



Virginia Recreation and Parks Society

Eastern Service Area

April 18, 2023



Welcome



Introductions: 2023 Board-- Chair – Thurman Diamond-**Present**

- Chair Elect – Angie Sims- **Excused**
- Treasurer – Angela Hollingsworth-**Excused**
- Secretary – Leon Bass-**Present**
- Communications – Sarah O’Reilly-**Excused**
- Training & Education – Liz Linthicum-**Excused**
- At Large – Ashley Jones-**Excused**
- Board liaison -James Mickle-**Excused**

10 attendees



Old Business

○ 2022 Budget Review

- (1) 100% Annual Conference (\$435)-Reviewed (still available)
- (1) 100% Management Conference (\$210)- Reviewed/given out
- (3) 100% student scholarships (\$60)-Reviewed (still available)

○ Goals will be created after reviewing VRPS goals and a look at the 5-year plan.

Goals

- **Increase involvement of current ESA members.**
 - ESA involvement text chain/teams/outlook request
 - Director support to push people to participate in ESA (Create a director’s forum)
 - Competition based on percentage of attendance
 - Trophy that rotates with the winner
- **Partner with and participate in more resource groups, projects, and VRPS events.**
 - Getting people to attend to the different resource groups
 - Sharing all resource group on website
 - Create a bingo card for participation.
 - Create an info sheet.
- **Identify localities that have limited to no individuals at meetings and encourage members to attend meetings and activities.**
 - Meet with Director’s city and discuss speaking at a department meeting.
 - Create an outlook calendar to share information
- **Increase membership**
 - more director awareness and pushing involvement
 - budget memberships (agency versus individuals)

- **Identify strategic ways to increase membership.**
 - tiered level of membership for agencies

- **Connect with Universities (Old Dominion University, Virginia Wesleyan University, and Norfolk State University) and provide general information about the benefits of ESA and VRPS.**
 - Reach out to student activities office, intramural, therapeutics. Become a guest speaker at university and Panhellenic councils/Greek life. Speake at job fairs.
- **Plan a spring and fall social for ESA localities to increase networking.**
 - Do a fall and winter social.
 - Williamsburg/Yorktown/James City County area first for the winter social.
 - Try to have them on different sides of the water to increase opportunities of different cities attending.
- **Increase communication with new members.**
 - Send out welcome email.
 - Include information about what we do and wheat we offer.
- **Create an ESA new member welcome packet.**
 - Get with Sarah and see if we can work on this?
- **Create a visual online presence of what we do and have to offer.**
 - Try to get an article in the VRPS Magazine
 - Create an Instagram and do more on social media like Facebook
 - ESA Table at other events/trainings like summer survival and conference
- **Create a welcome e-mail.**
 - Yes, very good idea.
- **Increase revenue**
 - Create sponsorship/donation opportunities
 - Offer magazine marketing space
 - Offer donation option on the web page
 - Reach out to college alumni for sponsorship of colleges/universities
- **Continue to host Summer Survival.**
 - Keep offering training.
 - Look into possibly offer a different training for supervisor at Northwest River Park/Newport News Campground 2024. This could be an overnight training to prepare for summer camp or afterschool.
- **Offer lunch and learn (CEU credits) twice a year.**
 - Do in person or virtual options (lunch voucher for virtual option)
 - Use as a revenue generating activity



New Business

○ Training & Education Committee

- **Summer Survival – Meeting Monday, May 1st 11am at Denbigh Community Center in Newport News.**
- **Meeting May 19th at 10 am to setup for Saturdays training.**
- **In person training at Denbigh Community Center in Newport News on May 20th, \$35 per person registration, Clipboard giveaway, no tees**
 - Offer marketing space for all cities/counties involved. Everyone will have a table so they should have flyers and marketing materials for their department.
- **CPRP Bootcamp – Hopes to make new connections with ODU (Dr. Lindsay Usher) as Dr. Eddie Hill has left the school**
 - Reach out to Katie Torline and inquire about her 6 week class, Once a week for 90minutes-2hours.
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4. Announcements

- **Next ESA Board Session – May 16, 2023**
- **Next ESA Open Session – June 20, 2023**

5. Adjournment -11:15 am