



**October 5th, 2022
Mid-Year Meeting Agenda**

Location: Kalispell City Hall

201 1st Ave E.

Kalispell, MT

MLCT Conference

Time: 10AM - 11:30AM

Zoom access available for MLCT Attendees via the WHOVA App.

Register for MLCT here: <https://mtleague.org/conference/>

Meeting Call to Order	Mitch Overton
Item #1	Mitch Overton
Consideration of Approval of September 2022 Quarterly Meeting Minutes	
Item #2	Maria Butts
Current Budget Update	
Item #3	Maria Butts
Board Vacancies	
A. Secretary/Treasurer	
B. Tribal Representative	
C. Student Representative	
Item #4	Jamie Saitta
Membership Update	
Item #5	Danielle Beaudin
Website/Communications Update	
Item #6	Cassie Lasson
Resource Development Coordinator Update	
Item #7	Jennifer Thompson
Student Liaison Update	

Item #8
Montana Trails Coalition Update

Bob Walker

Item #9
Legislative Update

Bob Walker

Item #10
Aquatics Update

Elizabeth Hill

Item #11
Conference Update

Maria Butts

- A. Members to vote on 2023 Conference in Whitefish and 2024 in Billings**
- B. Update on Whitefish Conference Planning**

Item #12
Consideration of Renewal of Resource Development Coordinator Contract

Mitch Overton

Item #13
Swearing in of New Board Members

Mitch Overton

Items #14
Other Items from the Board

Item #15
Adjourn



September 7, 2022
3:30 PM
Quarterly Meeting Minutes
DRAFT

Zoom Meeting Recording :
<https://youtu.be/8wK6SP85uzg>

Call to Order

Item #1

Review and approval of minutes

Mitch Overton

- Maria had one question on the Student Board member on Item #5. Would “appointed” be the right wording? Mitch said change to “application accepted”. Cassie will make the change.
- Motion to approve by Maria with one correction.
- Second by Jamie Saitta.

Item #2

Board Appointments/Open Seats

Maria Butts

A. Treasurer/Secretary

- Maria passed along a letter of interest to the MTRPA Board prior to the meeting for the Treasurer/Secretary position. The letter is from City of Whitefish Parks and Recreation Community services coordinator, Carla Belski. Maria gave some background on Carla’s outstanding work with her and with Cassie and recommended her highly for the position. Voting for Carla to fill the open seat will take place at the Mid-Year Meeting. Mitch confirmed there was no competition for the position.

B. Tribal Representative

- Maria has done lots of research on what Tribes are doing around her. Browning has very recently created a Parks and Recreation department to restructure the current Black Feet division calling it “Black Feet Manpower.” Maria saw it being one of their goals to connect with other Parks and Recreation Departments throughout the state and she feels they would really want to be involved with MTRPA as they go through this transition.
- Cassie suggested an open call to the Tribal Board Member position be published on all publication channels. She drafted a call prior to the meeting and will get feedback from her connections in the Cree nation.

- Jenn Thomsen said she has Tribal connections from a conference in recreation land management and will reach out to them as well.
- Maria Butts has been working in the annual conference planning to bring inclusion, equality, and diversity in the planning conference by including a Tribal presence and has been networking to include Flathead Reservation and Black Feet connections.
- Maria asked if anyone has someone in mind, please have them send a letter of interest to her and Mitch.

Item #3

Review Mid-year meeting agenda

Mitch Overton

- Mid-year meeting will be held with MLTC. Solidifying relationship to MLTC. Members who join will have to be registered for MLCT.
- Change Jamie's name next Board Vacancies to Maria. Need to spell Danielle's name correctly.
- Cassie will make changes to the agenda. Mitch will send mid-year and directors meeting agendas to MLCT.

Item #4

Conference check-ins and update:

Mitch & Maria

A. NRPA

- NRPA is the week after next in Phoenix. Whitefish, Bozeman, Great Falls, Kalispell, Jodie Adams are going. Larry Grohondal invited anyone coming to stop by his booth for his social offerings.

B. MLCT

- First week in October in Kalispell. This will be a mid-year and business meeting and directors meeting. Whitefish, Grateful Falls, Bozeman at the least will be attending. Mitch discussed if we wanted to provide virtual access, members must register for

C. MTRPA

- Maria shared details on the conference planning. Conference dates set April 2nd - 5th.
- Grouse Mountain Lodge, 60 rooms, extended stay option, \$99/night, really good session rooms and, meal plans figured out, sponsor list figured out, have a draft outline schedule and draft tracks, all filled in with ideas of who we could have presented, broken down by division and each person has an area of specialty they are working on.
- Maria and staff are creating a conference checklist to document what we are doing to pass along to the next group.
- Shared the idea of having tracks at the conference. Goal to accomplish a track for every type of division of parks and recreation. Maria wants to hear from staff, what can she bring in to include all tracks.

- So far the tracks are Urban Forestry. Parks Facility. Recreation and Tourism Track. Active Track.
- Conservation Track. Wellness Track. Social Equity Track and Public/Private Partnerships Track.
- Maria wants to engage Cassie on the conference committee. Maria and Cassie will connect soon with the conference committee.
- Fred Bicha reached out today about combining the MUCFA tree conference with MTRPA conference. Fred expressed they usually have a yearly conference, it has collapsed in the last couple years due to covid, and it used to be joint between Wyoming and Montana, last time it was held there were nearly 200 people. Fred proposed MUCFA offer “tree school”. Mitch shared they have hosted MUCFA in the Bozeman forestry division and has been a great conference. Cassie asked how many people would attend from MUCFA if MTRPA joined and Fred said somewhere between 50 - 75 would be coming, but just to make it work could cap out at 40 if needed. Mitch remembered when MTRPA hooked into ALTA and wanted to look back to what could be learned from that. Mitch asked, could MUCFA help with the forestry track.
- Conference committee will be voted on at MLCT. As MTRPA advertises MLCT, Mitch really emphasizes the conference quality of programming and how attending MLCT builds our momentum as a membership leading to our annual conference and to communicate and emphasize the value of this conference to our Association.
- Steve Herrig will send a vendor list to Maria.
- Cassie suggested putting out a call for Exhibitors and Vendors along with announcing mid-year at MLCT.
- Mitch asked about municipal cemetery management and wanted to include those individuals.
- More about Annual Conference at the Mid-Year meeting.

Items #5

Other Items from the Board

- Pat offered to speak to Tribal issues in Parks and Recreation and a legal council for Tribal Sovereignty staff from the conference. Maria Butts and Pat plan to meet offline to get connections.
- Pat suggested a synopsis of Board duties to include in the Tribal Board member open position call. Cassie will look into bylaws and follow up.
- Ryan Applegate offered to reach out to Missoula staff about what to see at the conference regarding tracks, partnerships, labor staff, and maintenance.

