it can turn whenever a legally sensitive matter arises. In order of importance, these resources are:

1. You, the person reading this policy - Your responsibilities begin with a thorough understanding of this document and continue during every contact you have with the WPRA itself, its members, and other interested parties.
2. Association Staff - Although not experts in antitrust or competition law, the staff, especially the executive director, have varying degrees of sensitivity to antitrust concerns and can help members recognized when and under what circumstances legal counsel should be consulted.

Once more: If despite these policies, a WPRA member becomes involved in activities or discussions that the member believes are or may be illegal, the member should withdraw from participation, announce the objections, and promptly inform WPRA's executive director.

This statement recognizes that WPRA, like all associations, operates within a complex web of antitrust laws designed to assure open competition. The legal pitfalls are many and require the diligent efforts of you, the member and WPRA staff to avoid them.

Confidentiality Information

Board members must not disclose to others, information that a board has determined to be confidential, such as communication between the association board, any individual providing a service to the association including legal counsel and the management firm, information specific to individual member companies, and minutes of executive sessions of the Board. The obligation to maintain confidentiality continues indefinitely.

Professional Code of Conduct

The Wisconsin Park & Recreation Association (WPRA) has provided leadership to the state and the nation in fostering the expansion of recreation and parks. WPRA has stressed the value of recreation, both active and passive, for individual growth and development. Its members are dedicated to the common cause of assuring that people of all ages and abilities have the opportunity to find the most satisfying use of their leisure time and enjoy an improved quality of life.

The State Association has consistently affirmed the importance of well-informed and professionally trained personnel to continually improve the administration of recreation and park programs. Members of WPRA are encouraged to support the efforts of the State Association and profession by supporting state affiliate and national activities and participating in continuing education opportunities, certification, and accreditation.

Membership in WPRA carries with it special responsibilities to the public at large, and to the specific communities and agencies in which recreation and park services are offered. As a member of the Wisconsin Park & Recreation Association,

All leaders on the WPRA Board of Directors accept and agree to abide by this Code of Ethics and pledge to:

- Adhere to the highest standards of integrity and honesty in all public and personal activities to inspire public confidence and trust.
- Strive for personal and professional excellence and encourage the professional development of associates and students.
- Strive for the highest standards of professional competence, fairness, impartiality, efficiency, effectiveness, and fiscal responsibility.
- Avoid any interest or activity which is in conflict with the performance of job responsibilities.
- Promote the public interest and avoid personal gain or profit from the performance of job duties and responsibilities.
- Support equal employment opportunities.

Board of Directors Contact List

President

Derek Donlevy, CPRP, Recreation Supervisor – Community Centers
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Services
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President-Elect

Jamie Polley, CPRP, Parks, Recreation & Forestry Director
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Secretary/Treasurer

Joleen Stinson, CPRP, Director
Dane County Parks
4318 Robertson Rd, Madison, WI 53714
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stinson.joleen@countyofdane.com

Immediate Past President

Stephanie Schlag, CPRP, Parks & Recreation Director
Town of Ledgeview
3700 Dickinson Rd, De Pere, WI 54115
920-336-3360 ext. 117
sschlag@ledgeviewwisconsin.com

Region I: PARPRO

John Jimenez, Director of Parks, Recreation and Forestry
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30 W Central St, Chippewa Falls, WI 54729
715-723-0051
jjimenez@chippewafalls-wi.gov

Region II: NEWPRO

Johnathan McDonald, AFO, Parks, Recreation, & Forestry Director
Village of Little Chute
108 W Main St, Little Chute, WI 54140
920-423-3868
john@littlechutewi.org

Region III: PARR3

Mike Percy, CPRP, Recreation Coordinator
Portage Park & Rec
701 W Slifer St, Portage, WI 53901
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Region IV: SEPRC

Amanda Schwichtenberg, Program Manager
West Allis-West Milwaukee Recreation & Community Services Dept.
2450 S 68th St, West Allis, WI 53219
414-604-4963
schwichtenberga@wawmsd.org

Aquatic Section

Deb Bossingham, CPO, Aquatics Director
Verona Area School District
234 Wildcat Way, Verona, WI 53593
608-770-1971
bossingd@verona.k12.wi.us

Park Section

Tony Nowak, CPRP, Parks and Trails Supervisor
Polk County
100 Polk County Plaza, Balsam Lake, WI 54810
920-585-7609
tony.nowak@polkcountywi.gov

Recreation Section

OPEN

Executive Director (*Ex-officio*)

Jennifer Rzepka, CAE, Executive Director
Wisconsin Park and Recreation Association
6737 W Washington St, Suite 4210; Milwaukee, WI 53214
414-423-1210
jennifer@wpraweb.org

Associate Executive Director (*Ex-officio*)

Sandy Schueller, Associate Executive Director
Wisconsin Park and Recreation Association
6737 W Washington St, Suite 4210; Milwaukee, WI 53214
414-423-1210
sandy@wpraweb.org

Board of Directors & Executive Committee Description

Speaking With One Voice

A responsibility of each Board member is to ensure that their opinions and concerns are presented and understood when an issue is discussed and/or voted on. The Board will try to reach consensus, however, there will be times when consensus is not reached. These debates and disagreements should be conducted with due respect of other board members. Each director should agree to support the Board decision for what they are – Board decisions reached through a deliberative process. Board members should agree to support Board decisions and not actively speak against or act counter to the decisions.

Who Does What on the Board of Directors?

The Board of Directors carries out the purpose of WPRA and controls its affairs, pursuant to the Not-for-Profit Corporation Law of Wisconsin (where WPRA is incorporated). The Board is responsible for filling vacancies on the Board of Directors or the Executive Committee other than those appointments delegated to the Executive Committee. In addition, they can amend or repeal both the bylaws and any resolutions. The Executive Committee reports to the Board.

Board of Directors Member Criteria

- All Directors shall be members in good standing of WPRA during their term of office.
- Elected officers of the BOD must hold and maintain a recognized professional certification per the WPRA Bylaws.
- No Director shall receive any compensation for serving on the BOD or any committee thereof.
- Terms commence after installation and terminate per their position tenure.

Executive Committee

The Executive Committee has the same authority as the Board of Directors, except for the specific items mentioned above. In addition, they are responsible for the annual review of Association personnel policies and any recommendations for change.

The Executive Committee will coordinate work of Board, committees and component groups and monitor WPRA operations. The Executive Committee will keep the BOD informed of programmatic actions and bring policy issues to the BOD for action. The Executive Director reports to the President and Executive Committee.

What the BOD can expect of the Executive Committee

Timely and informed communication through the following:

- Draft Executive Committee minutes will be distributed to Executive Committee members, WPRA Chief Executive Officer and BOD liaison prior to the next meeting.
- The Executive Committee will meet at least on an as needed basis, and may conduct online meetings to conduct their business.

Basic Responsibilities of the Board of Directors

- Ensure effective organizational planning (Strategic Plan) and assist in implementing the plan's goals.
- Ensure fiduciary responsibility - The board, in order to remain accountable to its donors, supporters, the public, and to safeguard its non-profit status must ensure that proper financial controls are in place.
- Ensure adequate resources – One of the board's foremost responsibilities is to provide adequate resources for the organization to fulfill its mission. This includes fundraising, support development, giving personal time and resources, developing donors, members, and supporters, leading and supporting fundraising campaigns and events.
- Enhance the organization's public standing – An organization's primary link to members, the public, and the media, is the board. Clearly articulating the organization's mission, accomplishments, and goals, as well as garnering support from important members of the community, are important elements of a comprehensive public relations strategy.
- Ensure legal and ethical integrity and maintain accountability – The board is ultimately responsible for ensuring adherence to legal and ethical standards. The board must adhere to provisions of the organization's bylaws, all local, state and federal laws.
- Adopts positions on critical issues and state and national legislation.
- Recruit new board members – All board members have a responsibility to articulate and make known their needs in terms of member experience, skills and many other considerations that define a "balanced" board composition.
- Assess board performance - By evaluating its performance in fulfilling its responsibilities, the board can recognize its achievement and reach consensus on which areas need to be improved.
- Support the national association's mission and purposes.

General Responsibilities of Each Board Member:

As a Director serving on the Board of Directors, it is your responsibility to:

- Promote membership in WPRA. Recruitment and retention of membership is critical to the vitality of WPRA.
- Represent WPRA by speaking at local and state conferences, schools, institutes and the like. Directors will be trained to fulfill this responsibility.
- Inform individuals, components and affiliate groups of BOD actions and activities.
- Help identify national issues that would be of significant interest and concern to the membership and to recommend appropriate policy positions. The WPRA public policy, through the Legislative Committee will bring forth issues and assist in policy development.
- Promote WPRA Foundation activities.

What Does the Board of Directors Do?

The Board has four broad areas of responsibility: fiduciary (budget, audit, fundraising and support development); strategic planning; policy development; and community and organizational development. The Board of Directors is the policy making governing body of WPRA and makes important decisions and plays a leading role in the development of:

- Public Policy
- Advocacy
- Fundraising

Board of Directors Meetings

The Board of Directors has four official meetings each year. The annual meeting is held in conjunction with the WPRA Annual Conference & Trade Show.

Process to Get an Item Before the Board of Directors

Members often ask, "How does a WPRA member get an item before the Board of Directors?" The following alternatives may prove useful:

1. Before bringing an issue to the BOD make sure the BOD is the appropriate group to address your concern. Is this really an issue that relates more to one of the component groups?
2. If the issue is appropriate for the BOD, contact the appropriate section and/or region.
3. Contact a member of the appropriate BOD for action.
4. Contact a Director to bring the item before the Board.

Basic Steps in Board Decision Making

The WPRA Board of Directors follows the latest version of Robert's Rules of Order. All Board of Directors actions should take advantage of the expertise of all board members; make clear, well-thought out decisions; record decisions in meeting minutes; and communicate decisions to the appropriate parties. All decisions should be based on the WPRA mission and strategic plan and make the best decision for WPRA as a whole rather than a segmented area. Following are some of the basic steps in decision making.

1. Recognize and define the issue. Everyone should understand the issue. This may take time to articulate and define. Action Item background preparation is helpful.
2. Examine the issue. Most groups make better decisions if they have choices rather than having to select or reject one idea. Ideas and options can be generated beforehand or can be developed during a board meeting. Once alternatives have been identified, the board needs to consider the implications and consequences of each idea.
3. Make the decision. Following a thorough discussion of the issue and options, a formal motion is presented. A vote is taken on the motion. How the motion is framed shapes the scope of the discussion and can narrow the options. Issues can be approached in several different ways. A motion reduces these options to one, and limits the response to "yes" or "no". This may eliminate many important alternatives. The process of framing the question and the options is as important as the vote itself. Board members should not propose motions too early in the discussion before reviewing all the alternatives. Motions should be written and provided to the BOD Secretary. Consensus building is a less formal than voting procedure and allows a decision to encompass the views of all board members. A consensus process is designed to generate a wider range of ideas and options. The issue is framed as a question or problem with supporting information. Discussion centers on finding the best approach to the issue. In the course of discussion, the question may be reframed with various options developed, altered and combined.

