



# WPRRA

WISCONSIN PARK AND RECREATION ASSOCIATION

SO EVERYONE CAN PLAY

## WPRRA 2021 Annual Report

56th Anniversary • 1965-2021

### Mission

WPRRA 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

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

**Enhance Community** - WPRRA promotes healthy living, social equity, conservation and economic development through sustainable facilities, programs and services which foster quality of life throughout communities.

**Advocacy** - WPRRA promotes the benefits of park, recreational, environmental and cultural services to residents, local and state leaders.

**Develop Opportunities and Resources** - WPRRA is dedicated to providing its members with diverse opportunities and resources through education, networking, leadership and innovative practices enhancing quality of life services.

## 2020-24 Strategic Plan

- I. **Strengthen Governance:** Strengthen WPRRA Leadership and Governance Structure
- II. **Professional Development:** Improve the Professional Development Offerings and Opportunities
- III. **Membership:** Grow and Retain WPRRA Membership
- IV. **Enhance Communications:** Strengthen and Optimize all WPRRA Communication Methods
- V. **Improve Advocacy:** Improve Advocacy and Lobbying on State and Local Level

## 2021 Outgoing Board of Directors

### President

Dawn Comte, CPRP

### President-Elect

Shelly Strasser, CPRP

### Secretary/Treasurer

Derek Donlevy, CPRP

### Past President

Jake Anderson, AFO

### Region I Representative

Sara Hudson, LGTI

### Region II Representative

Jen McCollian, AFO

### Region III Representative

Curt Erickson, CPRP

### Region IV Representative

Jessica Loomans, CPRP, CVMIC

### Aquatic Section Representative

Ann Moeller, CPRP, AFO

### Park Section Representative

Stephanie Schlag, CPRP, AFO

### Recreation Section Representative

Megan James

### Young Professionals Section Representative

Ryan Pawlisch

## 2022 Incoming Board of Directors

### President

Shelly Strasser, CPRP

### President-Elect

Stephanie Schlag, CPRP, AFO

### Secretary/Treasurer

Derek Donlevy, CPRP

### Past President

Dawn Comte, CPRP

### Region I Representative

Sara Hudson, LGTI

### Region II Representative

Jen McCollian, AFO

### Region III Representative

Curt Erickson, CPRP

### Region IV Representative

Amanda Schwictenberg

### Aquatic Section Representative

Christine Mohr

### Park Section Representative

Nancy Retana, CPRP

### Recreation Section Representative

Megan James

### Young Professionals Section Representative

Katelin Dorow

## Past Presidents

1966 – Bill Anderson

1967 – Bob Espeseth

1968 – Don Brick

1969 – Chet Miller

1970 – Wayne LaBorde

1971 – George Wilson

1972 – Charles Drayna

1973 – Ruth James

1974 – Alan Domer

1975 – Forrest Bradley

1976 – Larry Lenox

1977 – August Revoy

1978 – Tony Bruno

1979 – Bill Houtz

1980 – Gene Park

1981 – Gary Anderson

1982 – Fred Zimdars

1983 – Steve Stauber

1984 – Jim Kavemeier

1985 – Stan Dorff

1986 – Charles Newby

1987 – Steve Thompson

1988 – Don Campbell/  
Bob Rundle

1989 – Bob Rundle

1990 – Jackie Schweitzer

1991 – Ken Van Es

1992 – Bill Landvatter

1993 – Bob Lang

1994 – Cindy Busch

1995 – Bill Anderst

1996 – Bill Faherty

1997 – Marianne Pigeon

1998 – Bob Holling

1999 – Paul Leuthold

2000 – Ken LePine

2001 – Roger Kist

2002 – Al Schaefer

2003 – Rick Beattie

2004 – Kelly Valentino

2005 – Ron Grall

2006 – Cyndi Keller

2007 – Roger Kist

2008 – Joe McLafferty

2009 – Marty Kosobucki

2010 – Bill Lecker

2011 – Ed Englehart

2012 – Dan Fiorenza

2013 – Joel Gregozeski

2014 – Roger Kist

2015 – Sue McDade

2016 – Craig Hoepfner

2017 – Tom Flick

2018 – Jeff Skoug

2019 – Chad Dallman

2020 – Jake Anderson

2021 – Dawn Comte

## Wisconsin Park & Recreation Association

### WPRA Office

6737 W Washington St, Ste 4210, Milwaukee, WI 53214

(414) 423-1210 • Fax: (414) 423-1296 • [www.wpraweb.org](http://www.wpraweb.org)

