

RANCHO SIMI RECREATION AND PARK DISTRICT
INTEROFFICE MEMORANDUM

DATE: January 17, 2008

TO: Board of Directors

FROM: General Manager

SUBJECT: Approval of Candidates to Serve on the Board of Directors of the California Park and Recreation Society ("CPRS") Using Mail Ballot for 2008 Election

SUMMARY

Rancho Simi Recreation and Park District has been a long-standing member of the California Park and Recreation Society, or "CPRS". A Fact Sheet is attached as a reminder of the importance of this organization. The annual election to select CPRS Board members is underway. Three candidates are seeking the Vice-President position, and two candidates are seeking the Region 3 Representative position. The ballot and candidate statements are attached hereto. The Board should evaluate the qualifications of the individuals and select a candidate for each vacancy.

BOARD ACTION REQUESTED

Approval of a candidate to serve on the CPRS Board as Vice-President and approval of candidate to serve as the Region 3 Representative.



Larry Peterson
General Manager

About the California Park & Recreation Society

Contact: Leslie Fritz
Director of Education
916/665-2777
leslie@cprs.org

Founded in 1946, the California Park & Recreation Society (CPRS) was established to provide park, recreation, leisure and community service professionals and interested citizens with the knowledge and resources to enhance their leadership role in creating community through people, parks and programs. CPRS is a nonprofit, professional and public interest organization with more than 4,000 members who create community:

- providing recreational experiences to individuals, families and communities
- fostering human development
- promoting health and wellness
- increasing cultural unity
- facilitating community problem solving
- protecting natural resources
- strengthening safety and security
- strengthening community image and sense of place
- supporting economic development

CPRS membership is well-distributed, with 86 percent of park and recreation agencies in California boasting at least one CPRS individual member. In addition, over 182 park and recreation agencies are themselves CPRS members.

Creating Community Through People, Parks and Programs

CPRS is the only park and recreation organization that has created a strategic plan for the profession. Released in 1999, "Creating Community in the 21st Century" is the action plan for parks and recreation in California. This plan positions the profession as vital partners in creating strong communities through people, parks and programs. The Society's members are implementing the plan locally and CPRS has made outreach to allied professionals and policy makers at the local, state and federal levels a priority. The VIP Action Plan may be obtained by visiting www.cprs.org.

CPRS Releases Health and Wellness Report

In 2003 CPRS released a new VIP Action Plan report *Leading...to Promote Health and Wellness*. The first of a series of VIP Action Plan reports, this report provides background data, agency examples, and a wealth of information on how park and recreation agencies can position themselves as leaders in the critical public health obesity and inactivity epidemic.

Communicating the Value of Parks and Recreation

Communicating with policy makers, the media, partners and the general public is a high priority. To assist park and recreation agencies in their communications efforts, CPRS developed an attractive eight page brochure which highlights the mission of the profession through local stories and pictures. The brochure uses three messages to articulate how parks and recreation agencies create community: space to learn and play; space to create and imagine; and space to be safe and secure. These brochures are available for purchase from CPRS in quantities for 1 to 1,000. CPRS also has developed an extensive Communications Tool Kit to assist agencies in creating their own communications plan. CPRS annual awards program provides members an opportunity to gain state recognition for outstanding recreation programming, marketing & media relations, park planning and facility design, park operations and maintenance, volunteers and professionalism.

CALIFORNIA PARK & RECREATION SOCIETY
7971 FREEPORT BLVD • SACRAMENTO, CA 95832
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Disseminating Information

The Society publishes a quarterly magazine, *California Parks & Recreation*. The Fall issue of the magazine serves as the society's annual Directory and Resource Guide, listing all agencies statewide in addition to all CPRS members. A bi-monthly newsletter *P&R Wired*, is distributed to members. *Job Line...and News from CPRS* The CPRS Job Center, located at www.cprs.org, keeps members informed of employment opportunities.

Identifying Best Practices: Three Reports

In order to identify best practices in critical services provided by local park and recreation agencies, CPRS has now published three benchmarking reports: "Playground Safety Inspection," "Low Impact Aerobic Instructions for Adults 55+," and "Training of Youth Development Staff." Each of these reports includes study methodology, best practice findings, detailed appendices and questionnaire results. These reports may be purchased from CPRS.