4. Implement the decision. Plans for implementation need to consider what resources are required, the responsible party, time frame and action steps.
5. Evaluate the decision. Specifying what worked well and what could be done better will improve the capacity of the association to make decisions and the quality of the decisions made.
6. Recognize and define the issue. Everyone should understand the issue. This may take time to articulate and define. Action Item background preparation is helpful.
7. Examine the issue. Most groups make better decisions if they have choices rather than having to select or reject one idea. Ideas and options can be generated beforehand or can be developed during a board meeting. Once alternatives have been identified, the board needs to consider the implications and consequences of each idea.
8. Make the decision. Following a thorough discussion of the issue and options, a formal motion is presented. A vote is taken on the motion. How the motion is framed shapes the scope of the discussion and can narrow the options. Issues can be approached in several different ways. A motion reduces these options to one, and limits the response to “yes” or “no”. This may eliminate many important alternatives. The process of framing the question and the options is as important as the vote itself. Board members should not propose motions too early in the discussion before reviewing all the alternatives. Motions should be written and provided to the BOD Secretary. Consensus building is a less formal than voting procedure and allows a decision to encompass the views of all board members. A consensus process is designed to generate a wider range of ideas and options. The issue is framed as a question or problem with supporting information. Discussion centers on finding the best approach to the issue. In the course of discussion, the question may be reframed with various options developed, altered and combined.
9. Implement the decision. Plans for implementation need to consider what resources are required, the responsible party, time frame and action steps.
10. Evaluate the decision. Specifying what worked well and what could be done better will improve the capacity of the association to make decisions and the quality of the decisions made.

Board of Directors Meeting Ground Rules

- Remain faithful and loyal to the WPRA mission
- Start and end meetings and breaks on time
- Be prepared for meetings
- Be respectful of others
- Be open, honest and ethical
- One person speaks at a time. WPRA follows Robert's Rules of Order
- Everyone engages and participates
- Debate the issue, not the person
- Be courageous, not fearful
- All discussions should have an identified purpose and outcome
- Decisions and outcomes must benefit the organization without personal interests
- Conduct business and make decisions based upon knowledge – not assumptions
- When leaving the board meeting, speak with a unified voice
- Value humor

General Procedures

Quorum

A quorum for purposes of transacting business for the Board of Directors shall be fifty percent plus one. In the absence of a quorum, the President may adjourn the meeting until a quorum is obtained. Proxy voting is not allowed at any BOD meeting unless previously submitted and approved.

Work Plans

Within the guidelines established by the WPRA Bylaws and in support of the WPRA Strategic Plan, the BOD, section chairs and committee chairs will develop operational guidelines for carrying out board and committees' assigned responsibilities.

Board Member and Delegate Expenses

Members cover all of their own expenses associated with being a board member. WPRA generally has beverage breaks and on occasion will have snacks or lunch provided for a working board meeting or retreat. Conference calls are being used more frequently to conduct business. Expenses are covered by WPRA for authorized calls.

Reimbursement Requests

For a member to receive reimbursement from the WPRA for purchases within the allotted budget amounts that they were approved to personally make on behalf of the organization, a completed voucher must be approved then submitted to the WPRA office identifying which category or categories the expenses apply to.

All amounts MUST have sales tax included as WPRA is **not** sales tax exempt.

Send the completed form with all supporting documentation to the WPRA Office:
Wisconsin Park and Recreation Association (WPRA)
6737 W Washington St Ste 4210,
Milwaukee, WI 53214
Email: office@wpraweb.org

Reimbursement request forms are online, here: <https://www.wpraweb.org/association-documents>.

Board of Director Position Description

Composition: Officers: President, President-Elect, Secretary/Treasurer, Immediate Past President. **Directors:** one (1) representative from each of the Regions and Sections identified within these Bylaws.

Officer Terms: Officers commence their responsibilities following their election or appointment. They shall serve a one-year term, with the Secretary/Treasurer serving two years.

Director Terms: Regional and Section representatives shall serve two-year terms. Region and Section representatives shall serve for no more than two consecutive terms. The terms of the Regional Representatives shall be staggered so that two representatives shall assume their offices following their election.

Purpose: The Board of Directors shall manage the affairs of the Association including the approval of actions by its Regions, Sections, Committees and Task Forces.

Responsibilities:

1. Attend Orientation for Board and Committee Leaders at Annual Conference.
2. Attend and participate in Board meetings throughout the year (minimum of four).
3. Submit budget requests before September 30 for following year's activity.
4. Operate within assigned Budget and oversee all Regions, Sections, Committees and Taskforces do the same. If changes are needed, present facts and figures to the Board.
5. Approve the establishment of all Sections.
6. Approve and monitor Work Plans of all Committees and taskforces.
7. Receive gifts to the Association in the form of donations, contributions, bequests and devisements.
8. Negotiate arrangements for affiliating with external organizations.
9. Approve Presidential appointments.
10. Submit documentation for reimbursable expenses as per policy.

President Position Description

Term: One year (from installation through the following year's installation)

Presidential Cycle: President term falls in the middle of a three (3) year cycle. The first year serving as President-Elect; the second year as President, the third year as Immediate Past President. Afterward moving onto the Past President's Counsel.

Serves as Board Liaison to: WPRA Foundation & Professional Development Committee

Serves as Chairperson of: Executive Committee

Additional Responsibilities:

1. Act as presiding officer at all meetings of the Association, the Executive Committee and the Board of Directors including the Annual Business Meeting.
2. May establish Committees and Task Forces as necessary, with approval of the Board of Directors.
3. In accordance with bylaws, the President appoints the following:
 - A. Committee, Subcommittee and Task Force Chairs and Co-Chairs, with approval of the Board of Directors.
 - B. Members of the Committees, Subcommittees and Task Force, with approval of the Board of Directors.
 - C. Delegates and representatives of the Association
 - D. Members to the Awards and Nomination Committees and the Certification Board. Chairpersons are selected per WPRA policy.
 - E. Chairs and members of all other committees and Task Forces as structured within WPRA policies.
 - F. Association delegates (i.e. National Fitness Coalition, etc.).
4. The President and/or the Executive Director shall be the official spokesperson for the Association. The President may authorize a qualified alternate spokesperson if needed for a specific issue and timeframe.
5. Work closely with the Executive Director throughout the term to accomplish the goals and directives of the Board of Directors.
6. Lead the development of the long-range Strategic Plan with input and approval by the Board and assistance by the Executive Director every five years.
7. Monitor the Strategic Plan and goals for implementation of the Strategic Plan
8. Advise Committees, Subcommittees and Task Forces of specific directives outside of the Strategic Plan.

9. Submit updates for each quarterly IMPACT Magazine, and articles to WPRA publications as appropriate to keep members informed about the activities and progress of WPRA.
10. Monitor the activity and communication of the Committees, Subcommittees, Task Forces and any delegates and representatives.
11. Submit an Annual Report and solicit the submission of Annual Reports from each Officer, Section, Region, Committee, Subcommittee and Task Force.
12. Determine the dates, locations and agenda items for Board and Executive Committee meetings for the following year in accordance with the Annual Operations Calendar
13. Form alliances with external organizations related to the park and recreation profession as identified by and agreed to by the Board of Directors.
14. Provide an update on Association activities at Region, Section, or other meetings and events when in attendance.
15. The President is responsible for the review and contract recommendation for the Executive Director position and other management contracts.

President-Elect Position Description

Term: One year (from installation through the following year's installation)

Presidential Cycle: President-Elect term falls at the start of a three (3) year cycle. The first year serving as President-Elect; the second year as President, the third year as Immediate Past President. Afterward moving onto the Past President's Counsel.

Serves as Board Liaison to: Emerging Professionals Committee, Conference Subcommittee, Leadership Academy Subcommittee

Additional Responsibilities:

1. Serve as the President in the absence of the President.
2. Succeed to the Presidency upon expiration of the incumbent's term.
3. Make recommendations for nominations of open leadership positions to President, including Chair and Co-Chair positions.
4. Develop and conduct an Orientation Session with the Executive Director for current, incoming and interested leadership.
5. Review Organizational Handbook to make recommended changes and present for approval in accordance with Annual Operations Calendar.
6. Handle additional responsibilities and tasks as assigned by the Board of Directors.

Immediate Past President Position Description

Term: One year (from installation through the following year's installation)

Presidential Cycle: President term falls at the end of a three (3) year cycle. The first year serving as President-Elect; the second year as President, the third year as Immediate Past President. Afterward moving onto the Past President's Counsel.

Serves as Board Liaison to: Awards Committee, DEI Committee, Public Policy Committee, and Past Presidents Counsel

Serves as Chairperson of: Nominations Committee

Additional Responsibilities:

1. Assist and advise the President on matters relating to the Presidency, Board operation or Association.

Secretary/Treasurer Position Description

Term: Two (2) year, commencing upon installation every other year.

Serves as Board Liaison to: Communications Subcommittee

Serves as Chairperson of: Membership Committee

Additional Responsibilities:

1. Solicit budget requests from Officers, Regions, Sections, Committees and Task Forces in accordance with the Annual Operations Calendar to draft the Annual Budget for approval and implementation.
2. Oversee all revenue and expenditures to ensure compliance with the approved Annual Budget and other fiscal policies.
3. Oversee all association investments and propose changes to the Executive Committee on an as needed basis.
4. Ensure office and all volunteers are operating within fiscal policies by conducting an Annual Financial Review with no fewer than two additional members to be approved by the Board of Directors.
5. Conduct an external audit at five-year intervals, or upon change in management structure.
6. Monitor monthly association financial activity by review of materials provided by the office.
7. Provide a financial report at each Board meeting.
8. Serve as Parliamentarian at all WPRA Board meetings and the Annual Meeting.

2024 Region Representatives

Region I: PARPRO

John Jimenez, Director of Parks, Recreation and Forestry
City of Chippewa Falls
30 W Central St, Chippewa Falls, WI 54729
715-723-0051
jjimenez@chippewafalls-wi.gov

Region II: NEWPRO

Johnathan McDonald, AFO, Parks, Recreation, & Forestry Director
Village of Little Chute
108 W Main St, Little Chute, WI 54140
920-423-3868
john@littlechutewi.org

Region III: PARR3

Mike Percy, CPRP, Recreation Coordinator
Portage Park & Rec
701 W Slifer St, Portage, WI 53901
608-742-2178
mike.percy@portagewi.gov

Region IV: SEPRC

Amanda Schwichtenberg, Program Manager
West Allis-West Milwaukee Recreation & Community Services Dept.
2450 S 68th St, West Allis, WI 53219
414-604-4963
schwichtenberga@wawmsd.org

Region Representative Position Description

Structure: One elected from each of four regions by entire membership as stated in bylaws.

Term: Two years on a staggered basis. *(I & III elected in odd years, II & IV in even years)*

Region Representative Purpose: Serve as a liaison between the Board of Directors and the Membership-at-large to ensure cohesiveness throughout the Association by representing the collective voice of their Region at Board of Director meetings, and working to recruit, retain and engage members on a regional basis.

Region Representative Responsibilities:

1. Attend all Board of Director meetings; all Region meetings in their area; Quarterly Workgroup meetings; Membership Committee meetings; at least one Leadership Orientation session; Annual Conference; Annual Business Meeting.
2. Serve on the Membership Committee as a Region Representative.
3. Submit budget requests before September 30 for following year's Region activities.
4. Operate within assigned Budget. If changes are needed, present facts and figures to the Board for consideration.
5. Schedule Region meetings, events, and activities for the following year by October 31, in conjunction with other Region Representatives to avoid conflicting dates with WPRA events, Board of Directors meetings and other regional meetings.
6. Present a WPRA Update at every Region Meeting in your area. If unable to attend, the report should be prepared in writing for someone else to present.
7. Ensure the Region Meeting Minutes and agenda materials are maintained in the WPRA Office for proper record-keeping purposes.
8. Prepare a written Region Update in advance of every Board of Directors meeting and for inclusion in the Annual Report.
9. Submit Region updates for each quarterly IMPACT Magazine, and articles to WPRA publications as appropriate to inform membership of Region activities.
10. If Region has organized volunteers in positions of Region Leadership, roster will be posted to the WPRA website. Region Representative should notify office of changes.
11. Responsible for orienting the incoming Region Representative and providing information and guidance as necessary for continuity of the Region.