Item #6

Adjourn

Budget for MTRPA

Year End Cash Balance	\$46,111.52	\$45,447.48	\$42,161.20	\$37,445.77	\$45,862.84
Expenses	Actual 2019	Actual 2020	Actual 2021	Proposed 2022	Actual 2022
Corporate Fee and By-law Changes	\$20.00	\$20.00	\$20.00	\$15.00	\$20.00
Office Supplies	\$0.00	\$0.00	\$0.00	\$20.00	\$0.00
Mid-year meeting	\$136.95	\$0.00	\$0.00	\$200.00	\$0.00
Web page hosting support	\$130.00	\$251.00	\$160.00	\$185.00	\$300.00
Website Annual contract	\$79.90	\$103.87	\$23.97	\$200.00	\$0.00
NRPA membership	\$250.00	\$250.00	\$250.00	\$250.00	\$0.00
Awards	\$0.00	\$0.00	\$0.00	\$600.00	\$0.00
Legislative Support	\$0.00	\$0.00	\$0.00	\$1,000.00	\$0.00
NRPA National Conference	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$0.00
MTRPA Conference Startup	\$3,750.00	\$0.00	\$0.00	\$3,000.00	\$3,230.35
Student Scholarships	\$0.00	\$0.00	\$0.00	\$500.00	\$2,500.00
Student expense for conference	\$2,000.00	\$0.00	\$0.00	\$2,000.00	\$1,135.50
Professional Development for members	\$150.00	\$137.50	\$0.00	\$500.00	\$0.00
Partnership Sponsor	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Staffing (Agreement with MP&R)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Resource Development Coordinator (contract)	\$5,967.79	\$7,362.50	\$7,500.00	\$15,000.00	\$11,250.00
Consultant Travel	\$0.00	\$0.00	\$0.00	\$3,500.00	\$0.00
Montana Nonprofit Association Membership	\$0.00	\$40.00	\$40.00	\$40.00	\$40.00
Montana Trails Coalition Membership	\$50.00	\$0.00	\$0.00	\$50.00	\$0.00
Liability Insurance	\$0.00	\$0.00	\$2,276.00	\$1,249.00	\$0.00
Checking Account Statement Fees	\$0.00	\$0.00	\$0.00	\$0.00	\$6.00
Website Domain Renewal and Reinstatement	\$256.88	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$12,791.52	\$8,164.87	\$12,769.97	\$30,809.00	\$18,481.85
Revenue	Actual 2019	Actual 2020	Actual 2021	Proposed 2022	Actual 2022
Memberships	\$3,542.53	\$4,615.26	\$5,634.71	\$5,500.00	\$960.00
Conference Closeout	\$23,125.00	\$2,622.20	\$1,840.00	\$4,500.00	\$21,090.00
Advertising	\$250.00	\$250.00	\$0.00	\$1,000.00	\$0.00
Interest	\$12.15	\$13.37	\$8.98	\$17.00	\$3.49
Silent Auction	\$0.00	\$0.00	\$0.00	\$500.00	\$130.00
Scholarship funding	\$0.00	\$0.00	\$2,000.00	\$0.00	\$0.00
Bank Credit	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$26,929.68	\$7,500.83	\$9,483.69	\$11,517.00	\$22,183.49
CD 1 yr Maturity	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Revenue	\$26,929.68	\$7,500.83	\$9,483.69	\$11,517.00	\$22,183.49

Budget for MTRPA						
Beginning Cash Balance	\$46,111.52	\$33,645.09	\$21,178.66	\$42,161.20	\$37,445.77	\$19,193.77
Expenses	Approved 2019	Approved 2020	Approved 2021	Approved 2022	Approved 2023	Approved 2024
Corporate Fee and By-law Changes	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00
Office Supplies	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00
Mid-year meeting	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00
Web page hosting support	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00
Website Annual contract	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00
NRPA membership	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00
Awards	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00
Legislative Support	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$500.00	\$500.00
NRPA National Conference	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00
MTRPA Conference Startup	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00
Student Scholarships	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
Student expense for conference	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00
Professional Development for members	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
Partnership Sponsor	\$1,500.00	\$1,500.00	\$0.00	\$0.00	\$0.00	\$0.00
Staffing (Agreement with MP&R)	\$7,500.00	\$7,500.00	\$0.00	\$0.00	\$0.00	\$0.00
Resource Development Coordinator (contract)	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00
Consultant Travel	\$3,500.00	\$3,500.00	\$3,500.00	\$3,500.00	\$3,000.00	\$3,000.00
Montana Nonprofit Association Membership						
Montana Trails Coalition Membership		\$50.00	\$50.00	\$50.00	\$50.00	\$50.00
Liability Insurance			\$1,249.00	\$1,249.00	\$1,249.00	\$1,249.00
Total	\$38,470.00	\$38,520.00	\$30,769.00	\$30,769.00	\$29,769.00	\$29,769.00
Revenue	Approved 2019	Approved 2020	Approved 2021	Approved 2022	Proposed 2023	Proposed 2024
Memberships	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$5,500.00	\$5,500.00
Conference Closeout	\$3,500.00	\$3,500.00	\$3,500.00	\$3,500.00	\$4,500.00	\$4,500.00
Advertising	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
Interest	\$17.00	\$17.00	\$17.00	\$17.00	\$17.00	\$17.00
Silent Auction	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
Scholarship funding	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$9,017.00	\$9,017.00	\$9,017.00	\$9,017.00	\$11,517.00	\$11,517.00
CD 1 yr Maturity	\$17,036.57	\$17,036.57	\$17,036.57	\$17,036.57	\$0.00	\$0.00
Total Revenue	\$26,053.57	\$26,053.57	\$26,053.57	\$26,053.57	\$11,517.00	\$11,517.00
Year End Cash Balance	\$33,695.09	\$21,178.66	\$16,463.23	\$37,445.77	\$19,193.77	\$941.77



Executive Board

*Each term of office shall commence following the close of the mid-year meeting at which he/she is elected.

Position	Current Member	Term Length	End Date
President	Mitch Overton	2 Years	Spring 2023
President Elect	Maria Butts	2 Years	Spring 2023
Secretary/Treasurer		2 Years	Spring 2024
Membership Coordinator	Jamie Saitta	2 Years	Spring 2024
Website/Communications	Danielle Beaudin	2 Years	Spring 2023

Advisory Team

*The Advisory Team is part of the Executive Board. Members of the Advisory Team shall be elected annually by the membership. Terms shall be 2 years and staggered. The Advisory Team consists of three active members of MTRPA, plus the Past President.

Position	Current Member	Term Length	End Date
Past President	Mike Whitaker	2 Years	Spring 2023
Advisory member	Donna Gaukler	2 years	Spring 2023
Advisory member	Steve Herrig	2 Years	Spring 2024
Advisory Member	Pat Doyle	2 Years	Spring 2024

Liaisons

*These positions are appointed by the Executive Board and do not have terms.



June 21, 2022

Dear Maria Butts and MTRPA Board Members.