Expanding Professional Competencies: Education

In its strategic planning process, CPRS identified twenty-three core competencies/skills park and recreation professionals should possess to deliver services in the 21st century. CPRS offers training programs and resources in those areas.

CPRS also offers a variety of educational sessions and training programs of current interest to the park, recreation and community service professional. Recent programs addressed the issue of communicating to the media, playground safety and youth development. CPRS is the only organization in California providing the National Playground Safety Institute's Playground Inspector Certification Training Program.

CPRS, in cooperation with the National Recreation and Park Association, sponsors the California & Pacific Southwest Recreation & Park Training Conference. The annual four-day event includes educational programs, exhibits and networking among professionals, students, educators, and board and commissioners from throughout the western United States.

State & Federal Public Policy

Through its strong member-based Legislative Committee, CPRS legislative efforts include monitoring bills, testifying and lobbying on state and federal issues important to the profession. The Society's grassroots political efforts include a Legislative Alert Program, a member advocacy program linking individual members with state and federal legislators.

In March 2000 and 2002 California voters respectively approved Proposition 12, the Safe Neighborhood Parks, Clean Water, Clean Air and Coastal Protection Bond Act of 2000, a \$2.1 billion state-wide park bond, and Proposition 40, California Clean Water, Clean Air, Safe Neighborhood Parks and Coastal Protection Act of 2002, a \$2.6 billion state-wide park bond. CPRS, working cooperatively with other state-wide organizations, created a public awareness program resulting in the passage of the two largest park bond acts in US history.

Each Legislative Session, CPRS produces its *Legislator Scorecard, Know the Score*, which tracks the voting record of California state legislature (Assembly and Senate) on significant environmental, park and recreation related legislation. This non-partisan report is shared with members of California's Legislature, CPRS members and partners.

The 2003-2004 CPRS Public Policy Initiatives: *Creating Public Policy Conditions To Advance Parks and Recreation*. This is a policy reference tool, updated periodically, to guide the legislative and public policy efforts of CPRS. CPRS uses this document to review newly introduced legislation to determine how it relates to parks and recreation issues.

Organization

The society is governed by the Board of Directors composed of eleven elected officers. With eight full-time staff, the society works to meet the needs of the profession and consumers in areas of legislation, member services, education and information. CPRS maintains a headquarters in Sacramento, California.

CPRS is organized geographically into districts and by special interest sections. The fifteen districts and seven sections are governed by CPRS members who provide local and/or specialized training programs and networking opportunities at the community level.

We Invite You To Visit www.cprs.org

(rev. 2/04)

Election '08

OFFICIAL BALLOT

VICE PRESIDENT

(Term: Vice President, 2008-09 President-elect, 2009-10; President, 2010-11)

- Mark Mariscal
- Dan Rodriguez
- Lisa Rudloff
- _____

REGION 3 REPRESENTATIVE

(Term: 2008-10)

- Bob Brown
- Stephanie House
- _____

*Vote for only one candidate
per category. Ballot must be
postmarked by January 30, 2008.*

**Your ballot must be returned in the enclosed
pre-addressed envelope or it will be invalid.**

**Nominating & Election
Committee Chair
7971 Freeport Boulevard
Sacramento, CA 95832-9701**

CPRS Election for the 2008 Board of Directors



It's time to elect your CPRS leaders!

To assist you in voting, platform statements from each candidate are included. There is space provided on the enclosed ballot for write-in candidates for all offices. Any candidate you write in must meet the qualifications of the office as set forth in the California Park & Recreation Society bylaws (www.cprs.org/pdf/CPRS_Bylaws.pdf).

Ratification of the election and announcement of the election results will be made at the CPRS Board of Directors meeting on Monday, February 25, 2008, in Long Beach, California. Officers will be installed at the CPRS Awards and Installation Banquet on Friday, February 29, 2008.

CPRS Board of Directors Recommends Bylaw Changes

The CPRS Board of Directors undertook an extensive review of the CPRS bylaws in 2007. The Board discovered that the bylaws are out of compliance in certain areas of California corporation law and the purpose and functions of districts and sections was not noted. Additionally the bylaws are silent on how to replace a Board member due to a temporary or permanent vacancy nor do the bylaws provide provisions to allow the Board to hold conference call meetings or for CPRS to hold elections electronically. Another recommendation is to allow the Board to make changes to the bylaws that do not materially affect the rights of members. Currently all bylaw changes must be noticed to the members regardless of their significance. Members received written notice in the December 1, 2007, P/R Wired of the proposed bylaw changes. To view the current bylaws visit www.cprs.org/pdf/CPRS_Bylaws.pdf and to view the proposed bylaws visit www.cprs.org/whatsnew/Bylaws.htm.

