



Virginia Recreation & Park Society

An Affiliate of the National Recreation and Park Association

Senior Resource Group Meeting

Board Meeting Minutes: Conference call meeting on February 9, 2018; Call to order at 10:00 a.m.

Attended by: Adriana Carr, June Snead, Cheryl Wheeler, Jane Shelhorse, LaTanja Jones, Debra Foster and Judith Mangilin

Minutes: Jane moved to approve January's meeting minutes with edits. Cheryl seconded.

Treasurer's Report: The total of the treasurer's fund is \$1,612.36. Adriana and Judith are waiting to attend the webinar to learn more about the treasury position.

VRPS Liaison: Jane mentioned that there are no new updates from the board. A board meeting has not been held since January. She reminded everyone to go to the Legislative page on the VRPS website for updates.

The Western Service Area will have their winter meeting on Tuesday, February 13, 2018 at the Rockingham County Administration Center.

The Southwestern Service Area will be hosting a workshop called "Bag of Tricks," which would include sessions such as Active Shooting Response, What's Trending in the World of Marketing, and How to Get Volunteer Recruitment. Registration is \$20 per person. Adriana said that it would be nice if a representative from the SWSA group could do an update on the workshop.

VRPS is working with Cunningham Recreation to sponsor four workshops throughout the state about playgrounds. One is scheduled to be held in Fredericksburg.

Old Business:

HEADSHOTS FOR SRG WEBPAGE:

Please send your most recent headshot to LaTanja for the board page by February 28, 2018.

LOGO UPDATE:

Cheryl has sent a draft of the SRG logo to Nancy for updates and approval. Nancy said that she liked the logo. Cheryl said that she was send out the draft logo to the group.

GOALS 2018:

Create Facebook page for the Senior Resource Group

LaTanja discussed the information she retrieved about starting a Facebook page for SRG. She said that she spoke with Kat Fish, who manages the VRPS LTI Facebook page. Kat said that their Facebook page does not get a lot of traction and that some posts get little to no views and it may not be a great marketing tool.

Debra asked if we could list our upcoming events on VRPS main Facebook page of events. LaTanja said that it may work since we already have all of the conference information available. Adriana mentioned that we should send a save-the-date for the conference soon.

The group agreed that we should remove the Facebook goal and discuss ways to generate more views on our blog post, rather than create a Facebook page.

Increase SRG membership

Debra said intergenerational programming may drive interest for potential members. She said that membership would only increase if there is an increase of VRPS membership or recruitment for non-active members.

Cheryl said that she will send out a list of contacts to Adriana on who we can reach out to boost membership.

A group member mentioned that the Virginia Association of Activity Professionals would be a great place to recruit new SRG members.

Revised 2018 goals

The group has agreed to remove creating a Facebook page as a goal for SRG; and to keep the following two goals: (1) Build upon the conference strength, and (2) Increase membership for the group.

New Business:

SURVEY FINDINGS:

Adriana discussed the survey that went out to 75 participants, through Survey Monkey, that attended the SRG conference that was held in Reston. The purpose of the survey was to collect information what type of sessions participants would like to see at the 2018 conference. She said that out of 75 people, she received 11 responses. Survey results can be found [here](#).

SRG should research more educational sessions on fraud abuse and scammers. Jane mentioned that she has a brother-in-law that works in Elder Law that may be able to provide some insight. Debra mentioned that we should see if Mark Herring is available to be the keynote speaker for the conference.

CONFERENCE SUBCOMMITTEE MEETING:

The Conference subcommittee meeting will be held, via conference call, on Thursday, February 15, 2018 at 11:00 a.m. The subcommittee consists of: Adriana, Jane, Hope, Debra and Meggie. The focus of this year's conference is senior camp, intergenerational programming and program marketing strategies.

Suggestion: John Martin on marketing trends to older adults

June asked if we could get someone from NRPA to do a workshop for the conference. Adriana said that Alicia Spencer, who works for NRPA, posts a blog about seniors and she may be someone we could reach out to for this suggestion.

CONFERENCE TIMELINE:

June mentioned that the 2018 online CEU form is not completed and will be released soon.

Jane mentioned that Victoria Matthews from the City of Fredericksburg Economic Development and Tourism received updates on the conference hotels. Victoria said that the Marriott Courtyard's rate is \$149 per night; she will check hotel room availability downtown for additional lower rates. She also mentioned that since this is not a large block of rooms and the rate will not be as low.

We will need to finalize the hotel availability so that the details can be marketed along with the conference.

The SRG logo is need to promote the conference and finalize those details for the save-the-date flyer.

We need to speak with Daniel about the CEU deadline; the end of March may be a good timeframe. The group needs to keep in mind that Arlana Fauntleroy will need 60 days to review CEU forms.

Close

ACTION ITEMS:

All recent headshot pictures are due to LaTanja by Wednesday, February 28, 2018.

More action items to come after the Conference subcommittee meets.

Adjourned: Cheryl made a motion that the meeting be adjourned. June seconded. The meeting was adjourned at 10:58 a.m.

Next meeting dates: SRG conference call meeting will be held on Friday, March 9, 2018 at 10:00 a.m.

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