I am writing to express my interest in serving on the MTRPA Board of Directors in the position of Secretary/Treasurer. I am interested in this position as it would enable me to strengthen my professional development and expose me to parks and recreation management throughout the state.

I feel that I can bring a lot to this organization. I have worked with the Whitefish Parks Department as the Community Services Coordinator for six years. In this position, I manage a popular lakeside park including an aggressive aquatic invasive species prevention program and am successful at managing staff, programs, and projects. I currently serve as Secretary on the Pedestrian and Bike Path Advisory Committee, and I am the city representative on the Whitefish Trail Operations Committee.

In my position, I work closely with numerous partner organizations including the Whitefish Lake Institute, Fish Wildlife and Parks, Dream Adaptive, and Glacier Nordic Club. I have also developed a volunteer program that partners with numerous individuals and organizations including the Whitefish Food Bank, the Whitefish Community Center, and Whitefish area schools.

Throughout my career, I have worked with numerous volunteer boards in my management positions with Bob Marshall Wilderness Foundation and Whitefish Legacy Partners. These positions also exposed me to fundraising, financial management, grant writing, and project management.

I am excited to serve as a board member and bring my experience in recreation, parks, and trails to this effort. Thank you for considering me for this position.

Sincerely,

A handwritten signature in dark ink, appearing to read "CB", is written above the printed name.

Carla Belski
Community Services Coordinator
Whitefish Parks, Recreation, and Community Services
ccbelski@cityofwhitefish.org
406-863-2473



Montana Trails, Recreation and Park Association
Physical: 700 West Custer Ave, Helena, MT 59602
Mailing: PO Box 7388, Helena, MT 59604
montanatrailsparksandrec@gmail.com
www.mtrpa.info

DRAFT

Call for Tribal Board Member:

Montana Trails, Recreation, and Park Association (MTRPA), is an affiliate of the National Recreation and Park Association (NRPA). We are on a mission to help Montana preserve and utilize our parks, trails, and recreation resources across the state while supporting the growth of our professional industry behind the scenes of these beloved areas and programs. In an effort to include, increase and prioritize the presence of indigenous organizations and agencies in our Association, we are inviting Tribes throughout Montana to join our Association.

The MTRPA Board has been asked to create a Tribal Board Member position and membership tier for Tribal Members. Further, a land acknowledgment was proposed, and is currently being crafted, to include on the MTRPA website, offices, and other visible materials. At MTRPA 2022 Annual Conference, the Board officially voted to open a Tribal Board member position. It is our hope that fulfilling this position will generate advice from Tribal members which is needed in our Association in order to support Trails, Recreation, and Parks across the traditional land of the Crow, Northern Cheyenne, Sioux, Gros Ventre, Assiniboine, Chippewa, Cree, Blackfeet, Salish, Kootenai, Pend d'Oreille, and Little Shell Chippewa, now known as the state of Montana.

We are seeking nominations for our new Tribal Board position. The nominated individuals will be asked to provide advisory support and recommendations for implementation of the Associations vision, goals, strategic work program, awards program implementation, trainings, legislative activity, by-law adherence and review, and other interests as determined by the Association and Executive Board applicable to Tribal lands, non-tribal lands, and all other general Association business.

Currently, we are seeking advice about a Tribal Membership tier that could be at a lower cost than other membership tiers. Would you or your organization/agency be interested in working with us on this endeavor? Your participation could strengthen our acknowledgments and allyship across parks and recreation departments within Montana. **To inquire, send a letter of interest to contact@mtrpa.info.**

Please let us know if you have any questions about joining us.

Cassie Lasson

Resource Development Coordinator

Montana Trails, Recreation and Park Association

contact@mtrpa.info

www.mtrpa.info

Physical: 700 West Custer Ave

Mailing: PO Box 7388

Helena, MT 59604

Montana Trails, Recreation and Parks Association
390 N 23rd St
Billings, Montana, 59101, United States
(406) 657-8308

Dear Board of the Montana Trails, Recreation and Parks Association,

My name is Brie Nickal, I am currently a Junior at the University of Montana in Missoula. I study Parks, Tourism and Recreation Management and I am excited to submit this letter of interest for becoming one of the students on the board of the MTRPA! I would first like to explain how I ended up in the position I am in, and that begins with growing up in Boulder, Colorado. My whole life has been surrounded by outdoor recreation; whether it be skiing, hiking, biking, climbing, or golfing. I was submerged early on into the world of recreation and all things outdoors. I am grateful for the place where I grew up, it gave me the chance to discover my passion early on in life. And that passion consists of two things; recreating responsibly, and helping others access equal opportunities for outdoor recreation.

While I have always loved the outdoors, my experience in recreation mostly revolves around my work for the City of Boulder from 2018-present day. I began working for the city and their EXPAND program, a program for young adults in the community with intellectual and developmental disabilities. The program provides opportunities for outdoor recreation and an overall great time for the participants. Whether it be a summer camp, a Friday night program with friends, or a kickball league, I have met my most favorite people through this program. People who see life differently, and people who inspire me to spread the importance of outdoor recreation and all it has to offer. Working for programs like EXPAND has opened my eyes to how I can advocate, support, and work closely with people with ranging abilities in the outdoor setting. Not only did I learn the importance of people, I learned the importance of staying active and living the best life you can through recreation opportunities.

Attending the MTRPA conference in Great Falls this year was a great opportunity for me to hear from and meet professionals in the recreation field and discover all they do for communities. I would be honored to join in on everything offered, plus more! I can offer different perspectives, ideas, input, and passion for inclusivity in the recreation world, as well as an understanding of different kinds of people and what they need when it comes to outdoor recreation. I want a future in outdoor recreation, and more importantly, I want to make a difference. This difference goes along with my career goals; to provide equal access to outdoor recreation for people of all abilities, to spread the word of inclusion, and to provide organized programs for communities centered around inclusivity! I look forward to learning more from your association and members. I believe you all have so much to offer students and communities in Montana!