Members have a sixty (60) day review period to submit a written protest on any of the bylaw changes. Written protests must be received at the CPRS office, 7971 Freeport Blvd., Sacramento, CA 95832, no later than February 1, 2008. Pending member support for the Bylaw changes, the Board will vote on accepting the proposed amendments at their next meeting, Monday, February 25, 2008, at the Long Beach Hyatt Hotel. CPRS members are invited and encouraged to attend this meeting.

If you have any questions regarding any of the bylaw changes, please contact Chris Beth, CPRS Vice President, 650/780-7253, CBeth@redwoodcity.org.

**Your ballot must be
postmarked by Wednesday,
January 30, 2008
to be valid.**

**Your ballot must be returned in the enclosed
pre-addressed envelope or it will be invalidated.**

**Nominating & Election
Committee Chair
7971 Freeport Boulevard
Sacramento, CA 95832-9701**

Regional Representative Positions

Responsibilities: A two year commitment to CPRS, he/she represents the specific districts within their region, ensures two way communication between the Board and the districts, represents CPRS at district and section meetings/events; educates members regarding CPRS' organizational goals and policies; prepares an update for each Board meeting.

Region 1 (CPRS Districts I, II and III)

Todd Trimble Recreation Manager City of Walnut Creek

Hello. My name is Todd Trimble and I am currently a Recreation Manager with the City of Walnut Creek and I am running for the position of Region I Representative for the CPRS State Board.



I have served on various CPRS boards and committees for many years. I have been a member of CPRS for even more years. And I have been an advocate of CPRS for even more years still. That, in a nutshell, is how CPRS will benefit from my leadership.

Not only am I entirely aware of the fact that the field of parks and recreation is absolutely the best profession in the world. I am equally aware of the importance of our profession in regards to the countless benefits we provide to our constituents.

I have been touting my favoritism for our field for many years and I will continue to do so for the rest of my life. I have truly enjoyed the opportunities I've had to serve on the District III and Supervisor's Section boards. And I would relish an opportunity to serve on the State Board in an effort to continue providing my support to a profession that has been so good to me and to do what I can to make it even better for the generations to come.

Jim Wheeler Aquatics Director City of Oakland

It is an honor to be a candidate for the Region I Representative position on the CPRS Board of Directors. For the past 17 years I have served the California Park and Recreation Society in many capacities including, District Board Member at Large, Section Representative to District Boards, Aquatics Section President and on the Conference Program Committee. I have also served on the CPRS State Board of Directors as Council of Sections Representative, and most recently as Secretary/Treasurer.



I have worked hard in the past to serve and help lead our profession and will continue to do so in the future. I am committed to communicating the needs of our District leadership and members to the CPRS Board of Directors effectively and responsively. Open communication is the key to meeting the challenges and seizing the opportunities that face our profession today and tomorrow. As a regional representative I will work tirelessly on your behalf to help better brand parks and recreation as the essential service that it is to our communities. Now, more than ever, it is vital that we help the elected officials and decision makers throughout California understand and appreciate that parks and recreation is the answer to solving the wide-range of the social, economic and environmental issues facing California now and in the future.

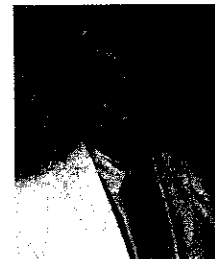
Region 3 (CPRS District

Bob Brown Recreation Supervisor City of Hanford

I bring a well rounded background of providing leadership in the many organizations that I have participated in over the last 25 years. I have always been interested and willing to offer my skills and abilities to enhance and move forward the groups and organizations I belong too. Serving on a wide variety of boards has allowed me to learn many different styles and methods of leadership. In the Recreation field I have served SCMAF at the association level. CPRS District VII as a Vice- President, President, Supervisor Section Representative and Member-at-large and the last two years on the State Board as the Region III Representative. In my avocation, high school and college sports official, I am currently serving as a board member for two sports since 1993. With the City of Santa Maria General Employee Association I served for six years as a board member and four of those years as the association President, participating in the negotiation of 3 labor agreements. In 2003 I completed the year long Leadership Kings program offered by the Hanford Chamber of Commerce and served on the Steering Committee for the 2006 Leadership Kings class.