Region Representative Meetings:

1. Regions may have their own structured leadership positions as needed to carry out the activities of the Region Meeting.
2. The Region Representative (or their designee) is responsible for planning and executing Region Meetings by securing site/host, planning all logistics, agenda development, educational content, inviting members in the Region, etc.
3. At each Region Meeting, attend and provide a WPRA update following the standard Region Meeting template.
4. To obtain CEUs, Regions must submit event details no fewer than 30 days in advance for approval.
5. Region Representatives serve as a resource for regional member questions, and properly and effectively communicating those to the Board of Directors, WPRA Office and Membership-at-large, as appropriate.
6. Region Representatives are responsible for keeping their regional members informed of critical Region and Association matters between the times of Region meetings.

Standard Region Meeting Template:

To prepare agendas for Regional Meetings, reference the Region Meeting Template.

(see next page)

WPRA Region X Meeting**Day of Week, Month Day, Year • 00:00 Start Time – 00:00 End Time***Enter location if in person meeting, otherwise Zoom details:*Enter Link and make sure it's Hyperlinked in the Word document**Meeting ID: ### ##### • Passcode: ##### • Dial: 312-626-6799**

Agenda should indicate if there is a CEU or non-CEU Presentation, and if the Presentation will be before or after the Region Meeting business. If speaker is presenting content, Region Meeting should be called to order and adjourned either before or after the presentation. The presentation itself is not "part of the Minutes".

In preparing the agenda, all red text should be updated, and all purple text should be removed.

This template is intended to be a guide for Regions to use to ensure all WPRA information is being consistently shared throughout the state to all Regions. It should be especially helpful to any new(er) Region Representative so they're aware of the content that should be shared during Region meetings. Agendas may flow in slightly different order than what's below (i.e.: WPRA Updates before Region Updates), but each Region Meeting should always include every item below. Some Regions may have additional items specific to their Region, most of those will fall within the Region Business Section

AGENDA**1. Call to Order**

The Region Representative (or their designee) are to document the Minutes of the meeting, and is responsible for ensuring the approved Minutes are sent to the WPRA office for proper record-keeping purposes, including posting to the Region section of the website for access by members.

2. Acknowledge sponsor(s)/host(s)/presenter(s)**3. Introductions****4. Host Presentation** There isn't always a presentation by the host. Note, this time does would not count towards CEU.**5. Approve Region Minutes** From prior meeting(s) as needed, all minutes should be approved by Region.**6. Region Financial Report****7. Region Business**

Region Representative may call on additional Region volunteers to share information, and collectively should present information, updates and reminders for upcoming Region activities, events and meetings (i.e.: locations; future topics; presenters; etc.)

8. Reports**a. Section Reports**

Each Section's Region Representative should attend and provide the report or submit it *in writing* in advance for someone else to present. If no current Section update can be obtained, the Region Representative can report using the last written submission from the most recent Board meeting.

i. Aquatic**ii. Park****iii. Recreation****iv. Young Professionals**

b. WPRA Report

This is provided by the Region Representative on the Board of Directors for their Region. If unavailable, they should provide it *in writing* in advance for someone else to present. Report should contain:

- i. **Summary of key actions taken at Board meetings**
- ii. **Upcoming event and deadline reminders:**
 1. **Membership Dues**
 2. **Nominations**
 3. **Awards**
 4. **IMPACT Magazine & PRMonthly** (*invite people to submit content*)
 5. **Any Upcoming Events** (*Conference; Leadership Academy; Webinars, etc.*)
- iii. **WPRA Committee/Subcommittee Updates** (*from previous Board meeting along with any updates*)
- iv. **WPRA Foundation Updates** (*may be requested from WPRA Foundation Executive Director, contact information is on WPRA website*)

c. Public Policy Update

The Region Representative on the Board of Directors for that region should invite a Public Policy Committee Member to the meeting to present, or for a current report to share at the Region meeting.

d. NRPA Update & National News

Before each Region meeting, the Region Representative should visit the NRPA website to share highlights in the form of an NRPA Update. These items would include Park & Rec Month information; upcoming Conference details; national webinar dates; legislative calls for actions, awards programs, etc.)

9. Open Discussion Forum**10. Adjourn**

During adjournment, provide reminder of next Region Meeting.

Remember to send Minutes from Region Meetings to the office for posting to website.

WPRAs Regions:

Region I: PARPRO *Northwestern*

West Central and Western Uniform State Districts consisting of Adams, Ashland, Barron, Bayfield, Buffalo, Burnett, Clark, Crawford, Chippewa, Douglas, Dunn, Eau Claire, Florence, Forest, Iron, Jackson, Juneau, La Crosse, Langlade, Lincoln, Monroe, Oneida, Pepin, Pierce, Polk, Portage, Price, Rusk, Sawyer, St. Croix, Taylor, Trempeleau, Vernon, Vilas, Washburn, and Wood Counties.

Region II: NEWPRO *Northeastern*

Lake Winnebago and Lake Michigan Uniform State Districts consisting of Brown, Calumet, Door, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara, and Winnebago Counties.

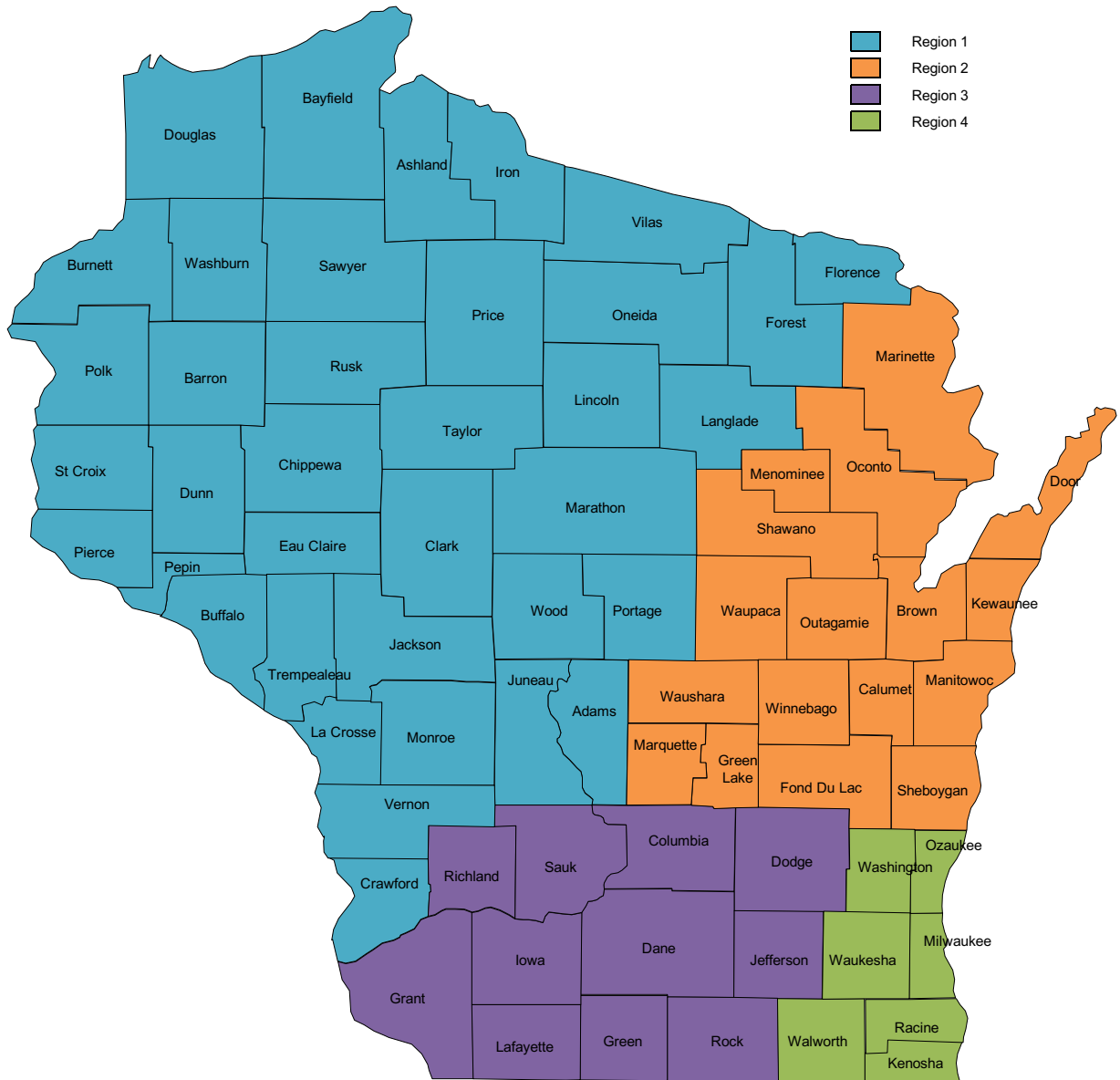
Region III: PARR3 *Southern*

Columbia, Dane, Dodge, Grant, Green, Iowa, Jefferson, LaFayette, Richland, Rock, and Sauk Counties.

Region IV: SEPRC *Southeastern*

Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties.

Map of Regions



2024 Section Representatives

Aquatic Section

Deb Bossingham, CPO, Aquatics Director
Verona Area School District
234 Wildcat Way, Verona, WI 53593
608-770-1971
bossingd@verona.k12.wi.us

Park Section

Tony Nowak, CPRP, Parks and Trails Supervisor
Polk County
100 Polk County Plaza, Balsam Lake, WI 54810
920-585-7609
tony.nowak@polkcountywi.gov

Recreation Section

OPEN

Section Representative Position Description

Term: Two (2) year position as defined within Section Manual. Section manual must clearly define a two-year position.

Aquatics: Section Chair

Park: Section Secretary/Treasurer

Recreation: Section Secretary/Treasurer

Section Purpose: Serve as a liaison between the Board of Directors and the Membership-at-large to ensure that the specific needs of each Section is appropriately represented within WPRA.

Section Representative Responsibilities:

1. Attend all Board of Director meetings; all Section meetings; at least one Leadership Orientation session; Annual Conference; Annual Business Meeting.
2. Work in tandem with Section leadership to update Section Manual by December 31 and maintain throughout the year.
3. Submit budget requests before September 30 for following year's Section activities.
4. Ensure Section operates within assigned Budget. If changes are needed, present facts and figures to the Board for consideration.
5. Inform Section of timely WPRA Updates and actions taken at Board meetings.
6. Ensure the Section Meeting Minutes and agenda materials are maintained in the WPRA Office for proper record-keeping purposes.
7. Prepare a written Section Update in advance of every Board of Directors meeting.
8. Ensure submission of Section updates for each quarterly IMPACT Magazine, and articles to WPRA publications as appropriate to inform membership of Section activities.
9. Responsible for orienting the incoming Section Representative and providing information and guidance as necessary for continuity of the Section Representative role on the Board.

Section (and Subsection) Chair Responsibilities:

1. Schedule Section meetings, events and activities for the following year by November 30 with an effort to avoid conflicting dates with other WPRA events, Board of Directors meetings and Region meetings.
2. Attend all Section meetings and at least one Leadership Orientation session. Attendance is requested also at the Annual Conference and Annual Business Meeting.
3. Promote upcoming Section leadership position openings to Membership-at-Large. Send names to Nominations Committee before October 1.
4. Prepare budget requests before September 30 for following year's Section activities for submission to Board by Section Representative.
5. Operate within assigned Budget. If changes are needed, present facts and figures to the Board for consideration.
6. Update Section Manual by December 31 for coming year. Maintain Section Manual updates with WPRA Office for proper record-keeping purposes and posting to the website.
7. Prepare the Annual Work Plan using the standard Annual Work Plan Template for the coming year by December 31 to outline the specific objectives of the Section and the timeline of activity for approval by the Board of Directors.
8. Structure long-term Section goals on the direction provided by the Strategic Plan and additional duties as communicated by the Section Representative.
9. Plan and execute each Section Meeting by securing site/host, planning all logistics, agenda development, inviting members, recording minutes, etc.
10. Ensure Section Meeting Minutes and agenda materials are maintained in the WPRA Office for proper record-keeping purposes.
11. Provide any requested information to Section Representative for preparation of their written Section Update in advance of every Board of Directors meeting and for inclusion in the Annual Report.
12. Submit (or designate Section member to submit) Section articles to WPRA publications as appropriate to inform membership of Section activities.
13. Orient the incoming Section Chair and all incoming Section Board members and provide information and guidance as necessary for continuity of the Section.