Thank you for your consideration and time,

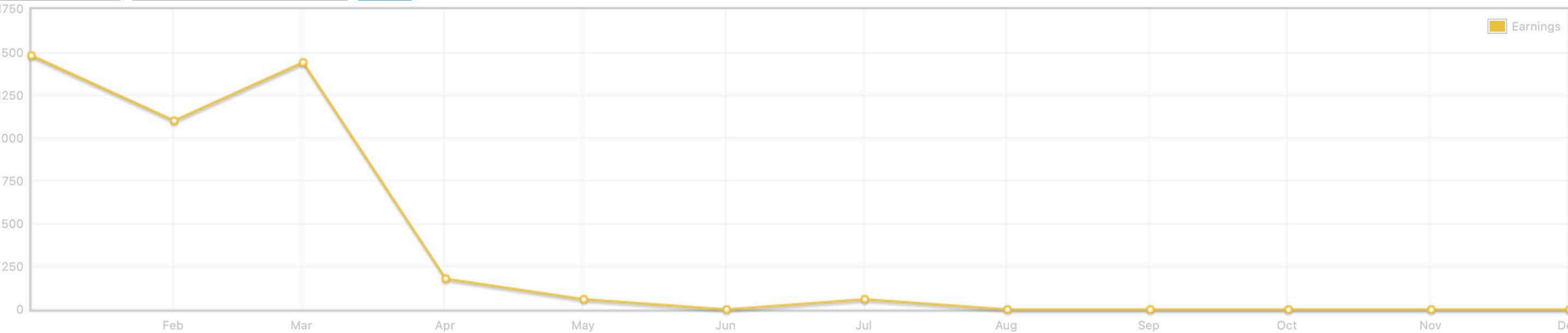
Brie Nickal

Earnings Report

This Year ▾

All Membership Levels ▾

Filter



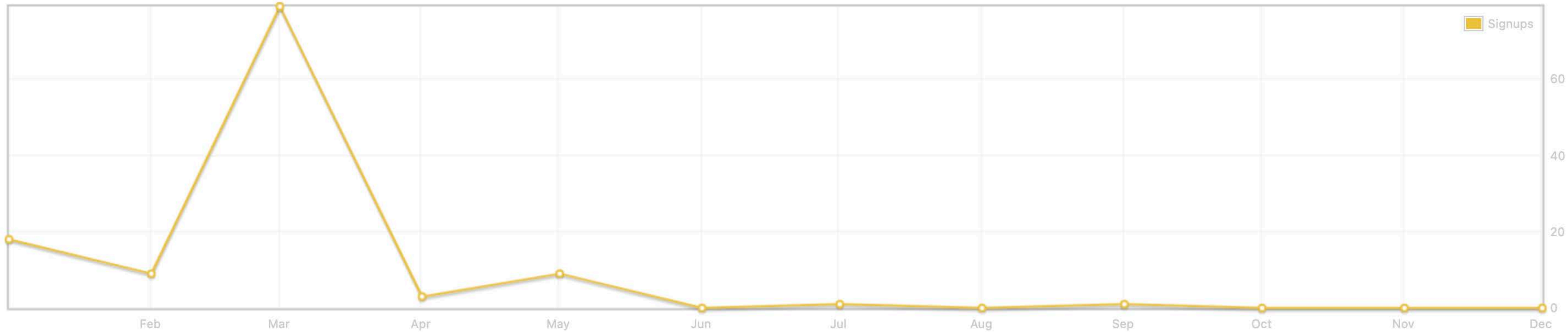
Total earnings for period shown: \$4,320.00

Signups Report

This Year



Filter



Total signups for period shown: 120

Private

mtrpa.info

HOMEABOUTMEMBERSHIPJOB BOARDNEWSCONFERENCESRESOURCESCONTACT

Organization

MTRPA

You are currently using 1 out of 1 group.

Group Members

Total (1)

Owner (1)

Apply or Renew

Member Forum

Member Coupon Codes

Quarterly Meetings

Your Membership

Edit Your Profile

Group Members Dashboard

Username or email

SEARCH MEMBERS

Name	Role	Actions
Cassie Lasson	Owner	

Add Group Members

Member First Name

First Name

Member Last Name

Last Name

Member Email

Email

Member Username (optional)

Username

If left blank, the member's email address will be used.

Member Password (optional)

Password

Import Group Members

Choose File

no file selected

Bulk import accounts from a CSV file. [Click here to see a sample CSV](#)

☐ Disable the group invite email and automatically add this user to the group. (If a new user is created, then the new user notification will be sent out.)

IMPORT CSV

Group Settings

Group Name

MTRPA

Group Description

Group description

UPDATE GROUP

Thank you Commercial Premier Members and Advertisers!!

<

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>

Want your add to be seen here? [Learn more.](#)

Sample Membership Import - Download .csv

User Email	User Login	First Name	Last Name	User Password
<u>john.doe@test.com</u>	john_doe	John	Doe	pass01
<u>jane.smith@test.com</u>	jane_smith	Jane	Smith	pass02



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montanatrailsparksandrec@gmail.com
www.mtrpa.info

From: Bob Walker, MTRPA Trails Representative
Subject: \$MILLIONS Available Soon for Trails, Recreation and Parks Projects!
Date: September 22, 2022

Annually, Fish, Wildlife & Parks provides grants for an array of trails and recreation projects. This year the total amount of grants available is nearly \$4 million! The grants, depending on the program, can fund trails and recreation in urban, city, community, county, reservation and backcountry and are available to public agencies, reservations and private associations and non-profits. Basically, depending on the program, any projects benefiting trails and recreation are eligible.

Last year the information about applications didn't get out to the public until November with deadlines in late January. Due to that time challenge, barely enough applications were received by Fish, Wildlife & Parks to commit the funds. As an example, the Trails Stewardship Program funded all but one eligible project.

So, this message from your Montana Trails Coalition and Montana Trails, Recreation and Parks Association serves to arouse your interest and as a recommendation to start thinking about your trails, recreation and/or parks project and begin or finish planning now! It takes time to plan and prepare projects for submittal for these funds.

The following amounts are approximate. 1) Trail Stewardship Program - \$ 2 million, 2) Recreational Trails Program - \$1.5 million, 3) Off-Highway Vehicle Program - \$ 200,000, 4) Summer Motorized Trail Pass Program - \$ 200,000. The snowmobile grant program typically announces application at a later date. To find more detail about each, go to <https://fwp.mt.gov/aboutfwp/grant-programs>. We expect applications for each, except snowmobile, will be available approximately November 1 or soon thereafter.

We want to see this money getting to those trail, recreation and park projects that benefit Montanans all over Montana. Please, start now and be prepared to apply for these valuable funds!

Bob Walker
Montana Trails Coalition
Montana Trails, Recreation and Parks Association
Bob_mttrails@outlook.com

MTRPA Conference Planning Task List

Maria:

Timeline	Task	Progress
Begin - August	Create Conference Agenda	Drafted and sent out to staff. Continue to manage as track revisions take place.
Begin - August	Secure Keynote	Reached out to contacts for #1 pick keynote. Waiting for a response. Collecting information of keynotes that are reaching out to me. Will tap into these if first keynote falls through.
Begin - August	Create Tracks	Drafted and sent out to staff. Waiting for comments and revisions, due August 30 th . Once received, revise tracks and agenda accordingly.
Begin - August	Create Conference Checklist	Drafted. Continue to develop throughout planning process.
Begin - August	Maintain Budget Spreadsheet	Established draft budget with sponsor chart.
Begin - September	Think of Theme	
Begin - September	Aquatics Track- work with Kalispell P&R to find presenters for each mini track session	
Begin - October	Engage Cassie and Conference Committee	
October	Have documents and an update ready for board review at the October meeting	
January	Have conference update ready for January board meeting	

Jennie:

