Day 1 - Roll Call
Present: Sergio Capozzi, Mary Donze, Jeff Prey, Scott Babcock, Jean Akers, John Baas, Peter Biermeier, Wayne Sames, Chad Schneckenburger, Brenda Adams-Weyant, Glenn Haas, Robert Burns

Liaisons: Pat Gillespie, National Park Service (NPS); Steve Holland (University of Florida)

Changes to agenda
No changes.

Meeting Minutes

Secretary’s Report (Scott)
- Glenn made the motion to pass the October 2012 board meeting minutes, Jean seconded, all ayes

President’s Report (Sergio)
- Sergio thanked everyone for their efforts.
- Policy and Procedures manual will need to be updated. Good time for everyone to revisit the manual and identify necessary changes.
  - Need to look at roles and responsibilities, add Executive Committee.
  - Award criteria to match new mission.
  - Board orientation process.
  - 5-year strategic plan process.
  - Review strategic plan for new responsibilities to add to policies.
    - First-year Board members are expected to serve actively on several committees or programs.
    - Second-year Board members are expected to serve in a leadership capacity of several committees or programs.
    - A priority task of the Board is to prepare a 5-year strategic plan at its annual board work session (October/November). This effort shall begin with committee deliberation prior to the work session. A reasonably complete draft should be available for Board review and discussion at the Board work session. The strategic plan will be reviewed and updated each fall for the next five year period,
and targeted for Board approval no later than December of each year.

- The strategic plan should identify a timetable and committee assignment for all actions. Early each year (February or March), one Board meeting will focus on reviewing the progress associated on each approved action in the strategic plan. Each committee chair or other responsible person will report to the Board. Progress will be reported in the annual accomplishments report.

**Awards Committee**

- Three main awards: National Outdoor Recreation Resource Leadership Award, Distinguished Service Award (up to three) and Excellence in Planning (up to three)
  - May need to broaden the Excellence in Planning Award title/criteria

- Wayne discussed potential nominees for the National Outdoor Recreation Leadership and Distinguished Leader Awards:
  - Dusty Shultz, Superintendent of Sleeping Bear Dunes
  - Former US Representative Jim Oberstar from Minnesota.
  - Greg Lace, Executive Director of Wilderness Inquiry
  - Someone from OIA tied to their recent economic impact work
  - Becky Kelley (GA) and Ron Olsen (MI) state park director
  - Bob Stanton, NPS
  - Christine Gregoire, Washington State Governor
  - Someone from the Trust for Public Land
  - A leader from Patagonia or REI possibly

- Robert made a motion to approve OIA for National Leadership Award recipient, John seconded. Scott and Glenn agreed to get a contact from OIA (possibly Frank Hugelmeyer) re: the award. We’ll issue a press release after OIA is contacted.

- Possibly offer a “Henry Diamond” legacy award scholarship fund in 2014. Diamond was a senior associate and advisor for Rockefeller's conservation and environmental activities. Rockefeller hired Diamond to edit the 27-volume ORRRC report. After three years of study, ORRRC made a series of recommendations leading to such landmark legislation as the Land and Water Conservation Fund, the Wilderness Act, the National System of Fivers and Trails, and a new Bureau of Outdoor Recreation within the Department of the Interior. This would truly recognize the roots of our profession. This should be a good
strategy to raise funds. Robert agreed to provide some history/acknowledgement of this at the conference.

Conference Scout Committee Proposal

- Sergio suggested establishment of a long-range conference committee to identify future venues and better criteria for how we determine conference locations.
- Jeff mentioned that other organizations have paid staff that does this type of work. Sergio emphasized that this could be an “ad hoc” temporary committee. The immediate need is identifying location and themes for 2014. John, Chad, Scott and Robert agreed to be on the committee.
- Glenn emphasized the need for a strong university and strong state park director when thinking about a location. If not a strong state partner, then at least strong federal partnership opportunity.
- Another question: Should we always seek to have a conference co-host? partnering
- Target having a decision by the 2013 conference so we can announce it. May need to have hotel contract secured by then.
- Suggestions: Dominic Bravo from WY is a strong SP Director, NERR is ripe for collaboration, RMS has also approached us about co-hosting.

Break

2013 Conference Committee

- Sergio wanted to know who needed assistance getting to the conference. Chad and Scott indicated that they likely need financial assistance.
- Glenn went over the prelim conference schedule.
- Pat talked about the many local, state, and federal partners that will be involved in the conference, including the field workshops. Optional pre and post conference sessions will be available.
- Glenn suggested that board members email out the SORP conference agenda/background.
- Robert appreciated everyone’s support for the book, Journal of Outdoor Recreation and Tourism concept, and IUFRO (International Union of Forestry Research Organizations). In effect, we’ve doubled our effort in terms of reaching outward to potential conference attendees.
- Chad suggested that we provide some online video opportunities for SORP members too. Glenn to look into videotaping one/some of the sessions.
• Scott will be investigating the type of continuing education credits that we could offer that would serve all/most of the professionals that need to maintain certification.