Section (and Subsection) Board Member Responsibilities:

1. Attend all Section meetings.
2. Actively participate in Section discussion and activities and notify Section Chair of relevant and Section specific matters affecting Membership-at-large.
3. Carry out the tasks as designated by the Section Manual or assigned by the Section Chair in accordance with your position.
4. Work with the WPRA Office to plan all logistical elements of WPRA activities and events, including, but not limited to, budget development, expenditures, contracting, solicitation of educational content, registration material development, promotion, preparation of event materials, other onsite requirements and any other event/activity needs to successfully plan, promote and execute.
5. To obtain CEUs, Section must submit event details in advance in accordance with the established submission guidelines on the website.

Note: In accordance with the Bylaws, Sections may establish their own Subsection positions and meetings as needed to carry out the activities of the Sections.

Section Descriptions

Aquatics

- Monitor aquatic code
- Disseminate lifeguard certification information among membership
- Conduct either an Aquatic Technician Workshop or Aquatic Seminar annually
- Engage with Public Policy Committee on current issues
- Promote AFO and CPO certification

Park

- Conduct Fall (or Spring) Workshop (with Recreation Section)
- Encourage Park Tours among Regions
- Engage with Public Policy Committee on current issues
- Promote CAPRA accreditation

Recreation

- Conduct Fall (or Spring) Workshop (with Park Section)
- Provide a minimum of one Playground Workshop annually
- Engage with Public Policy Committee on current issues
- Promote CAPRA accreditation and CPSI certification

For more detail on the operations of a specific Section, see Section handbook.

Committee and Subcommittee Description

Committee (and Subcommittee) Chair Responsibilities:

1. Schedule all Committee meetings plus any additional Committee meetings as necessary to perform the objectives of the Committee for the following year by November 30.
2. Schedule Committee Meetings in conjunction with other members of WPRA Leadership to avoid conflicting dates with WPRA events, Board of Directors and Region Meetings.
3. Attend all Quarterly Workgroup Committee meetings; additional planned Committee meetings and at least one Leadership Orientation session. Attendance is requested also at the Annual Conference and Annual Business Meeting.
4. Recommend names for Committee Member appointment to President.
5. Submit budget requests before September 30 for following year's Committee activities.
6. Operate within assigned Budget. If changes are needed, present facts and figures to the Board for consideration.
7. Update Committee Manual by December 31 for coming year.
8. Maintain manual updates with WPRA Office for proper record-keeping purposes and posting to the website.
9. Prepare the Annual Work Plan using the standard Annual Committee Work Plan Template for the coming year by December 31 to outline the specific objectives of the Committee and the timeline of activity for approval by the Board of Directors.
10. Structure long-term Committee goal on the direction provided by the Strategic Plan and additional duties as designated by the President.
11. Plan and execute each Committee Meeting by securing site/host, planning all logistics, agenda development, inviting members, recording minutes, etc.
12. Ensure Committee Meeting Minutes and agenda materials are maintained in the WPRA Office for proper record-keeping purposes.

13. Prepare a written Committee Update in advance of every Board of Directors meeting and for inclusion in the Annual Report.
14. Submit (or designate Committee member to submit) Committee articles to WPRA publications as appropriate to inform membership of Committee activities.
15. Orient the incoming Committee Chair and providing information and guidance as necessary for continuity of the Committee.

Committee (and Subcommittee) Member Responsibilities:

1. Attend all Quarterly Workgroup Committee meetings and additional planned Committee meetings.
2. Actively participate in Committee discussion and activities and notify Committee Chair to relevant and Committee specific matters affecting Membership-at-large.
3. Carry out the tasks as designated by the Committee Manual or assigned by the Committee Chair in accordance with your position.
4. Work with the WPRA Office to plan all logistical elements of WPRA activities and events, including, but not limited to, budget development, expenditures, contracting, solicitation of educational content, registration material development, promotion, preparation of event materials, other onsite requirements and any other event/activity needs to successfully plan, promote and execute.
5. To obtain CEUs, Committees must submit event details in advance in accordance with the established submission guidelines on the website.

WPRA Committee/Subcommittee Manual Template

This template is intended to be a guide for Committees to use to ensure all WPRA Committee information is being consistently and constantly shared year-to-year among the Committee members. This tool should be especially helpful to any new(er) Committee Leaders and those considering volunteer service so they're aware of what they're responsible for executing.

Each Committee/Subcommittee should include every item below, and some workgroups will have additional items specific to their activities included (see list towards end of document)

11. Cover

12. Table of Contents

13. Introduction/About the Committee

- a. Committee Purpose *Excerpt to be included from the Operations Handbook*
- b. Committee Member Criteria/Prerequisites
- c. Committee List
 - i. Chair
 - ii. Committee Members and specific Committee positions if applicable
 - iii. Board Liaison
- d. Committee Member Responsibilities *Excerpt to be included from the Operations Handbook*
- e. Committee Chair Responsibilities *Excerpt to be included from the Operations Handbook*
- f. Individual Committee Member Position Descriptions (*Committee specific*)
- g. Committee Meeting Dates

14. What the Committee Does:

- a. Strategic Plan Excerpt
- b. Committee Goals/Objectives (*Committee collectively*)
- c. Subcommittee Goals/Objectives (*Individual Subcommittees if applicable*)
- d. Budgeting
- e. Timeline
- f. Publication Content
 - i. IMPACT
 - ii. PR Monthly
- g. Policies *Excerpt to be included from the Operations Handbook*
- h. Reimbursement Request *Excerpt to be included from the Operations Handbook*
- i. Historical References
 - i. Past Committee Chairs
 - ii. Past Committee Events (dates/locations) & Any known future ones
 - iii. Past Minutes (one year)
- j. Committee Samples
- k. Annual Committee Work Plans

Specific Committee/Subcommittee additional manual notes & needs:

Executive: no separate manual

Awards

- Solicitation Brochure
- Program Booklet

- Past Recipients

Communications

- *(Better define purpose and delineate external vs. internal)*
- Promotions Policy – *within policy manual*
- List of social media channels/connections
- WPRRA Connect list of categories
- Running, dated list of topics discussed at Region Meetings *(for future content ideas)*
- *(future)* Overall Marketing Calendar

Public Policy

- *(future)* Legislative Agenda
- Ongoing list of major initiatives with start dates
- Hamilton Consulting tracking report at year-end
- WPRRA positions taken
- List of major accomplishments
- List of notable supportive legislators

Membership

- Brochure/application form
- Membership Fee Structure
- *(future)* List of top 250 Municipalities
- *(future)* Standard Recruitment Message Template
- Sponsorship Brochure

Nominating

- Bylaws summary timeline
- Current Leadership List *(see website due to regular changes throughout year)*
- List of coming year's open positions
- Running list of volunteers *(including those not selected on previous year's ballot)*
- Sample list of candidate profile questions
- Membership Directory *(see website due to regular changes throughout year)*

Professional Development

- Copies of Conference Subcommittee & Leadership Academy Subcommittee Manuals
- Session Proposal Form Database *(link to website)*
- Speaker Database *(link to website)*
- Grading Rubric
- CEU Request & Instructions form to be submitted by organizer of event

Conference Subcommittee (same manual, two in existence at once)

- Copy of all prior year promotional, registration and onsite materials
- Contact list of prior Conference Committee members for reference
- Sponsorship Brochure
- Contracts
- Hotel food/beverage & audio/visual menus
- Expo service materials

Leadership Academy Subcommittee

Wisconsin Park & Recreation Association

Committees

- Copy of all prior year promotional, registration and onsite materials
- Contracts
- Hotel food/beverage & audio/visual menus
- Historical list of participants

Committee Descriptions/Work Plans

Awards Committee

Composition: Five (5) members, one of which serving as Chairperson. The Chairperson (and any Co-Chairperson) serves in the third year of their term.

Term: Three (3) years on a staggered rotating basis.

2024 Chairperson: Chad Dallman

2024 Liaison to Board of Directors: Stephanie Schlag, *Immediate Past President*

Purpose: Execute the annual Awards Program to honor park and recreation professionals and partners.

Annual Duties:

1. Develop a campaign to inform the members of the WPRA awards and encourage nominations for these awards.
2. Publicize WPRA Foundation, NRPA and other related award programs for park and recreation professionals and encourage member participation.
3. Develop and update criteria for WPRA awards, nomination forms, programs, rules, procedures and brochures as required.
4. Ensure accurate recordkeeping of all award recipients and years of service in the field.
5. Vet candidates for all award categories and identify winners for presentation to the Board of Directors.
6. Collect information on winners for the awards presentation at the Annual Conference.
7. Make necessary arrangements for winners with the WPRA Office based on criteria defined within the Awards Committee Manual.
8. Work with the WPRA Office to identify and procure awards/plaques/items/etc.
9. Develop the awards program content and conduct the presentation of awards at the Annual Conference.
10. Submit notice of award recipients for Winter issue of IMPACT magazine.
11. Draft and submit press releases to appropriate publications for award recipients.

Executive Committee

Structure: As per bylaws: The Executive Committee shall consist of the President, President-Elect, Secretary/Treasurer, Immediate Past President, and Executive Director.

Term: As per bylaws: identified by position:

President: One (1) year

President-Elect: One (1) year

Secretary/Treasurer: Two (2) year

Past President: One (1) year

Board Liaison: N/A

2024 Chairperson: Derek Donlevy, *President*

Committee Purpose: As per bylaws: The Executive Committee shall be responsible for the preparation and presentation of the Association's budget to the Board of Directors and recommendations regarding personnel matters and Bylaws changes and such other specific tasks as designated by the Board of Directors.

Annual Duties:

1. Be familiar with and follow bylaws, handbook and all governing documents of the Association.
2. Be familiar with and follow detailed descriptions as leaders as defined throughout this handbook.
3. Correspondence with the WPRA Office on a continual basis to ensure effective operations of the Association.
4. Serve as primary spokespersons of the park and recreation profession to affiliated organizations.
5. Stay abreast of trends and guide the Association to continued development of the park and recreation profession.
6. Oversee any employment matters, management company or other staffing related agreements of the WPRA.

Communications Committee

Structure: Three (3) members, one of which serving as Chairperson, and one (1) Commercial Member.

Term: Two (2) years on a staggered and rotating basis.

2024 Board Liaison: Joleen Stinson, *Secretary/Treasurer*

2024 Chairperson: Ann Moeller

Committee Purpose: Responsible for the production of IMPACT magazine, the official publication of the WPRA.

Publication Purpose: The magazine provides a statewide forum for research and information on needs and services of park, recreation and therapeutic recreation professionals, problems confronting the profession, and innovative programs and services. Articles are accepted by the committee based on the judgment of members that the material is germane to the topic of park, recreation, and therapeutic recreation, and is relevant to the established format of the publication.

Annual Duties:

1. Solicit and select materials to produce a quarterly magazine in conjunction with publisher and WPRA Office.
2. Review, proofread and approve draft publications to maintain an appropriate proportion of advertising to other content.

Membership Committee

Structure: Four (4) Regional Representative from the Board of Directors, one (1) additional member from any Region, one (1) Commercial Member and the Secretary/Treasurer serving as Chairperson.