Timeline	Task	Progress
Begin - July	Venue Management – coordinate with Grouse on venue needs before and during conference (rooms, IT, supplies, etc.)	Drafted a tentative agenda to see how many session rooms were needed. Reached out to various venues for cost estimates. Established estimated number of attendees (60) to reserve rooms block. Established and signed contract and made deposit to reserve venue. Developed a room schedule and assigned staff to oversee each room during conference. Continue to update as planning continues.
Begin - August	Plan Meals – pick meals for each day, send Carla anticipated costs for sponsors, secure with Grouse (after contract is signed), coordinate with Grouse during conference on meals	Established a general meal plan and evaluated cost in order to set up a sponsor program to cover meal costs.
Begin - September	Goodie Bags – identify and secure items	
Begin - September	Think of a Theme	
Begin - September	Vendor Coordination – solicit vendors to attend and coordinate their set-up and location during event	
Begin - January	Put together program for agenda	

Carla:

Timeline	Task	Progress
Begin - August	Review Paths and Trails tracks and email Maria with suggestions on alternative sessions by August 30 th . Sessions should be in complete draft form by end of August.	
Begin - September	Think of a Theme	
Begin - September	Sponsors – establish a sponsor program for as many conference expenses as possible, obtain sponsors, recognize sponsors	Received dollar amounts needed for funding goal. Established a sponsor level chart. Established a list of potential sponsors.
Begin - September	Paths and Trails Track – find presenters for each mini track session	
Begin - September	AIS Track- find presenters for each mini track session	

Liz:

Timeline	Task	Progress
Begin - August	Review Recreation and Tourism tracks and email Maria with suggestions on alternative sessions by August 30 th . Sessions should be in complete draft form by end of August.	
Begin - September	Think of a Theme	
Begin - September	Recreation & Tourism Track – find presenters for each mini track session	
Begin - September	Entertainment/Socials/Extra-curriculars/Fundraisers – coordinate events during the conference that help raise funds for MTRPA. Work with Maria on where they fit in the agenda.	

Jen and Philip:

Timeline	Task	Progress
Begin - August	Review Urban Forestry tracks and email Maria with suggestions on alternative sessions by August 30 th . Sessions should be in complete draft form by end of August.	
Begin - September	Urban Forestry Track – find presenters for each mini track session	

Steve, Jeff, and Murphy:

Timeline	Task	Progress
Begin - August	Review Parks and Facilities tracks and email Maria with suggestions on alternative sessions by August 30 th . Sessions should be in complete draft form by end of August.	
Begin - September	Parks and Facilities Track – find presenters for each mini track session	

Cassie:

Timeline	Task	Progress
Begin - December	Begin promoting conference	
Begin - December	Open early-bird registration	
Begin - December	Urge members to sign up for early-bird	
Begin - December	Inform members of extended stay options	
Begin - December	Promote memberships	
Begin - January	Have conference update ready for January board meeting	

Whitefish Conference Agenda

Sunday, April 2

12pm-6pm	Registration	Foyer - CD Room
2pm-5pm	Vendor Set-up	CD Room
3:30pm-5pm	MTRPA Board Meeting	Whitefish City Hall
6pm-8pm	Vendor Social	CD-Room

Monday, April 3

7am-10:30am	Registration	Foyer – CD Room
8am-9am	Welcome Breakfast	CD Room
9am-10:30am	Keynote	CD Room
10:30am-10:45am	Break	
10:45am-11:45am	Parks-Conservation Greg Gunderson – Drought Tolerant Landscaping	Nordic Room
10:45am-11:45am	Recreation – Social Equity Dream Adaptive - MOU	Wine Room
10:45am-11:45am	Urban Forestry – How to Plant a Tree	Off-site
10:45am-11:45am	Paths and Trails – Legal Angie - Recreate at Your Own Risk Statute	Alpine Room
11:45am-1:15pm	Lunch	CD Room
1:30pm-5:15pm	Weed Certification	Nordic Room
1:30pm-5:15pm	Lifeguard Certification	Alpine Room/WAVE?
1:30pm-3:30pm	Paths and Trails Active Whitefish Trail Tour	Off-Site
1:30pm-2:30pm	Recreation – Conservation Student?	Wine Room
1:30pm-2:30pm	Urban Forestry – Social Equity Browning Tree City USA – Termaine Edmo	CD Room
2:30pm-3pm	Break with Vendors	CD Room
3pm-4pm	Urban Forestry – Conservation Success in MT DNRC Jamie Kirby	CD Room
3pm-4pm	Recreation – Social Equity Sliding Fee Scale	Wine Room
5:30pm-9pm	Evening Social – Fundraiser	CD Room

Tuesday, April 4

7am-9am	Registration	Foyer – CD Room
7:30am-9am	Breakfast on Your Own	Off Site
9am-9:30am	Welcome, Announcements	CD Room
9:30am-10:30am	Parks – Public Private WAG	Nordic Room
9:30am-10:30am	Recreation – Public Private Explore Whitefish - Sustainable Tourism	Wine Room
9:30am-10:30am	Paths and Trails – Public Private WLP Whitefish Trail	Alpine Room
9:30am-12pm	Aquatics – Public Private WAVE	Off Site
9:30am-12pm	Urban Forestry Tree Species Scavenger Hunt	Off Site
10:30am-11am	Break with Vendors	CD Room
11am-12pm	Parks – Social Equity Angie – When Parks become spaces for expressive speech	Nordic Room
11am-12pm	Recreation Leaders Roundtable	Wine Room
11am-12pm	Paths and Trails – Conservation John M. Haskill Basin Conservation Easement	Alpine Room
12:15pm-1:30pm	Awards Lunch	CD Room
1:45pm-2:45pm	Urban Forestry – Adopt a Tree	Alpine Room
1:45pm-2:45pm	Recreation – First Aid/CPR	Nordic Room
1:45pm-2:45pm	Aquatics – Roundtable	Wine Room
1:45pm-2:45pm	Paths and trails – Social Equity Nia – Talk about her book	CD Room
3pm-5pm	Active Tours – Parks Scavenger Hunt Bakke Tour Bike Tour	Off Site
5pm-	Dinner on Your Own	Off Site

Wednesday, April 5

7am-9am	Registration	CD Room
8am-8:30am	Breakfast to go	CD Room
8:45am-10am	Ice Den Tour	Off Site
8:45am-10am	WAVE Tour	Off Site
8:45am-10am	Bike Path Tour	Off Site
10:30am-11:45am	Closing Keynote	CD Room
11:45am-12pm	Closing Remarks	CD Room

Track Schedules

April 3, 2022	10:45am-11:45am	Parks-Conservation Greg Gunderson – Drought Tolerant Landscaping Or Dave Laing Irrigation	Nordic Room	Murphy
	1:30pm-5:15pm	Continuing Ed Noxious Weed Management with CEUs Kima & Tonda Moon Dept of Ag in Kalispell	Nordic Room	Steve
April 4, 2022	9:30am-10:30am	Parks – Public Private WAG	Nordic Room	Steve
	11am-12pm	Parks – Social Equity Angie – When Parks become spaces for expressive speech	Nordic Room	Jeff
	3pm-5pm	Active Tours – Parks Bakke Tour	Off Site	Murphy
April 5, 2022	8:45am-10am	Ice Den Tour	Off Site	Jeff/Liz