It is my desire to continue to provide CPRS members, our communities and agencies with the tools and knowledge to promote the benefits of Parks and Recreation. To provide a conduit to and from the State Board for enhancement of communication for the Districts and to be a source of positive and enthusiastic support of our policies, programs and members.

I have had the benefit of many terrific people mentoring and supporting my growth and experience in my many endeavors. It would be an honor and privilege to be able to payback to others the advantages that I have received by serving as the Region III Representative.



II, VIII and XV)

Stephanie House Recreation Supervisor West Side Recreation & Park District



It has been an honor and privilege to serve CPRS and my fellow professionals on both the District and Section level over the past eight years. I have served on numerous committees and held almost every board position on the District XV Board. I have also been very involved with the Recreation Supervisors' Section as a District Representative, SuperCal Co-Chair and Communications Officer. At the present time, I am finishing up terms as President of both District XV and the Recreation Supervisors' Section.

I now look forward to representing Districts VII, VIII and XV if elected to the position of Region 3 Representative.

Being from both a small CPRS District and agency, I understand and value the importance of being involved in a professional organization that values recreation and the people who are fortunate enough to create community on a daily basis. Without involvement in CPRS, I would not be exposed to the resources that continue to contribute to both my professional and personal growth.

Giving back to the recreation profession is something that I am very passionate about. I have been fortunate enough to work in recreation continually since my very first job over 20 years ago and I am very dedicated to sharing my passion and encouraging others to not only do what they love, but to love what they do.

I fully support the CPRS Board and Staff in their goal to providing all members with training opportunities and other educational tools. It is important as a profession to be prepared to grow and change and position ourselves as a vital and necessary community service. CPRS exists for the success of its members and I am behind them every step of the way.

As Region 3 Representative, I pledge to maintain strong communication between Region 3 agencies and the State Board of Directors. The Central Valley and Central Coast need strong representation on the CPRS Board and I know I can serve as the vital link between all of those involved.

Thank you for your vote and the opportunity to serve.

Region 5 (CPRS Districts IX, X and XII)

Kristi Caraveo Director of Community Services City of Placentia



I am very excited for this opportunity to be a candidate for Region 5 Representative. I understand that it takes hard work, determination and excellent communication to be an effective member of the CPRS State Board and serve the membership of Districts IX, X and XII. I accept this challenge knowing my passion, energy, dedication and commitment to our profession is endless. I have prepared for this leadership opportunity by serving on numerous committees at the National, State and local levels, including President of CPRS District X. I will bring an innovative and positive perspective to the CPRS Board of Directors.

I have witnessed and been a part of the many benefits CPRS brings to the profession and the communities it serves. My goals are to:

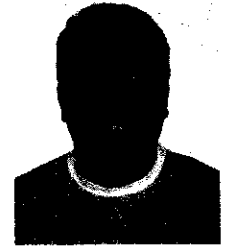
Be responsive to the Region 5 membership by fostering continuous communication, and solicit your opinions and concerns.

Contribute to the leadership of the Board to ensure the continued growth and value of the Parks and Recreation profession and our common vision of creating community throughout the state by advocating the value of what we do and bring awareness of our contributions to stakeholders.

Throughout my career I have placed a high value on professional development and continued learning opportunities. Region 5 has shown the value of this through our astounding trainings, including the most recent one I attended, District XII "Good to Great, Raising the Bar in Parks & Recreation". I have met many amazing people in our profession who have had a profound impact on my life, and have taught me to lead by example, inspire confidence in others to reach their potential and positively impact the lives of others!

It would be my pleasure to serve the dynamic group of professionals in Region 5. I would appreciate your vote and thank you for your support!

Darin Loughrey Community Services Superintendent City of Irvine



I am motivated by the prospect of serving as the Region 5 Representative. The position provides an ideal forum to exercise leadership for the interest and benefit of Districts IX, X and XII while offering an exceptional opportunity to learn.