Term: Two (2) years on a staggered rotating basis

Board Liaison: N/A

2024 Chairperson: Joleen Stinson, *Secretary/Treasurer*

Purpose: To plan, coordinate and conduct a continuous membership recruitment campaign aimed at all disciplines within the park and recreation profession and its partners.

Annual Duties:

1. Review the existing membership categories and fee structure and make recommended changes to the Board prior to August 1.
2. Develop and implement an annual recruitment and retention plan.
3. Produce and maintain a membership directory.
4. As WPRA is an affiliate of the NRPA, the committee should encourage membership within the National Recreation and Park Association.

Nominations Committee

Structure: Three (3) voting members representing different Regions

Term: One (1) year, as appointed by President

Board Liaison: N/A

2024 Chairperson: Stephanie Schlag, *Immediate Past President*

Purpose: Prepare a slate of candidates for each vacant office and submit the list of candidates to the voting membership.

Annual Duties:

1. Solicit and prepare a slate of candidates for all open positions on the Board of Directors as per bylaws following the Annual Operations Calendar.
2. Provide a candidate profile for inclusion with the official ballot.
3. Validate the ballot results after voting closes.
4. Notify all candidates of the results.

Professional Development Committee

Structure: Three (3) Section Representatives; one (1) representative from the Leadership Academy Subcommittee; two (2) representatives from Conference Subcommittee, one (1) each Pre-; Past- and Chairpersons.

Committee Chair Terms: Chairpersons serve three (3) years: first year as a Pre-Chair; second year as Chair; third year as past Chair for oversight.

Board Liaison: Derek Donlevy, *President*

2024 Chairperson: Nick Phalin

Purpose: Identify, recommend and oversee all education provided by WPRA with a long-range vision of providing the highest quality education to park and recreation professionals at a variety of education and networking events throughout the year.

Annual Duties:

1. Oversee the work of all Professional Development Subcommittees.
2. Work with all Sections, Regions and Committees to ensure a long-range plan for education provide by WPRA is diverse and fresh.
3. Manage and aid in coordination of the overall calendar of all WPRA events.
4. Assess and implement NPRA educational resources, themes and initiatives as appropriate.
5. Aid all Subcommittees in establishing appropriate participation rates for events.

Professional Development Subcommittees on following three pages:

Professional Development Committee

Professional Development Subcommittees

Conference Subcommittee

Structure: Three (3) members for speakers; three (3) for tradeshow; one (1) local arrangements; one (1) publicity/marketing; two (2) networking events/socials; one (1) each Pre-, Past- and Chairpersons. Chair concurrently serves on the Professional Development Committee.

Term: Two (2) years, one year prior to and one year during the execution of the Annual Conference they are planning. (*Note: there are two separate Annual Conference Subcommittees operating concurrently.)

Board Liaison: Jamie Polley, *President-Elect*

2024 Chairperson (for the 2025 Annual Conference): Andrew Rossa

2025 Chairperson (for the 2026 Annual Conference): Trista Taylor

Subcommittee Members: A total of up to thirteen (13) members: up to three (3) serving as Chairs/Co-Chairpersons as defined above, up to ten (10) additional members, one (1) of which being a Commercial Member.

It is recommended that the composition of the Conference subcommittee include at least one (1) member from each Section and two (2) members from each Region.

Recommended Conference Assignments:

- Up to 3 = Speakers (Keynotes/Main; Executive Sessions; PreConference Workshops);
- Up to 3 = Tradeshow; one (1) of which is a Commercial Member
- Up to 2 = Networking Events/Onsite Logistics
- 1 = Publicity/Marketing
- 1 = Local Arrangements/Onsite Logistics

Subcommittee Purpose: Plan and administer an Annual Conference to provide quality educational programs and networking opportunities for park and recreation professionals and partners.

Subcommittee Annual Duties:

1. Provide educational programs on a variety of topics appropriate for all levels of employees.

2. Provide ample networking opportunities to encourage communication among park and recreation professionals and partners.
3. Develop sponsorship and exhibit opportunities for companies that support the park and recreation profession.

Professional Development Committee

Professional Development Subcommittees

Leadership Academy Subcommittee

Structure: A total of up to nine (9) members: up to three (3) serving as Chairpersons as defined above, and up to six (6) additional members. Chair concurrently serves on the Professional Development Committee.

Term: Three (3) years on a staggered rotating basis.

2024 Board Liaison: Jamie Polley, *President-Elect*

2024 Chairperson: Ron Grall

Subcommittee Purpose: Plan and administer Leadership Academy to provide quality educational programs for park and recreation professionals.

Subcommittee Annual Duties:

1. Plan and administer all logistic, planning and other elements to successful execute the annual Leadership Academy.
2. Oversee attendee records and award the multi-year graduate certificate program.

Public Policy Committee

Structure: Four (4) Regional Representatives, Three (3) Section Representatives, one (1) Commercial Member, with the most recent Immediate Past President invited to serve as Chairperson.

Term: Two (2) years on a staggered and rotating basis.

2024 Board Liaison: Stephanie Schlag, *Immediate Past President*

2024 Chairperson: Shelly Strasser

Hamilton Government Consulting Contacts:

The Hamilton Consulting Group, LLC
10 East Doty Street; Suite 500; Madison, WI 53703
608-258-9506

- **Caty McDermott:** 708-717-3824; mcdermott@hamilton-consulting.com
- **Andy Engel:** engel@hamilton-consulting.com

Purpose: Develop, administer and implement an effective plan for monitoring Federal and State legislation and administrative policies as they relate to public issues of concern and impact on parks and recreation professionals.

Annual Duties:

1. Develop and promote a Legislative Agenda as approved by the Board of Directors.
2. Monitor and analyze State and Federal legislative issues affecting park and recreation.
3. Represent the WPRA's legislative and regulatory positions at public hearings and inform the membership of these public hearing appearances as appropriate.
4. Keep the Association membership informed of legislation being acted upon which affects the profession through all communication channels of the Association.
5. Initiate legislative Calls to Action among membership-at-large when appropriate.
6. Review accomplishments of local, state and national legislators annually and make recommendations for the WPRA Elected Official Award when appropriate.
7. Stay abreast of NRPA legislative activities and utilize the national recourses available when appropriate.

Past Presidents' Counsel

Structure: All WPRA Past Presidents

Term: Continual

Chairperson: Most recent Past President no longer serving on the Board.

2024 Chairperson: Shelly Strasser

2024 Liaison to the Board: Steph Schlag, *Immediate Past President*

Purpose: Serve in an advisory capacity on issues referred by the President or Executive Director and on issues of concern to the Past Presidents' Counsel.

Annual Duties:

1. Meet at the Annual Conference, or at the request of the President, to discuss issues of concern to the Association.
2. Serve as a link to the past and provide the President and Board of Directors the opportunity to tap into the experience of past Association leadership.

Annual Work Plan

**WPRA Annual Work Plan
(Committee Name) Committee (or Subcommittee)
2024**

In addition to this Annual Work Plan, all work groups also update the online Strategic Plan Tracking Document.

Link to Strategic Plan Tracking Document (Google Sheet) will be hyperlinked above.

In preparing this Annual Work Plan, all red text should be updated, and all purple text should be removed.

Purpose	sdf
Chair	asdf
Members/Positions	asdf
Board Liaison	adf

Items in this section don't change until the Strategic Plan is modified by the Board of Directors:

15. Strategic Planning Goals

List Strategic Goal as stated in Strategic Plan and each Strategic Objective as stated in Strategic Plan:

- a. **Example: V. Improve Advocacy: *Improve Advocacy and Lobbying on State and Local Level***
 - i. A. Review / Develop Legislative Governance Structure and Roles
 - ii. B. Allocate Funding for Future Advocacy
 - iii. C. Develop Legislative Work Plan for Future Advocacy
 - iv. D. Develop Legislative Communication Structure, Media Kit and Processes
 - v. E. Become the Premier Resource for Quality of Life in the State of Wisconsin

16. Annual Work Plan

List each Strategic Objective as stated in Strategic Plan

Strategic Objectives	Actions Planned	Responsibility	Timeframe
From Strategic Plan			

Remember to submit Annual Work Plan to the WPRA office by October 31st.

Bylaws

BYLAWS: WISCONSIN PARK & RECREATION ASSOCIATION, INC. (WPRA)

STATE AFFILIATE OF THE NATIONAL RECREATION AND PARK ASSOCIATION

ARTICLE I – ORGANIZATION

Section 1 – Name: The name of the Association is the Wisconsin Park & Recreation Association, Inc. (WPRA), a state affiliate of the National Recreation and Park Association.

Section 2 – Purpose: WPRA is a statewide voluntary organization dedicated to enriching the professional and educational opportunities available to personnel in parks, recreation and related fields, so that they may better service the needs of their communities and or participants, and to advocate and promote the benefits of parks and leisure services to the general public.

Section 3 – Executive Director: An Executive Director may be retained by the Board of Directors and subject to the control of the Board, serving at the pleasure of the Board. The Executive Director shall be responsible for office operations, duties as noted in the job description, and other duties assigned by the Board of Directors. The Executive Director does not count in the quorum for the Executive Committee or Board of Directors, nor do they have voting privileges.

ARTICLE II – MEMBERSHIP

Section 1 – Membership Categories: Membership in the WPRA shall be designated as an Individual Membership or Group Membership.

A. Individual Membership

- i. **Individual Professional:** Individual Professional Membership shall be open to those employed full time in the areas of parks, recreation, forestry, conservation, aquatics, or a related field. Each shall have the right to vote and hold office.
- ii. **Emeritus:** Emeritus Membership is an individual membership and shall be complimentary to all retirees formerly holding an individual or group membership. Each shall have the right to vote and hold office.
- iii. **Affiliate:** Affiliate Membership is open to individuals and entities that do not have a potential commercial benefit from membership in the WPRA, but who support the mission and efforts of the organization. This membership is for individuals and organizations who do not fit within another WPRA membership category. Members in this category cannot vote or hold office.

- iv. **Student:** Student Membership shall be complimentary to any undergraduate student currently enrolled full-time (12 or more credits) in a college or university. Student Membership does not include the privilege of voting except as members of committees or holding office.

B. Group Membership

- i. **University:** University Membership shall be complimentary upon submission of faculty list and list of students enrolled in park and recreation related curriculum. Each designated University Member shall be entitled to membership services, have the right to up to one vote and representative who may hold office.
- ii. **Commercial:** Commercial Memberships shall be available to firms interested in supporting the work of the Association. Members in this category cannot vote or hold office.

Section 2 – Membership Process

- A. **Application:** Application for membership in the Association shall be submitted to the Association office. A new member shall be defined as an applicant who has not been a member of WPRA for three (3) years prior to submission.
- B. **Dues:** Dues align with the fiscal year and shall be payable to the Association office on or before January 1.
- C. **Rate:** The existing dues and section fee structure remain in effect until such time as it may be altered by the Board of Directors. Alterations must be instituted by September 30th to take effect in any ensuing year. Dues may be pro-rated as determined by the Board of Directors from time to time for new members.
 - a. **Premiere Agency Rates:** A tiered structure of discounted rates may be provided to Agency Members who have multiple members which qualify for Individual Membership status. Board/Commission members are complimentary included in Premiere Agency Memberships
- D. **Termination:** Non-payment of annual dues or failure to meet the qualifications and requirements for membership as determined by the Board of Directors from time to time will result in termination of membership and services, except as noted elsewhere in the Bylaws.

ARTICLE III – TERMS AND DUTIES OF OFFICERS

Section 1 – Officers: The officers of the Association are the President, President-Elect, Secretary/Treasurer and Immediate Past President.

Section 2 – Officer Terms: Officers commence their responsibilities immediately following the Annual Business Meeting in the first year of their election or appointment. They shall serve a one-year term, with the Secretary/Treasurer serving two years.