- Add supervisor training

Recreation and Tourism

April 3, 2022	10:45am-11:45am	Recreation – Social Equity Dream Adaptive - MOU	Wine Room	Liz
	1:30pm-2:30pm	Recreation – Conservation Student?	Wine Room	Liz
April 4, 2022	9:30am-10:30am	Recreation – Public Private Explore Whitefish - Sustainable Tourism	Wine Room	Liz
	11am-12pm	Recreation Leaders Roundtable	Wine Room	Liz

	1:45pm-2:45pm	Recreation – First Aid/CPR	Nordic Room	Liz
	3pm-5pm	Active Tours – Parks Scavenger Hunt	Off Site	Liz

Urban Forestry

April 3, 2022	10:45am-11:45am	Urban Forestry – How to Plant a Tree	Off-site	Jen/Philip
	1:30pm-2:30pm	Urban Forestry – Social Equity Browning Tree City USA – Termaine Edmo	CD Room	Jen/Philip
	3pm-4pm	Urban Forestry – Conservation Success in MT DNRC Jamie Kirby	CD Room	Jen/Philip
April 4, 2022	9:30am-12pm	Urban Forestry Tree Species Scavenger Hunt	Off Site	Jen/Philip
	1:45pm-2:45pm	Urban Forestry – Tree Advisory Committee (Tree City USA)	Alpine Room	Jen/Philip

Paths and Trails

April 3, 2022	10:45am-11:45am	Paths and Trails – Legal Angie - Recreate at Your Own Risk Statute	Alpine Room	Carla
	1:30pm-3:30pm	Paths and Trails Active Whitefish Trail Tour	Off-Site	Carla
April 4, 2022	9:30am-10:30am	Paths and Trails – Public Private WLP Whitefish Trail	Alpine Room	Carla
	11am-12pm	Paths and Trails – Conservation John M. Haskill Basin Conservation Easement	Alpine Room	Carla

	1:45pm-2:45pm	Paths and trails – Social Equity Nia – Talk about her book	CD Room	Carla
April 5, 2022	8:45am-10am	Bike Path Tour	Off Site	Carla

Aquatics

April 3, 2022	1:30pm-5:15pm	Lifeguard Certification	Alpine Room/WAVE?	Kalispell?
April 4, 2022	9:30am-12pm	Aquatics – Public Private WAVE	Off Site	Kalispell?
	1:45pm-2:45pm	Aquatics – Roundtable	Wine Room	Kalispell?
April 5, 2022	8:45am-10am	WAVE Tour	Off Site	Kalispell?



Cassie Lasson | cassie@frontdesk.com
Office: 406-257-1260 | Cell: 970-402-4862
155 Jewel Basin Ct UNIT A | Bigfork, MT 59911

Service Proposal

Client: Montana Trails, Recreation and Parks Association

Position: MTRPA Resource Development Coordinator

Date: October 5, 2022

Summary

Proposed services will be assigned to and provided by Cassie Lasson, Vice President and designer of her family owned company, FrontDesk, Inc. Cassie's father, Lee Lasson, founded FrontDesk, Inc. in Estes Park, Colorado in 1998. Cassie has been working as a designer with FrontDesk since 2009.

Cassie moved from the Rocky Mountains of Colorado to the Flathead Valley, Montana, in 2014. Cassie is a graphic designer, web designer, outdoor photographer, and fine artist with a visual hunger that is always expanding her professional endeavors.

Cassie was recommended as MTRPA Resource Development Coordinator by Maria Butts, *MTRPA President Elect & Director of Whitefish Parks and Recreation Department*, after Cassie recently completed their interpretive trail sign designs, logo/brand, and tree-identification-science-illustration for the new James R. Bakke Nature Reserve in Whitefish, Montana. That fulfilling community experience with the Nature Reserve project, Cassie's strong passion for the outdoors, and her cravings for new creative outlets are catalysts that drove her to become part of the MTRPA. Cassie has been contracted for 2 years as Resource Development Coordinator for MTRPA.

Resume of Cassie Lasson

EXPERIENCE

Vice President, Designer, Photographer - *FrontDesk, Inc.*

2009 – Present | Columbia Falls, Montana & Estes Park, Colorado

Designer and project manager with family owned firm providing consulting, development, information services, web design, graphic design, social media integration, and social media customization. Duties include taking clients from beginning to end of projects including finding leads and networking, writing and

presenting proposals, creating and presenting design mock-ups, logo/brand design for web and print, illustration, photography, developing web designs with HTML/CSS, customizing CMS (Content Management Systems) such as Wordpress, eCommerce website integrations, email blast template customization, organic SEO procedures, social media customization and social media management.

Graphic Designer & Web Designer - SnapRead, LLC.

2010 – 2012 | Boulder, Colorado

Graphic design and user interface management with this start-up company produced a brand/identity to reveal to investors. Duties included revising brand design and HTML/CSS style integration with development team using Agile Management to reflect feedback from focus groups and investors for the SnapRead brand.

Technical Customer Support & Organic SEO Management - Goozmo

2010 - 2011 | Boulder, Colorado

Provided customer support for the Goozmo CMS (Content Management System) via email, phone, hosting webinars, and creating video tutorials using Camtasia. Conducted keyword analysis for websites using Google Keyword Tool, registered sites with all major URLs, XML site map submission, revised content and meta descriptions to be optimized for search engines.

Web Design Intern - Goozmo

2009 - 2011 | Boulder, Colorado

Design of brand identity, advertisements, websites, and email marketing templates as an intern for this Boulder web design firm.

Branch Assistant Manager - Vector Marketing/Cutco Cutlery

2009 | Fort Collins, Colorado

Managed a large team of sales reps, scheduled/held team meetings, held interviews, delivered speeches at conferences, and conducted personal consultations with every rep on our team. Office sales reached \$220,000 for the summer.

Cutco Sales Representative - Vector Marketing/Cutco Cutlery

2009 - 2010 | Fort Collins, Colorado

A Cutco sales representative's expectations involve finding leads, asking for referrals, time management, scheduling sales meetings, attending business seminars, and following through with customers. This summer job (while in design school) accumulated to over \$19,000 in personal career sales. Hired as assistant manager while also a Cutco sales representative simultaneously.



EDUCATION

Front Range Community College - Fort Collins & Westminster, CO

Associate of Arts 2011

Associate of Applied Science in Multimedia and Graphic Design 2011

Phi Theta Kappa Honors Society 2011

CONTINUING EDUCATION

SXSW Interactive Conference Austin, TX - 2012, 2013, 2014, 2015, 2016, 2017

AWARDS

Elaine Betts Award for Outstanding Achievement in Multimedia Graphic Design 2009 - 2010

Front Range Community College Humanities Multimedia Graphic Design Academic Achievement Award 2009 - 2010

Vector Marketing Summer Conference II Assistant Manager Award 2009

SKILLS

Proficiency with the Adobe Creative Cloud, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Capture, Adobe Dreamweaver, FinalCut Pro, iStopMotion, and more. Other skills include project management, HTML, CSS, organic search engine optimization, database/server management, Eventbrite ticketing/event management, social media customization/integration with Facebook, Instagram, Twitter, custom Snapchat filters, email marketing, Wordpress CMS (Content Management System), and photography.