Jennifer Rzepka, Executive Director: [jennifer@wpraweb.org](mailto:jennifer@wpraweb.org)

Sandy Schueller, Associate Executive Director: [sandy@wpraweb.org](mailto:sandy@wpraweb.org)

Megan VanZeeland, Coordinator: [office@wpraweb.org](mailto:office@wpraweb.org)

Garrett Kluever, Coordinator: [office@wpraweb.org](mailto:office@wpraweb.org)

# Association Update

by President, Dawn Comte, CPRP

## MARCH

- 2nd: Membership Meeting
- 15th: Virtual CEU Webinar
- 18th: Spring Office Support Workshop
- 23rd: Board of Directors Meeting
- 25th: Aquatics Seminar

## APRIL

- 6th: Membership Meeting
- 12th: Virtual CPSI Course
- 19th: Virtual CEU Webinar

## MAY

- 4th: Membership Meeting
- 17th: Virtual CEU Webinar
- 18th: Summer IMPACT Deadline
- 25th: Board of Directors Meeting

## JUNE

- 1st: Membership Meeting

## JULY

- 6th: Membership Meeting

## AUGUST

- 1st: Ballot Names Due
- 3rd: Membership Meeting
- 16th: Virtual CEU Webinar
- 16th-17th: Board of Directors Retreat
- 17th: Fall IMPACT Deadline

## SEPTEMBER

- 1st: Ballots Distributed
- 7th: Membership Meeting
- 13th: Virtual CEU Webinar
- 15th: Foundation Golf Outing
- 30th: Ballots Due

## OCTOBER

- 1st: Award Submissions Due
- 5th: Membership Meeting
- 6th-7th: Fall Workshop
- 18th: Virtual CEU Webinar
- 21st: Office Support Workshop
- 26th: Board of Directors Meeting

## NOVEMBER

- 2nd: Membership Meeting
- 2nd: Winter IMPACT Deadline
- 15th: Virtual CEU Webinar
- 30th: Leadership Academy

## DECEMBER

- 1st-2nd: Leadership Academy
- 7th: Board of Directors Meeting
- 20th: Virtual CEU Webinar

PRMonthly Deadlines are  
3rd Friday of every month.

As I reflect on the past year, it is absolutely amazing how resilient and engaged our WPRA members are. Throughout the year many continued to participate virtually for meetings and professional development opportunities. In August, opportunities to meet in person became available for those able to attend. These were by far our most notable highlights of the year! Our profession is a service-based industry. We provide activities, facilities, maintenance, and facilitate community use and events. By nature, we enjoy connecting with people to help them create experiences. The conference theme, "WPRA Reunion" is our experience, enjoy the professional development opportunities, spend time engaging with our commercial members and exhibitors, congratulate the award recipients, and participate in the socials. It is our time to experience WPRA!

### A PAST TO APPRECIATE (notable highlights from 2021)

- A shout out to Jake Anderson who led this organization through one of the most challenging years as our president in 2020. A truly spirited leader we can all count on.
- Thank you current WPRA leadership for their service.
- New policies were approved by the Board of Directors throughout the year which include the following:
  - » WPRA Promotion Policy: WPRA will promote events which are WPRA sponsored or sanctioned.
  - » Event Conduct Policy: This includes information about expected behavior, unacceptable behavior, consequences of unacceptable behavior, and what to do if a member is witness to or subjected to unacceptable behavior.
- Restructured the Awards Committee with input from the current committee members. The structure is much more sustainable and consistent with other committees. Additionally, it is written to recognize past award recipients and leadership as potential future members.
- It's really official now, the Community Based Education and Leisure Services is now a subsection of the Recreation Section.
- Our Secretary/Treasurer, Derek Donlevy spent many hours, alongside the ARC team, updating WPRA governing documents and manuals.
  - » These updates will provide incoming leaders clear descriptions of their positions and the proper tools to step into leadership roles
  - » The Region Representative position description and agenda template were established to ensure all Region Representatives understand if there are no organized volunteers in specified region positions, the elected representative remains responsible for all the duties described in the description
  - » Reviewed the committee and subcommittee descriptions (including Chair and member responsibilities)
  - » Established a manual template for committees, sections, and regions
  - » Updated Section information in the WPRA operations handbook
- League of Wisconsin Municipalities asked WPRA to provide data for their November magazine which provided readers a snapshot of State-wide statistics from various professional sectors. WPRA also wrote an article about the impacts of the pandemic on Wisconsin Parks and Recreation organizations which is scheduled to be published in an upcoming magazine.
- WPRA Board of Directors Commitment to Serve Acknowledgment Form: All persons in leadership positions are expected to sign in order to serve as a representative of WPRA. The document is intended to hold people accountable and duly protect the Association.