Section 3 – Officer Duties:

- E. **President:** The President shall preside at all meetings of the Association, the Executive Committee and the Board of Directors; shall appoint members of committees; shall appoint delegates and representatives of the Association; and shall appoint chairs and members of Task Forces as required. The President shall be a voting member of the Executive Committee and the Board of Directors and serve as a non-voting, ex-officio member of all committees and Task Forces as indicated on the WPRA Organizational Chart.
- F. **President-Elect:** The President-Elect shall succeed to the Presidency upon expiration of the incumbent's term; serve as the President in the absence of the President. The President-Elect shall be a voting member of the Executive Committee and the Board of Directors and serve as a non-voting, ex-officio member of all committees and Task Forces as indicated on the WPRA Organizational Chart.
- G. **Secretary/Treasurer:** The Secretary/Treasurer shall be the Parliamentarian and serve as Finance/Budget Chairperson. The Secretary/Treasurer shall be a voting member of the Executive Committee and the Board of Directors and serve as a non-voting, ex-officio member of all committees and Task Forces as indicated on the WPRA Organizational Chart.
- H. **Immediate Past President:** The Immediate Past President shall serve as an ex-officio member of the Executive Committee and Board of Directors, and as a non-voting, ex-officio member of all committees and Task Forces as indicated on the WPRA Organizational Chart. The Immediate Past President shall be a voting member of the Executive Committee and the Board of Directors.

ARTICLE IV - TERMS AND DUTIES OF THE EXECUTIVE COMMITTEE

Section 1 – Executive Committee Composition: The Executive Committee shall consist of the President, President-Elect, Secretary/Treasurer, Immediate Past President and Executive Director.

Section 2 – Executive Committee Purpose: The Executive Committee shall be responsible for the preparation and presentation of the Association's budget to the Board of Directors and recommendations regarding personnel matters and Bylaws changes and such other specific tasks as designated by the Board of Directors.

ARTICLE V – TERMS AND DUTIES OF THE BOARD OF DIRECTORS

Section 1 – Board of Directors Composition: The Board of Directors shall consist of the President, President-Elect, Secretary/Treasurer, Immediate Past President, one (1) representative from each of the Regions and Sections identified within these Bylaws.

Section 2 – Board of Directors Term: Regional and Section representatives shall serve two-year terms. Region and Section representatives shall serve for no more than two consecutive terms. The terms of the Regional Representatives shall be staggered so that two representatives shall assume their offices immediately following the Annual Business Meeting in the first year of their election. Odd numbered Regional Representatives shall assume their office in odd numbered years and even numbered Representatives in even numbered years.

Section 3 – Board of Directors Vacancy: It is the duty of members of the Board of Directors to attend all duly called Board meetings. Communication regarding excused absence shall be forwarded to the President prior to the meeting. Two consecutive unexcused absences shall be grounds for removal with the position declared vacant. Except where specified in the Bylaws, the Board of Directors shall have the authority to fill vacancies in the Board of Directors for the balance of the vacated term. The President shall submit to the Board of Directors the name of a candidate to fill said vacancy for confirmation by the Board. If the President is unable to fulfill his/her term, the Board of Directors shall have the authority to fill this vacancy for the balance of the vacated term.

Section 4 – Board of Directors Purpose: The Board of Directors shall manage the affairs of the Association including the approval of actions by its Regions, Sections, Committees and Task Forces.

Section 5 – Board of Director Duties: The Board of Directors shall approve the establishment of Sections, their Bylaws, and their annual budgets. The Board of Directors shall receive gifts to the Association in the form of donations, contributions, bequests and devisements. In addition, the Board shall be authorized to negotiate arrangements for affiliating the Association with appropriate organizations.

Section 6 – Regional and Section Representative Duties: In matters which come before the Board of Directors, the primary function of a Regional Representative is to represent their particular region, and a Section Representative to represent the voice of their specific Section. Regional Representatives shall serve on the Membership Committee and other committees as assigned by the President, with the approval of the Board of Directors.

ARTICLE VI – REGIONS

Section 1 – Regional Boundaries: The Regional Boundaries of the Association are defined as follows:

- A. **Region I:** Northwestern, West Central and Western Uniform State Districts consisting of Adams, Ashland, Barron, Bayfield, Buffalo, Burnett, Clark, Crawford, Chippewa, Douglas, Dunn, Eau Claire, Florence, Forest, Iron, Jackson, Juneau, La Crosse, Langlade, Lincoln, Monroe, Oneida, Pepin, Pierce, Polk, Portage, Price, Rusk, Sawyer, St. Croix, Taylor, Trempeleau, Vernon, Vilas, Washburn, and Wood Counties.
- B. **Region II:** Northeastern, Lake Winnebago and Lake Michigan Uniform State Districts consisting of Brown, Calumet, Door, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara, and Winnebago Counties.
- C. **Region III:** Southern Uniform State Districts consisting of Columbia, Dane, Dodge, Grant, Green, Iowa, Jefferson, LaFayette, Richland, Rock, and Sauk Counties.
- D. **Region IV:** Southeastern Uniform State Districts consisting of Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties.

ARTICLE VII - SECTIONS/SUBSECTIONS

Section 1 – Section/Subsection Definition: A Section/Subsection of the Association may be formed by a group of fifteen or more Individuals Members of the Association who have a common interest in or are engaged in a special facet of the park and/or recreation field. The official Sections of the Association are Park Section, Recreation Section, and Aquatics Section.

Section 2 – Section/Subsection Establishment: Application to form a Section/Subsection shall be submitted to the Association Board of Directors for approval. Said applications shall include a draft Section/Subsection manual and list of Association members desiring to form said Section/Subsection.

Section 3 – Section/Subsection Governance: Each Section shall elect a Chairperson and Chair-Elect and such other officers as it deems necessary. A Chair-Elect shall act as the Chairperson in the latter's absence. Each Subsection shall nominate a Chairperson and such other officers as it deems necessary for approval by the President. A Chairperson of a Subsection shall be a Member of that Section's Board.

Section 4 – Section/Subsection Operations: Each Section/Subsection shall submit its annual budget and calendar to the Board of Directors for approval. Each Section/Subsection shall furnish the Association office with copies of meeting minutes, and other pertinent papers.

Section 5 – Section/Subsection Financials: All monies of a Section/Subsection shall be deposited with the Association office and shall be disbursed upon authorization of the Section Chairperson in accordance with its approved budget.

ARTICLE VIII – COMMITTEES AND TASK FORCES

Section 1 – Committees/Task Forces: The President shall appoint Committees, Task Forces, or Special Committees, with the approval of the Board. Committees and Task Forces shall be established and delegated authority only in accordance with current Wisconsin Law.

Section 2 – Committee/Task Force Chairpersons: The President shall appoint chairpersons and or members of Committees, Task Forces, or Special Committees, with the approval of the Board.

Section 3 – Committee/Task Force Composition: The structure of Committees as well as terms shall be determined by policy.

Section 4 – Committee/Task Force Purpose: All Committees and task forces, upon appointment, shall be given a specific function to perform.

ARTICLE IX - NOMINATION AND ELECTION PROCEDURES

Section 1 – Nomination Committee: The President shall appoint a Nomination Committee, consisting of three voting members representing different Regions, with the immediate Past President serving as the Chairperson.

Section 2 – Slate of Candidates: The Nomination Committee shall receive suggestions for candidates from the membership. The Nomination Committee shall prepare a slate of candidates containing two (2) nominations for each vacancy, except as otherwise specified in the Bylaws. The Board has the authority to approve a slate with only one candidate for an office.

Section 3 – Regional Representative Candidates: Regional Representatives shall be currently employed in their respective regions, and shall be elected by the total membership of the Association.

Section 6 – Section Representative: Each Section Chairperson, or designee per Section Rules, shall be a member of the Association's Board of Directors. A member may only run for one position in a current election year for either the Association or a

Section Board, and the individual cannot hold two voting positions on either the Association or Section Boards.

Section 3 – Voting Process: The slate of candidates shall be submitted to the voting membership by email no later than November 1. Only those ballots received by the Association prior to November 16 shall be valid. A minimum of 50 valid ballots received is necessary for candidates to be elected.

Section 4 – Ballot Validation: The Nomination Committee shall be responsible for the counting of votes. The nominee receiving the greatest number of votes for each office shall be elected. In the event of a tie, current Board members will cast votes, and the nominee receiving the greatest number of votes shall be elected prior to the Annual Meeting. If there is a single slate for any vacant Board position, the Board may approve the candidates by online vote.

Section 6 – Electronic Voting: The Association will allow for the use of electronic voting in the conduct of election of directors to the Board, and for the purpose of considering future amendments to the association's bylaws. This applies to membership Sections as well.

ARTICLE X - MEETINGS

Section 1 – Annual Business Meeting: The date and site of the Annual Business Meeting and Conference shall be determined by the Board of Directors.

Section 2 – Special Meetings: Special meetings of the Association as a whole may be called by the President, by a majority vote of the Board of Directors or by a written petition to the Board of Directors signed by twenty voting members in good standing. The membership shall be notified of such meetings at least thirty days prior to the meeting.

Section 3 – Board of Directors and Executive Committee Meetings: Meetings of the Board of Directors shall be called by the President. A special meeting of the Board of Directors may be called with the majority approval of voting Board Members. A special meeting of the Executive Committee may be called with the majority approval of voting Executive Committee Members.

Section 4 – Quorum: A quorum for meetings of the Association as a whole shall be fifty voting members. A quorum of the Board of Directors shall be a majority of the voting members. A quorum will be required for action to be taken at any meeting of the Association members or its Board.

Section 5 – Proxy: In meetings of the Association or of the Board of Directors there shall be no absentee ballots, but Section Chairpersons and Regional Representatives shall be authorized to send alternates with voting privileges. Notification of sending an alternate must be in writing to the President. These alternates must be members of WPRA.

Section 6 – Voting in Absence of Meeting: The President may authorize a ballot of the Board of Directors to address timely business. Unanimous written consent from all voting Board members by the announced deadline is required for any action. The issue must be reported at the next regular Board meeting.

Section 7 – Electronic Voting: Meetings of the Board of Directors or committees of the Board of Directors may be conducted by telephone or other communication technology in accordance with Wis. Stats. 181.24(3(a) or any successor thereto.

ARTICLE XI – FISCAL YEAR

Section 1 – Fiscal Year: The fiscal year of the Association shall be from January 1 through December 31.

ARTICLE XII – PARLIAMENTARY AND CONTRACTURAL AUTHORITY

Section 1 – Parliamentary Authority: The Secretary/Treasurer shall serve as Parliamentarian for all meetings of the Association. Robert's Rules of Order (current revision) shall be the authority on all questions not specifically stated in the Association Articles of Incorporation or Bylaws.

Section 2 – Contractual Agreements: Contractual agreements authorized by the Board of Directors will be signed by the Executive Director or a member designated by the Board of Directors for any specified agreement.

ARTICLE XIII – INDEMNIFICATION

The Association shall to the maximum extent permitted under the Wisconsin Non-Stock Corporation law, as amended, indemnify and allow reasonable expenses of any person who was or is a party or threatened to be made a party to any threatened, pending or completed action, suit or proceeding, whether civil, criminal, administrative or investigative, by reason of the fact that he or she is or was a director, officer, employee or agent of or volunteered services to the Association; or is or was serving at the request of the Association as a director, officer, employee or agent of any committee or of any other corporation or enterprise. Such right of indemnification shall inure to the benefit of the heirs, executors, administrators and personal representatives of such a person. The association may supplement the right of indemnification by one or more of the purchase of insurance, indemnification agreements, and advances for related expenses of any person indemnified.