• After some discussion, the board agreed to schedule the SCORP University for Monday morning.

• Robert mentioned that bus transportation to and from the Detroit airport may be needed to provide affordable travel options. The cost to fly into Traverse City may be prohibitive for many.

• IUFRO will be providing some financial support to international speakers. Several people submitting proposals have asked for assistance is selected.

Lunch

Several conference partners joined us for lunch:

• Sarah Barnard – Traverse City CBV
• Jason Jones – Grand Traverse County Parks Director
• Dusty Shultz and Tom Olrick - Sleeping Bear Dunes National Lakeshore
• Barbara Nelson - local RTCA National Park Service staff

SORP Branding

Jeff provided a presentation on branding… moving from NARRP to SORP

• Need to think about “what is our story” and “what makes us special”.
• Your Foundation Story expresses how you got here.
• Your Brand Pillars represent your values and traits. Should have no more than five.
• Strong brands define their brand “worldview”… an inspiring belief statement.
• Brand promise - they can articulate the brand in two or three words.
• Jeff posed the question of where SORP falls within the realm of common branding themes including: Stability, Discovery, Belonging, and Achievement. Folks generally thought we fell within the “Discovery” realm.
• Discussion carried on for an hour or so – everyone agreed to carry on the discussion and tie ideas into a logo.

Conference Branding

John discussed the conference branding framework.

• Can we raise the standards on auction items?
• Need to “hype” the conference.
• Need a big ticket auction item. Brenda commented that the only folks bidding on the expensive auction items are board members. We should have live and silent auction items in all price ranges.
• Need to be able to identify conference locations two to three years in advance.
• Need a consistent look and feel for all conference materials.
• Everyone generally likes having a conference tagline to put “sideboards” on the theme.
• May want to sell exhibitor space based on the size of the exhibit.
• Should we drop the “National” in National Outdoor Recreation Conference? We’ve moved the association name beyond this limiting term.

2013 Sponsorship Campaign
• Glenn gave kudos to Peter for the updated Sponsorship Brochure. Lots of new options for sponsors.
• Ron Olsen (MI State Parks Director) agreed to send the sponsorship brochure out to a number of contacts statewide (list of 250). All Board members have contacts as well.
• Peter mentioned “retail, services, manufacturing, and Michigan” as the key sectors that we want to approach for SORP sponsorship. We need to understand our sponsor’s motivations. We need to think about personal relationships and build on them as best we can. We need to be creative in our approach, and be prepared to follow-up as needed. We need to deliver what we promise.
• Everyone will need to be involved in this effort. Some sort of tracking sheet will be used to keep track of who approaches who. Sergio encouraged everyone to let Brenda know who we approach. Sergio and one or two other Board members will focus on some of the “big fish”.
• We may want to offer some sponsors a spot on the Outdoor Recreation Outlook panel.
• In future years we should have the sponsor materials ready by October.
• Glenn passed out blank sheets and asked each board member to pledge to give a set amount of money to go towards our pledge to match a separate anonymous pledge of $2,500 that was recently received.
• Peter will be putting together a letter that should be personalized and sent with sponsorship brochure.

Open Board Positions
VP Operations, President, Treasurer and three At-Large Board positions are up for election in 2013.

- Robert intends to re-up for an At-Large position
- Jeff would like to step away as Treasurer, but may stay on board in another role
- John intends to re-up as an At-Large position
- Mary may re-up as VP of Operations
- Wayne wants to think about whether to re-up for his At-Large position
- Sergio will re-up as President if nobody else expresses interest

**Association Manager Discussion**

- Brenda discussed her accomplishments as Association Manager (handout of 2011 and 2012 accomplishments). These were broken down by:
  - General responsibilities
  - Financial management
  - Membership management
  - Member communication
  - Conference services
  - Webmaster services
  - Special projects
- Brenda does not think that 2012-2013 will be as hectic. The NARRP/SORP transition has taken some additional time.

Sergio asked Brenda to leave while the Board discussed her services. He also mentioned that he would provide Brenda with a summary Board evaluation. Board went into closed session.