For nearly 20 years, I have led an active role in creating community in the Southern California region through the delivery of purpose-driven program and services. My greatest accomplishments have been achieved in the area of health and fitness and I have been recognized for positioning parks and recreation as a key partner in creating healthy communities. My current ambition is to connect California cities to the vision that "*parks and recreation agencies are the first choice for those seeking health and wellness experiences.*"

If elected, I will bring the experience of serving as a two-term President on the District XII Board and as a Vice-President on the District X Board. I will lead with undivided attention to meeting the needs of the District IX, X, and XII membership in a manner that emphasizes teamwork, builds capacities and promotes the Region.

Vice President

Responsibilities:

A three year commitment to CPRS, position serves as Board Vice President, President-elect, and then President. As President, he/she assures the integrity and fulfillment of the board's role and represents the board to outside organizations.

Mark Mariscal Superintendent of Metro Region City of Los Angeles

Dear Fellow Professionals: I ask for your vote as Vice-President of our California Park & Recreation Society (CPRS) organization. As a senior manager with LA



City Recreation and Parks, I have 30 years of serving the community and our profession at different levels.

My membership with CPRS began in 1985 when I received the first of two Scholarships at the Annual Training Conference. I have attended almost every Conference since. From 1995 until 2005, I served on the Board of District XIV and was elected President twice: 1997-1998/2003-2004. I served as District Director four times. I served our Society as Chairperson of the CPRS State-Wide Conference Exhibit's Committee for three years. 2003-2005. I am especially proud of the Lifetime Achievement Award I received at the March 2007 conference presented by the CPRS Recreation Supervisors' Section.

Over the years, I have been a trainer of the Benefits are Endless and VIP plans. In this elected position, I would continue to strive the importance of what we do in our profession. I would continue with the current Board's direction of bringing Agency Directors together each year and holding other type of summits throughout the State.

Through my experience with CPRS, I have learned from and been mentored by many of our past Presidents. I look forward to further opportunities to serve you and the California Parks and Recreation Society if elected.

Dan Rodriguez General Manager Jurupa Area Recreation & Park District

It is indeed my pleasure to submit my name for the Vice-Presidency for the CPRS Board of Directors for the upcoming election. I have been involved in the field of parks and recreation since 1969 when I first began my employment with the San Bernardino County Regional Parks. That is more than 30 years of experience in various professional positions including my current position as General Manager of the Jurupa Area Recreation and Park District.



I have served as President of the Park Operations Section, Chair of the Southern Region Conference, Board Member of District XI. Over the years I have been asked to sit on various committees whereby it may have been an appointment by a Senator or Assemblyman to testify or review legislation relative to our profession, or it may have been involvement with the State Parks Department in assisting them in reviewing the 'Procedural Guidelines' for the various state and federal grants. I do take seriously looking at new legislation and speaking out on behalf of organizations affected by the issues.

I bring to the table a well-seasoned individual who is a strong leader and who is also politically astute and has strong organizational and managerial skills. I am running for this office because of my belief that I can make a difference within the CPRS organization. I am here to serve the membership. If elected, I am 100% committed to doing the job as Vice-President, doing the job well and doing whatever it takes to improve upon our profession that we have chosen through CPRS.

Lisa Rudloff Recreation & Community Services Superintendent Sunrise Recreation & Park District

I am excited for the opportunity to be a candidate for the position of Vice President. I believe my knowledge and experience as a current CPRS Board Member and Recreation & Community Services Superintendent will continue to bring an innovative and beneficial perspective to the CPRS Board of Directors.



Throughout my 17-year career I have been actively involved with CPRS and have valued participating on District Boards and most currently the State Board as the Region 1 Representative.

As Vice President my goals are to:

Continue to exist for the success of the members and to help provide opportunities and tools to increase their effectiveness while serving the communities in which they live and work. I will work within the Society's overarching goals to make sure that members:

1. understand, articulate and operate from the core values, vision and mission set out in their VIP Action Plan. Brand Parks and Recreation as an essential community service.
2. have educational opportunities to develop the skills and knowledge to succeed within the parks and recreation profession.
3. concerns are heard by legislators in the creation of relevant public policies that affect parks and recreation. Members are informed of proposed public policies of substantial importance to the profession.

I personally always aim for excellence, maintain integrity, lead by example, help others reach their potential, and positively affect the lives of people around me. It would be my privilege to serve as Vice President and I appreciate your vote.