ARTICLE XIV – CONFLICT OF INTEREST

A conflict of interest may exist when the interests of any officer, staff member, or said person's immediate family or any party, group, or organization to which said person has allegiance may be seen as competing with the interests or concerns of WPRA. Any possible conflict of interest shall be disclosed to the Board by the person concerned. When any conflict of interest is relevant to a matter requiring action by the Board, the interested party shall not vote on the matter and the abstinence noted for the record. When there is doubt as to whether a conflict of interest exists, the matter shall be resolved by a vote of the Board or its Executive Committee, excluding the person who may have a conflict of interest.

ARTICLE XV – NON-DISCRIMINATION

WPRA shall not discriminate on the basis of race, disability, religion, color, national origin, age, gender, covered veterans status, marital status, personal appearance, sexual orientation, family responsibilities, political affiliation, source of income, place of business or residence, pregnancy, childbirth, or any other unlawful basis. This policy is in compliance with Title VII of the Civil Rights Act, the Americans with Disabilities Act, and the Age Discrimination in Employment Act.

ARTICLE XVI – AMENDMENTS TO THE BY-LAWS

Section 1: Bylaws Amendment Quorum: These Bylaws may be amended by a two-thirds majority affirmative vote of the voting members present and voting at an Annual or Special Meeting at which a quorum is present.

Section 2: Bylaws Amendment Process: Bylaws amendments shall have been filed with the Executive Director at least sixty days prior to the meeting. The Executive Director shall, at least thirty days prior to the meeting at which action to change the Bylaws will be considered, distribute to the membership a copy of the proposed changes and notification of its consideration at the Annual or Special Meeting.

Revised and Approved at the May 9, 2007 WPRA General Membership Meeting.

Revised and Approved at the November 7, 2007 WPRA Annual Meeting.

Revised and Approved at the November 8, 2008 WPRA Annual Meeting.

Revised and Approved at the November 3, 2010 WPRA Annual Meeting.

Revised and Approved at the November 5, 2011 WPRA Annual Meeting.

Revised and Approved at the November 3, 2016 WPRA Annual Meeting.

Revised and Approved at the November 9, 2017 WPRA Annual Meeting.

Revised and Approved at the November 1, 2018 WPRA Annual Meeting.

Revised and Approved at the November 6, 2019 WPRA Annual Meeting.

Revised and Approved at the November 4, 2020 WPRA Annual Meeting.

Revised and Approved at the February 22, 2022 WPRA Annual Meeting.

Revised and Approved at the February 21, 2023 WPRA Annual Meeting.

Policies

- 1000 Budget and Finance
- 2000 Elected/Appointed Officers and Committees
- 3000 Contracts, Legal Services and Representation
- 4000 Printed Materials
- 5000 Association Membership Ethics
- 7000 Events
- 8000 Awards
- 9000 Policy Amendments

1000 BUDGET AND FINANCE

1010 BUDGETING

1011 Annual Budget

The Annual Budget for the ensuing year shall be prepared by the Secretary/Treasurer, working with the Office and input from every Region, Section, Committee/Subcommittee on their planned activities. The draft will be reviewed by the Executive Committee, presented for approval to the Board of Directors and the final draft introduced to the membership at the Annual Business Meeting in accordance with the Annual Operations Calendar. Modifications to the approved budget may be submitted at any time by a volunteer leader for consideration by the Board.

1020 EXPENDITURES

1021 Signatory Authorization

Signatory authorization on accounts is to include two (2) Officers of the Board and up to two (2) individuals within the contracted management arrangement.

1022 Expenditure Approval

Expenditures over \$1,000 or payable to the management firm or its representatives are to be approved by the Secretary/Treasurer unless it is a fixed, recurring, contracted retainer already approved by the Board.

1023 Credit Cards

A WPRA credit card is to be held by the Executive Director and may be authorized for additional members of the WPRA Office. Statements are to be reconciled on a monthly basis and provided to the Secretary/Treasurer for oversight. Current card limit is \$35,000.

1024 WPRA Office Registration and Expenses

Registration fees for the Executive Director and other Office staff to attend WPRA events are waived. WPRA covers customary and reasonable travel expenses related to WPRA events for required or requested staff presence and in accordance with terms of management contracts and guidelines.

1030 REVENUE

1031 Membership Dues

Individual membership shall remain with the individual even when employment changes regardless of the source of dues payment. The individual may voluntarily transfer their paid membership back to the agency.

Premiere memberships shall remain with the Premier member.

If a member moves from a Premiere member to an Individual membership, a balance for the remainder of their dues may be assessed.

Unique membership situations are handled at the discretion of the WPRA Office.

Dues invoices for the following year will be generated by the WPRA Office in accordance with the Annual Operations Calendar and bylaws.

Past members who have not renewed by March 31 will not be eligible for further membership services until dues are paid.

1032 Job Postings

There will be a fee assessed for publishing each open position in accordance with the established rates for that year. Separate non-member fees may be assessed. Internship postings are complimentary for WPRA Members.

1033 Fundraising

WPRA does not do any direct fundraising. All fundraising efforts are directed to the WPRA Foundation, a separate organization.

1040 RESERVES

1041 Reserve

The Board of Directors shall determine a reasonable reserve amount not to exceed seven (7) months of the annual operating budget.

1142 Investment

The Executive Committee is charged with the responsibility for the investment of assets with Board approval of any changes. To assist the Committee, the services of professional consultants are authorized. Any such consultants will be selected and replaced from time to time at the Committee's discretion with Board approval. Any investment activity is to be implemented by the Executive Director with periodic status reports to the Board.

1050 REIMBURSEMENTS

1051 Honorariums & Reimbursements

Members will not be entitled to any reimbursement or waiving of any portion of registration fee, meal, refreshments or travel expenses related to meetings, seminars, workshops, or conferences they attend, except as stated below or specifically budgeted by the Board.

- Members that are guest speakers for a conference, seminar or workshop and are not attending any other portion of the event are not required to pay a registration fee. A signed letter of agreement will be required.
- Host facilities are required to pay conference, seminar or workshop fees for anyone participating in the event.
- No honorariums or other forms of monetary compensation will be given to elected and appointed WPRA officers or professional members for WPRA sponsored functions with the exception of approved consultants.

1052 Expense Reimbursement

All expenses submitted for reimbursement shall be forwarded to the WPRA Office within thirty (30) days of the expense in order to receive reimbursement. A WPRA

Reimbursement Form must be completed by the individual requesting reimbursement, approved by an Officer or Chair, and sent along with the appropriate receipt or documentation. All non-budgeted expenses for reimbursement request, should be approved in advance of expenditure by an Officer or Chair.

1053 Mileage Reimbursement

Mileage reimbursement is available to volunteer leaders of WPRA (at the Federal IRS Reimbursement rate per mile) exclusive of the Annual Conference or other WPRA events for which the volunteer is registered as an attendee, and only available if not being covered or reimbursed by another entity. Mileage shall be submitted for reimbursement to the WPRA Office within thirty (30) days of the travel in order to receive reimbursement. A WPRA Reimbursement Form must be completed by the individual requesting reimbursement, approved by an Officer or Chair.

1060 EVENTS

1080 Modified Event Fees

Separate non-member fees may be assessed for WPRA events. Reduced event fees for students and Emeritus Members may be offered. Fee structure for all events shall be proposed when establishing event budgets. Emeritus Members receive one (1) complimentary ticket to the Awards Banquet and one (1) complimentary ticket for lunch on only the day of their complimentary registration for the Annual Conference.

1090 Cancellation

Cancellations received three weeks prior to an event are entitled to a full refund minus a processing fee. Cancellation requests after this date are subject to a 25% processing fee. This statement shall be printed on every event registration form.

1020 NRPA Travel Expenses

- **WPRA Officers:** WPRA will pay for the President, President-Elect, Secretary/Treasurer, and Past President to receive the cost of their full NRPA registration, coach airfare (or mileage if under \$500), transportation from/to the airport, and hotel room within the room block for duration of the NRPA Annual Conference. Should one of the named individuals be unable to attend, the Board may identify an alternative.
- **WPRA Office Staff:** On an annual basis the WPRA Board will determine if WPRA Office Staff member(s) will travel to NRPA to represent Wisconsin. They would receive the cost of their full NRPA registration, coach airfare (or mileage if under \$500), transportation from/to the airport and hotel room within the room block for duration of the NRPA Annual Conference.
- **WPRA Member:** WPRA will pay for one professional member to receive the cost of their full NRPA registration, coach airfare (or mileage if under \$500), transportation from/to the airport, and hotel room within the room block for duration of the NRPA Annual Conference. The professional member will be selected at random by

entering a drawing.

- **NRPA Complimentary Registrations:** At times complimentary registration(s) are provided by NRPA in exchange for State Affiliates providing promotion for the Annual Conference. Those will be used for Officer or Office Staff travel as determined by the Board.

2000 ELECTED/APPOINTED VOLUNTEER LEADERS

2010 Officer Qualifications

All WPRA Officers except the Executive Director must remain certified in good standing for the duration of their term.

2020 Position Responsibilities

- Any volunteer assuming a Leadership role on behalf of WPRA is expected to comply with the expectations of position as described in the WPRA Operations Handbook, and with all stated Policies.
- All volunteers are expected to sign the annual Commitment to Serve
- Volunteers may not concurrently serve in multiple elected, voting positions.
- Volunteers may serve in multiple leadership roles provided they do not conflict, and they are able to devote adequate time to any positions in which they're serving to be an active, engaged member of each working group. Concerns will be addressed and acted upon as needed by the Executive Committee.
- Changes to the Operations Handbook are to be approved by the Board of Directors annually.
- Manuals and Annual Work Plans are expected to be devised in compliance with the Strategic Plan from every working group of the WPRA and are approved by the Board of Directors prior to year-end for the ensuing year.

3000 CONTRACTS, LEGAL SERVICES, AND REPRESENTATION

3000 Contracts Agreements

- The process to obtain a draft contract for publications, activities or any event (speaker, venue, entertainment, other) may be initiated by any workgroup.
- Final contracts will be negotiated and executed by the Office.
- The Board of Directors must approve all retainer based contracts and agreements, and all contracts and agreements above \$10,000.
- Only an authorized signer may enter into contracts and agreements.
- Copies of all contracts and agreements are maintained in the Office.

3010 Insurance and Bonding

- The WPRA Board will retain general liability and Directors and Officer liability insurance coverage at standard professional amounts recommended to adequately protect the association.
- All staff responsible for cash or other financial transactions will be bonded, or employee dishonesty insurance coverage will be retained.

3020 Association Operations

The WPRA will maintain an office, hire appropriate services and/or staff and purchase necessary equipment to conduct the affairs of the association.

The Board of Directors will maintain, with appropriate financial and organizational considerations, the position of Executive Director and any other additional staff, with or without an Association Management firm contract.

3030 Spokesperson

The President and/or the Executive Director shall be the official spokesperson of the Association. To testify or otherwise represent the Association on a specific legislative issue, the President may authorize a qualified alternate spokesperson. The President has the right to limit or rescind this authority at any time with notification to the alternate.

3040 Third-Party Arrangements

The WPRA Board may enter into mutually beneficial types of agreements, that may or may not have financial benefit to the WPRA, with other relevant organizations and companies.

4000 BRANDING AND COMMUNICATIONS

4010 Logo

- The Board of Directors will indicate the official logo and stationery.
- Members may use the Logo in accordance with the terms established within the *Member Logo Terms of Use – Limited License*.
- The WPRA Board has the authority to accept or reject any usage of the WPRA logo.

4020 Operations Handbook

The Executive Director and Secretary/Treasurer will review previous year's minutes and document changes to Bylaws, Policies and other guidelines annually. The Operations Handbook will be available to all members on the website.

4030 Minutes

- Minutes shall be prepared by the Chair (or their designee) of any working group of the WPRA, and retained in the Office at all times.
- The Office may be charged with keeping Minutes for the Board of Directors and Executive Committee meetings
- Minutes of the Board of Directors, Sections and Regions are available to all members on the website.