**Adjournment**

Meeting adjourned at 5:30 PM

**Day 2 - Roll Call**

*Present:* Sergio Capozzi, Mary Donze, Jeff Prey, Scott Babcock, Jean Akers, John Baas, Peter Biermeier, Wayne Sames, Chad Schneckenburger, Brenda Adams-Weyant, Glenn Haas, Robert Burns

*Liaisons:* Steve Holland (University of Florida)
Update on SORP Book

- John and Robert provided an update on the book. By December 1, 2012 we should have everything that is necessary for publishing. They are not sure how long it will take until it is published. Venture may do a copy edit/peer review. This will be the first outdoor recreation planning book in nearly 20 years. Lots of terrific researchers/planner/academics featured.
- Venture is interested in publishing more books. Robert would like to do another book that features case studies. Is SORP interested?
- Smaller more targeted outdoor recreation publications may also be of value.
- Robert stated that Venture Publishing will acknowledge SORP on the cover, inside the cover, and/or on the back of the book. We’ll want to use new SORP logo here.
- As authors(editors, John and Robert will always be involved in future editions of this book.
- SORP will get 20-30 copies of the book. The board agreed that these should go to influential partners in the industry.
- Venture may be able to offer a discount on the book to SORP members.

Journal of Outdoor Recreation and Tourism

Another academic journal is in the works (Journal of Outdoor Recreation and Tourism) – we have the opportunity to publish case studies ongoing over time.

- First issue will be in 2013.
- Could offer discounted subscription as benefit of SORP membership. Or we could offer subscription as part of conference registration.
- Sergio requested more information about if/whether any formal sponsorship of this effort would be beneficial. Robert will provide information on what level of financial support would be appropriate, as well as potential “returns/benefits” to SORP.

Strategic Plan Update

- Sergio reviewed our previous Strategic Plan and thanked everyone for their support with implementation.
- The new plan will be a 5-year plan. Mary emailed a preliminary draft strategic plan. The Board agreed to go through/discuss the preliminary draft.
- A few folks commented that the vision statement is not really a vision statement. This is what was approved in the new bylaws. Glenn will work on a few vision statement and share with board.
- Scott will send out a copy of the preliminary draft to the full Board for review/comment. Comments and edits due by November 19.
Five-Year Budget Plan

- We need additional income to meet our goals.
  - In the last 5 years, SORP netted about $30k over a 5-yr period.
  - Since 2002 we netted about $36k – lots of progress in recent years.
  - SORP has grown in terms of membership, however, we have hit a plateau (to some extent).
  - Successful conferences are key – 300 to 400 people may be a good target.

- This ties back to our “pillars” as an organization including:
  - Expanding knowledge; maintaining good standing; demonstrating relevancy.
  - Our new group is really a more encompassing organization. We now have a wide umbrella – and greater income potential (to some extent). We have a much easier time finding partners.
  - We are in a good position – good growth potential.
  - All this ties into organizational branding…

- Three income streams: membership, sponsorships, and conference.
  - Which of these do we want to focus on?
  - Sponsors/exhibitors is our first priority
  - Conference is second priority.

- In five years (by 2017) our Budget Plan goals are:
  - **Goal 1**: $75,000/year from exhibitors and sponsorships.
    - Conference location is an important consideration
  - **Goal 2**: 500 members
  - **Goal 3**: 350 –400 conference attendees (net of $160,000 at $400/person)
    - May need additional staff support to reach this goal. Brenda will get in touch with Terry Bemis on the conference services his company provides.
    - Jeff will develop more detailed actions supporting these goals by December or January.

- In terms of coordination with the Strategic Plan, this may drive/influence some of our operational goals, as well as some of our financial goals.

Membership Fees

- Everyone agreed to wait one more year to evaluate increasing membership fees.
Brand Strategy
Discussion of word pillar terms (bold terms were emphasized at the meeting):

- **Knowledge**
- **Discovery**
- **Research**
- **Wisdom**
- **Learning**
- **Planning**
- **Management**
- **Resource**
- **Conservation**
- **Sustainable**
- **Belonging**
- **Collegial**
- **Encompassing**
- **Network**
- **Legitimacy**
- **Advocate**
- **Esteem**
- **Professionals**
- **Authority**
- **Leadership**
- **Compass**
- **Connecting**
- **Mentor**

- Four themes that resonated with everyone included connecting, people, outdoors and professionals.
- Jean passed out a logo design potential scope of work and estimated budget to run by prospective graphic designers. Everyone concurred that $1,500 should be suitable.

Addressing Loose Ends

- Glenn will send out a draft Vision Statement by Tuesday, November 3, 2012.
- Do we continue going to the conference location for our annual meeting
  - Jeff indicated that Bastrop, Texas is less expensive – possibly one-half to one-third the cost.
  - Extensive benefits are gained by holding the meeting on site, including development of key relationships, marketing, and developing a sense of responsibility among all Board members in terms of preparing for the conference.
- Sergio discussed key accomplishments from the meeting.

Adjournment
Meeting adjourned at 4:30PM