- Logo usage agreement: As a member of the WPRA, all members are encouraged to use the logo of the association in their personal/professional material and in their email signature lines for as long as they remain in good standing with the organization. Premier members would be welcome to utilize the logo agency-wide on stationery, their website and more.
- Implemented a Health Acknowledgment Form for WPRA sponsored events. You agreed to this when registering for conference ☺
- Strategic plan retreat: The Board of Directors reviewed and updated strategic initiatives, established a plan tracking document, assigned responsibilities to assist with implementation, and developed a work plan template for committees to utilize when developing their annual strategic goals.
- WPRA completed the Wisconsin Outdoor Recreation survey online.
- The WPRA Public Policy Committee continues to engage in both legislative and regulatory activities.
  - » WPRA has been engaged in the rulemaking of DATCP 76 – or the "Pool Rule" regulating swimming pools. The PPC worked in conjunction with the WPRA Aquatics sections to relay feedback to DATCP on the rule through the external advisory committee.
  - » SB 244/ AB 226 – would require the national anthem be played or sung at any sporting event held in a venue constructed entirely or in part with taxpayer funds. The bill does not include penalties, enforcement mechanisms, or any specifics as to how the anthem must be played or sung at any event. The bill has not received any movement in the Senate, after passing the Assembly.
  - » SB 324/AB 285 - waives the boat launch fees for veterans. WPRA reviewed the bill and has asked the bill be amended to further clarify that the waiver of the boat launch fees only apply to annual fees, not daily. The Assembly author does not feel compelled to amend the bill. The bill has not received any action in the Senate

- 2021 numbers tell our story!  
Webinar Series Attendance: 198  
Fall Workshop Registration: 51  
Leadership Academy Registration: 46  
CPSI Registration: 89  
WPRA Delegates at NRPA in Nashville: 59 in person, 16 virtual (75 total)

### A PRESENT TO CELEBRATE

- Congratulate all award recipients, their service should be celebrated!
- Conference Registration 2022 (365), 2019 (408) 5-year average (353), 109 Registered Exhibitors
- 2022 Membership to date is 1,244 and counting
- WPRA is an official sponsor for the Be Active Wisconsin state-wide health and wellness initiative
- Celebrate YOUR professional successes. Cheers!

### A FUTURE TO GENERATE

- Welcome new 2022 WPRA leadership
- New January/February dates for the annual conference and trade show
- Fall Park and Recreation Section Workshop
- Encourage emerging leaders to engage
- Shelley Strasser, President and Stephanie Schlag, President-Elect they've got this

Sincerely,  
**Dawn Comte**  
WPRA President, 2021

# Membership

	Year-End 2021	Year-End 2020	Year-End 2019
<b>Total Members</b>	<b>1,324</b>	<b>1,288</b>	<b>1,271</b>
<b>Individual Memberships</b>			
Individual Professional	263	279	112
Emeritus	27	21	19
Citizen/Advocate	2	3	1
Student	73	58	34
<b>University Memberships</b>			
University	4	4	4
Faculty Contacts	10	9	5
<b>Commercial Memberships</b>			
Commercial Organizations	51	55	55
Commercial Individual Contacts	72	73	72
<b>Premiere Memberships</b>			
Premier Contacts	811	786	782
Premier Board/Commissions Contacts	66	59	25
Total Premier Agencies	42	40	33
Up to 15	36	34	
16+	6	6	



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