4040 Marketing and Official Publications

- All published materials are produced by the Office with content and influence from the workgroup involved in the planning of that activity/event.
- *IMPACT* Magazine: The official magazine is published quarterly and mailed to current WPRA members, and may be sent to other entities upon approval by the Communications Committee and Board of Directors. Premiere members receive two (2) mailed copies.
- *PRMonthly* Newsletter: The electronic messaging is distributed monthly to all members.
- Membership Directory: The annual publication is available to all members online.
- Social Media: WPRA maintains accounts on Facebook; LinkedIn; Twitter. The WPRA Office manages the posts, content is generated by the Communications Committee and other WPRA leaders.

4050 Request for Member Contact Information

Non-member requests for member contact information will be denied, and the inquiring party will be encouraged to join as a member.

4060 WPRA Promotion

WPRA will promote events which are WPRA sponsored or sanctioned including the following non-WPRA events and activities:

- WPRA Foundation
- NRPA Annual Conference
- IRPA Webinars (*in years which WPRA has a written agreement for member discounts*)

WPRA may consider promotion of events and activities which are not WPRA sponsored or sanctioned on a case-by-case basis. Those which will be considered are required professional certifications such as: CPSI, AFO, CPO, Lifeguard, Arborist, Senior/Fitness Center, as well as events and activities the Board of Directors deems appropriate for distribution among all WPRA members.

WPRA has paid sponsorship opportunities for any member and non-member entity wishing to disseminate their event information to members.

For unpaid promotion of events and activities, including Region events and activities, a request must be submitted through an online web-based format following the standard PRMonthly submission timeline. Requests will be vetted by the Communications Committee and the related Section Chair.

WPRA Members may additionally promote any professional events that benefit the WPRA membership and their communities through the WPRA Connect forum in the password-protected, members-only section of the website.

5000 ETHICS & CONFIDENTIALITY

- WPRA shall not be placed in the position of supporting one member over other association members in any legal, civil, employment or other matter.
- Letters of reference may be provided by the Executive Director to members of Leadership upon request.
- WPRA shall not become involved in local political decisions or conflicts involving individual members unless the Board determines that the matter it involves promotion or defense of the profession as a whole.
- Members should not represent WPRA in local political decisions or conflicts unless otherwise requested by the Board of Directors or Public Policy Committee.
- No WPRA member may accept complimentary services or gifts of value on behalf of WPRA without direct approval from the President or Executive Director.
- All members of Leadership must have a signed Acknowledgement and Disclosure form on file noting any conflicts of interest prior to involvement on the Board of Directors or any workgroup.
- All WPRA materials intended for Board-, workgroup- or members-only are expected to be kept confidential.

7000 EVENTS

7010 Event Policies

The location and duration of all WPRA events shall be recommended by the Region, Section, or Committee/Subcommittee planning them for Board approval

7020 Event Conduct

7021 Expected Behavior

- Be considerate, respectful, and collaborative.
- Refrain from demeaning, discriminatory or harassing behavior, materials and speech.
- Be mindful of your surroundings and of your fellow participants.
- Alert WPRA Staff or Board member of any unacceptable behavior.

7022 Unacceptable Behavior

- Unacceptable behaviors & materials include intimidating, harassing, abusive, discriminatory, derogatory, or demeaning materials or unprofessional conduct by any participant.
- Failure to obey any rules or regulations of the host venue.

7023 Consequences of Unacceptable Behavior

Unacceptable behavior will not be tolerated whether by other attendees, media, speakers, volunteers, organizers, venue staff, sponsors, or exhibitors. Anyone asked to stop unacceptable behavior is expected to comply immediately. If a participant engages in unacceptable behavior, the Board Liaison/Board Representative may take any action they deem appropriate, up to expulsion from the event without warning or refund. This may jeopardize membership status or participation in future events. The Board of Directors may notify the member's agency.

7024 What to do if witness to or subjected to Unacceptable Behavior

If subjected to unacceptable behavior, notice that another person is subjected to unacceptable behavior, or have any other concerns, all WPRA participants are to notify a member of the WPRA Staff or Board as soon as possible. All reports will remain completely confidential. WPRA Staff and Board will be available to assist those experiencing unacceptable behavior to feel safe for the duration of the event.

7030 CEU Content Approval

A timeline for submission of content for consideration will be followed, and a scoring metric used by the Professional Development Committee to determine selection of presenters for all CEU events.

7040 Region Event Participation Priority

Region events are open to all members within WPRA, regardless of Region boundary. Priority registration will be granted to those within the Region when capacity is limited.

8000 AWARDS

8010 Awards

The award categories for WPRA are as follows, and are selected by the Awards Committee unless otherwise specified. All award submissions are due annually by October 1:

- one (1) Professional Award of Merit*;
- one (1) George Wilson Service Award*;
- one (1) Partnership Award*;
- one (1) Fellowship Award*;
- one (1) Elected Official Award*;
- three (3) Professional of the Year awards, one for each Section: Park; Recreation and Aquatics, managed by each specific Section;
- one (1) Young Professional of the Year award (not Section-specific);
- one (1) facility design award managed by the Aquatics Section
- one (1) facility design award managed by the Park Section for a series of funding levels of the current Park Design Award categories;
- one (1) programming award managed by the Recreation Section for a series of Silver Star categories;
- one (1) Commercial Member of the year, for exceptional support of the profession, as determined by the President;
- any number of President's Award(s), for cause, as determined by the President;
- Lifetime Achievement Award(s)* for retirees who have been a member for the ten (10) years preceding retirement;
- 25-years of Service to the profession for members in good standing;
- 10-years of Service to the profession for members in good standing.

* The recipient of each of these WPRA awards receives two complimentary tickets to the Annual Conference Awards Banquet.

9000 POLICY AMENDMENTS

9010 Policy Changes

Changes in the WPRA policies are to be introduced to the Board at a meeting with actual voting to take place at the next meeting. Approval by a 2/3 vote of Board members present is required. Regions, Sections or Committees desiring a change in the Policy Manual may petition the Board in writing.

9020 Policy Exceptions

Deviations from stated policies may be taken upon approval by a 2/3 vote of Board members present.

Ticket Program Overview

As a member benefit of belonging to the Wisconsin Park & Recreation Association (WPRA), members of the organizations have the opportunity to purchase discounted tickets at the lowest available price to attractions that they may sell to the general public.

Everyone benefits!

General Public

Attraction tickets in this ticket program are at a discounted rate from gate pricing, the lowest available price.

WPRA Member

For 2024, WPRA members retain 75¢ from the sale of each ticket in exchange for promoting and selling tickets on behalf of the attractions.

WPRA

For 2024, the WPRA retains \$1.50 from the sale of each ticket in exchange for orchestrating the ticket program.

Attractions

Even factoring in the discounted rate from gate pricing and the \$2.25 retained by the WPRA and its' participating members, attractions benefit by the added local exposure and additional promotion by the members throughout the state, which results in more ticket sales.

To become involved:

Attractions

- Complete Attraction Agreement by February 23, 2024
Attraction Agreement contains pricing and description details for each attraction.
- Send tickets and promotional brochures to all WPRA Members by April 30, 2024

Participating WPRA Members

- Identify ticket program coordinator
- Submit Participating Member Agreement by March 22, 2024
- Place attraction ticket order by March 29, 2024
- Sell tickets through Labor Day
- Return payment and unsold tickets to WPRA by September 13, 2024

More information and agreements: <https://www.wpraweb.org/attraction-information-and-prices>

Job Center Postings

Wisconsin Park & Recreation has created an online Job Center for use by both WPRA membership agencies and non-member agencies to post aquatic, park, recreation, therapeutic recreation, and other related job openings on the state association's website.

Job Posting Fee

Jobs:

Member: \$75 (up to 3 month posting)

Non-member: \$150 (up to 3 month posting)

Internship Posting:

Member: free (up to 3 month posting, may be posted repeatedly)

Non-member: \$100 (up to 3 month posting)

An additional option is available to both members and non-members that provide a one-time membership e-blast for their position announcement, with no placement on the website's Job Center.

Job e-Blast Fee

Member: \$250

Non-member: \$500*

***Non-members**, *must pay prior to the office sending out the e-Blast.*

WPRA retains the right to approve or deny any requests. There is no word count limit on either type of post/E-blast; position close date must be provided upon submission; both position and internship posts will be removed after three-months or at close date, whichever occurs first, or if office is notified that the post has been filled; posts and E-blasts will be publicized within three business days; payment for E-Blasts is required from non-members before distribution; members may re-post internships continuously throughout the year.

IMPACT Magazine

The IMPACT is the Wisconsin Park & Recreation Association's quarterly magazine that is distributed to all regular members (Premier members receive two copies) and available online to all WPRA members.

Current Schedule

	Issue 1	Issue 2	Issue 3	Issue 4
Season	Winter	Spring	Summer	Fall
Content Due	12/01/23	03/01/24	06/01/24	09/01/24
Hits Mailboxes	Late January	Late April	Late July	Late October

Archived IMPACT Magazines: <https://wpra.memberclicks.net/impact-magazine>

PRMonthly

PRMonthly is an electronic newsletter that is e-mailed to all members every third Friday of the month. If you have any information that you would like shared with the members (job change, marriage, baby, new hires, events, etc.) please send to the WPRA Office at office@wpraweb.org by the first Friday of each month.

PRMonthly Deadlines

The deadline for submitting information to the PRMonthly is the first Friday of each month, and it is e-mailed to all members of WPRA on the third Friday of each month.

Archived PRMonthlys: <https://wpra.memberclicks.net/prmonthly-past-issues?servId=9278>

Sponsorship Program Details

Sponsorship Level Breakdown:

	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
MEMBERSHIP				
Commercial Membership	1	1	1	1
Subscription to IMPACT Magazine	Up to 10 copies	Up to 7 copies	Up to 5 copies	Up to 2 copies
ONLINE PRESENCE				
Posted on sponsor page	Large logo & link	Medium logo & link	Small logo & link	Company name & link
Social Media: Facebook/Twitter Posts/Shares	6x/yr	4x/yr	3x/yr	
Highlight on WPRA Homepage	1 month/yr			
PUBLICITY				
Direct Email Blast to Members	1x/yr			
IMPACT Magazine Ad	Full Page (4x/yr)	Full Page (2x/yr)	Half Page (2x/yr)	Half Page (1x/yr)
PR Monthly Ad	Full Banner (6x/yr)	Full Banner (4x/yr)	Full Banner (2x/yr) + Half Banner (2x/yr)	Half Banner (3x/yr)
Directory Ad	Full Page	Full Page	Half Page	Quarter Page
Conference Registration Booklet Ad	Full page	Half Page		
Conference Trade Show Booklet Ad	Full Page	Half Page	Half Page	
ANNUAL CONFERENCE				
Comp Tickets for Attendees	3	2	1	
Exhibit Booth	4 + elec	2+ elec	1 + elec	1 + elec
Sponsorship Allotment*	\$3,250	\$2,500	\$1,500	\$500

Full sponsorship information: <https://www.wpraweb.org/sponsorship>

Acknowledgement and Disclosure Form

I have read the Wisconsin Park & Recreation Association (WPRA) Organizational Handbook and agree to comply with its terms and conditions at all times during my service as a WPRA Board member and disclose any actual or potential conflicts of interest.

If at any time following the submission of this form, I become aware of any actual or potential conflicts of interest, or if the information provided below becomes inaccurate or incomplete, I will promptly notify the WPRA President in writing.

Disclosure of Actual or Potential Conflicts of Interest:

Or, ___ I have nothing to disclose.

Printed Name: _____

Signature: _____

Date: _____

Return this form to the WPRA office before the start of your term:

Wisconsin Park & Recreation Association (WPRA)
6737 W Washington St, Ste 4210
Milwaukee, WI 53214
office@wpra.org
Questions? 414-423-1210