Client References

- **Maria Butts** *Director of Whitefish Parks and Recreation / MTRPA Secretary & Treasurer / parksadm@cityofwhitefish.org / 406-863-2473*
- **Carla Belski** *Community Services Coordinator of Whitefish Parks and Recreation / cbelski@cityofwhitefish.org / 406-863-2473*
- **Kathy Groesbeck** *Present of the Estes Park Rotary Club / mrskathyjg@yahoo.com / 785-224-6454*
- **Dawn Wilson** *Marketing and Communications Manager of Estes Valley Recreation and Park District / dawn@evrpd.com / 970-586-8191 x120*



Examples of Recent Client Projects

Project: James R. Bakke Nature Reserve Interpretive Trail Signs & Tree-Identification-Science-Illustration

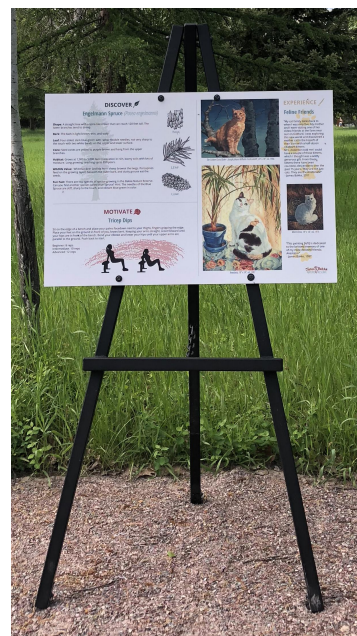
The Client: *City of Whitefish, Parks and Recreation Department*

James Bakke, local Whitefish artist and beloved community member, deeded his land to the City of Whitefish with his passing in 2013. It was his wish to preserve the property as open space for the community to enjoy. In 2017, Cassie started working with Maria Butts, *Director of Whitefish Parks and Recreation*, and Carla Belski, *Community Services Coordinator of Whitefish Parks and Recreation*, to design their quirky vision of the interpretive trail signs. They wanted the signs to be different from anything else in the surrounding areas. With the goal being to have three different interactive sections of the trail signs including tree identification, exercise, and Bakke's history/art, Maria and Carla needed a way to bring the ideas together in a cohesive experience.

The Work: Mood Board Options, Sign Layout Options, Tree-Identification-Science-Illustration, Legwork with Printer

Cassie conducted a comprehensive creative brief to start the project by identifying goals, details, and questions for the project. The whole team decided the signs would appear to look like canvas sitting on easels throughout the trail. They snowshoed the property together in the middle of winter to plan out placement. While Maria and Carla worked on creating/collecting the actual content for the signage, Cassie started designing right away. She presented multiple "mood board" options giving ideas for colors, textures, logos, fonts, and general moods to choose from. As a group, tweaks were made to the mood boards, and a final brand was born from the process. The custom Nature Reserve logo was created by hand tracing James's artist signature. The iconography, interpretive trail map, tree I.D. illustrations and hand lettered labels were drawn by Cassie and vectorized. Background textures represented stretched canvas with overlaying paint blobs and crayon swatches. That "mood" was brought over to sign design layouts with options to choose from. The signs were revised in multiple rounds until complete. Cassie worked with Carla and Maria closely to make sure signs were perfect by adjusting anything necessary as more feedback from the board and contributors came through. Upon design completion, Cassie worked closely with the sign printer by conducting print checks to ensure signage came out perfect and timely. At the opening of the first ever Nature Reserve in Whitefish, Cassie spoke to around 50 people about the design process and how truly fulfilling this community project was. Community contributors, friends, and family of James Bakke were very pleased with the outcome of the designs and felt James would be too. (Visuals on next page.)





Project: Estes Park Rotary Duck Race Festival Website Redesign & Social Media Management

The Client: *Estes Park Rotary Club*

The Estes Park Duck Race is an event held annually in May where the community comes together in all aspects and rubber duckies race down the river. Adopting a duck costs \$20 and \$19 goes to the participating charity of your choice while giving the opportunity to win big prizes! This race has raised over 2 million dollars for local charities in 30+ years. Every year the Duck Race committee tries new ways to get more duck adoptions. The Estes Park Rotary Duck Race website www.epduckrace.org first went on-line in 2011 allowing duck adoptions electronically, originally designed by FrontDesk, Inc. Then, in 2017 it was decided that the duck race site needed to be responsive to all devices with an updated look and new eCommerce integration using Eventbrite event ticketing system.

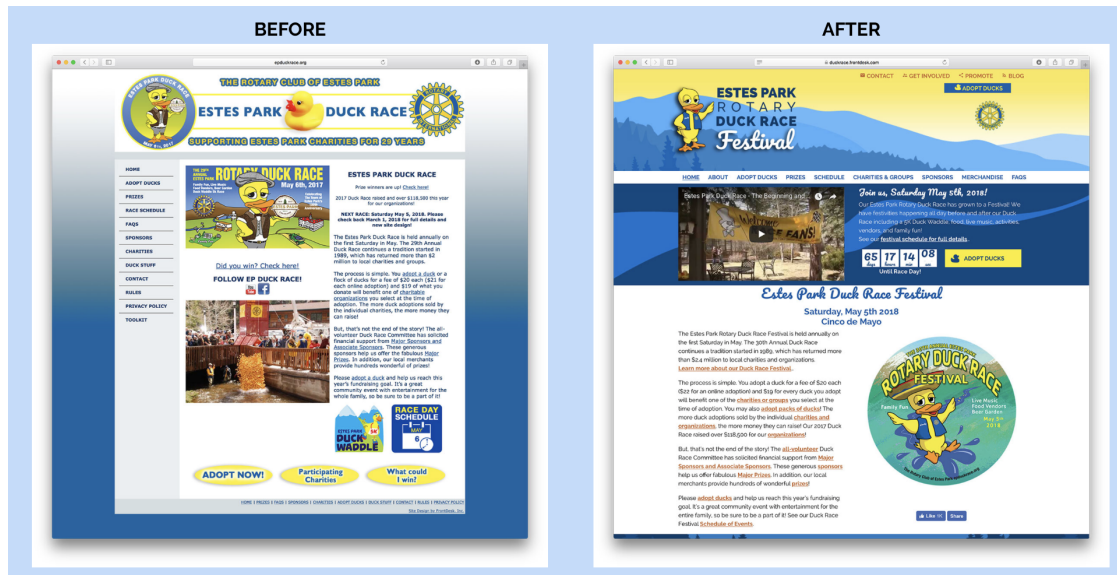
The Work: Web Design, Branding, Content Creation

Cassie presented re-design options to key Rotarian Duck Race leaders, such as club President Kathy Groesbeck, to collaborate on the look and functionality you see today.

Although there was a duck logo, the Festival needed an overall look that tied everything together. Special text treatment to “Estes Park Rotary Duck Race Festival” was given along with rich graphic elements like a colorful mountainous background to set the brand and tone of the newly dubbed “festival” addition to the 30 year traditional duck race.

The new **www.epduckrace.org** site is developed using WordPress.org with Amazon Linux AMI configured LAMP stack (Linux, Apache, MySQL, and PHP) on a Amazon Lightsail instance. WordPress.org’s dominant Content Management System (CMS) powers nearly 30% of the world wide web. This CMS allows for the Duck Race Rotarians to post blog updates, change/create pages like how to get involved, promote, learn about the charitable Organizations, Sponsor recognition, of course Duck Adoptions, and prizes/winners lists. FrontDesk, Inc. provides their “FrontDesk WordPress Care Package” keeping the server and WordPress up-to-date and secure. The integrated Eventbrite event ticketing eCommerce application routes on-line traffic to on-line adoptions sales that create about one third of all adoptions sold! (Visuals on next page.)





FrontDesk, Inc. has worked with the Estes Park Duck Race for years providing web design and other services. During social media production Cassie worked with a copywriter using custom graphics, stock imagery, and typography. She also created training documentation of how to use these items for the charities, sponsors, and the community to share on their own platforms. These images were created and tested for all social media platforms needed for the charities including Facebook and Twitter. Cassie also conducted a training seminar with the local charities to expand the knowledge of the charities to raise more funds for their cause. As a leading example to the charities, we created a social media calendar and scheduled posts until the race that ultimately raised engagement.





Project: Estes Valley Community Center Brochure

Client: Estes Valley Recreation and Park District

Cassie has worked with the EVRPD for a number of years on multiple items including web consulting, web hosting, web updates, design, and responding to RFPs. Recently in the spring of 2018, *the Marketing and Communications Manager of Estes Valley Recreation and Park District*, Dawn Wilson, contacted Cassie to expedite design layout needed for a three-panel brochure to replace the existing rack cards.

The Work: Layout/Design Brochure

Dawn provided Cassie with the wording for the brochure, some stock photos, and example brochures from other EVRPD departments like the golf course and the marina to be modeled off of. Cassie understood and followed style guidelines provided by the EVRPD to be consistent with the brand. After the first design round, Cassie recognized that some stock photos provided did not work with the flow. She identified and advocated for other images to be used that ultimately helped support the content visually. Cassie expedited the work for Dawn to get the brochure done as quickly as possible while still paying attention to detail to produce high quality print materials.

(Visuals on next page.)

Live • Learn • Play

Rates	Resident	Non-resident
Daily Admission		
Youth (3-18)	\$5	\$9
Adult (19-54)	\$7	\$13
Senior (55+)	\$5	\$9
20-punch Pass		
Youth	\$75	\$160
Adult	\$105	\$160
Senior	\$75	\$160
Annual Pass		
Youth	\$240	\$324
Adult	\$390	\$525
Senior	\$300	\$405
Couple	\$585	\$787
Family	\$690	\$930

Hours of Operation

Monday - Friday	6 a.m. - 9 p.m.
Saturday*	8 a.m. - 6 p.m.
Sunday**	9 a.m. - 6 p.m.

*Memorial Day - Labor Day Extended Hours
8 a.m. - 9 p.m.

**Memorial Day - Labor Day Extended Hours
9 a.m. - 8 p.m.

JOIN TODAY! evrpd.com



Estes Valley Community Center Join Today!

660 Community Drive • 970-586-8191
evrpd.com
Scan code for map information.



Senior Services at the Community Center

Senior services are available at the Estes Valley Community Center where the helpful staff carries on the tradition of helping individuals maintain their independence while promoting healthy, safe and enjoyable lifestyles in Estes Valley. Services available include lifelong learning classes, social opportunities, fitness programs, day trips, weekly lunches and much more.

Senior Services Hours: Monday to Friday, 9 a.m. to 4 p.m.



Absolutely Recreation

Golfing • Fishing • Swimming
Camping • Boating • Biking
evrpd.com

Picture Yourself PLAYING



Estes Valley Community Center

The Estes Valley Community Center is a new, 70,000-square-foot, state-of-the-art facility envisioned as a comprehensive, multigenerational destination. The facility offers high-quality, diversified fitness, recreation, social and educational opportunities in a welcoming environment.



Features:

- Natatorium with a lazy river, water play features, zero-depth pool, hot tub and slide
- Game room with puzzles, games, fireplace and relaxing space to sit and read
- Fitness and exercise equipment for the casual to intense workout
- Indoor gymnasium ideal for pickleball, basketball, volleyball and more
- Golf simulator for practicing your game on 15 international golf courses
- Indoor walking and running track for escaping the wind, rain or snow
- Remodeled lap pool with diving board, diving well and Aqua Climb
- Library station for reserving and picking up books from Estes Valley Library
- And much more



Fitness Programs

Get fit and stay fit! The Estes Valley Community Center offers more than 50 group and water fitness classes each week, as well as many specialty fitness classes.

Variety is key when it comes to your fitness routine, not only to keep you motivated but also to keep your body guessing.

Admission or membership fees include use of the weight room, cardio equipment, multi-court gymnasium and a variety of fitness classes.

Examples of fitness classes include tai chi, a variety of yoga classes, water aerobics, spin classes, and much more. For a complete list of classes and times, visit evrpd.com/EVRPfitness.



Personal Trainers

Need a little more motivation or some guidance on starting a fitness program? Then consider working with one of our certified personal trainers. One-hour sessions are available in private, semi-private or small groups, and can be broken into lengths of 30 or 60 minutes.

For more info, visit evrpd.com/personal-training.



Cubz Den

Want to work out but don't have a babysitter? Consider using our child-watch service in the Cubz Den. Our trained staff will watch your child for up to two hours while you enjoy your workout or class.

Fee: \$4 for first child; \$2 each additional child

Ages: 1 to 8



Showers

Showers are available at the Estes Valley Community Center during open hours. Fee is included in the daily admission. Please bring your own towel.



Scope of Services

FrontDesk, Inc.'s employee, Cassie Lasson, will provide strategic resource development and operations for the MTRPA. Major responsibilities and examples of those responsibilities include:

- **Attend and help coordinate meetings with President.**
EXAMPLE: Meet with Mike in person or via remote software (such as GoToMeeting or Skype) to plan meetings, strategize promotions/support for MTRPA memberships, partnerships, and revenue opportunities. Cassie has a valid driver's license and a reliable vehicle to travel across the state of Montana.
- **Produce publications, including editing, design, distribution and advertising, with MTRPA's website/communications board member.**
EXAMPLE: Use publication software like Adobe InDesign to design and edit publications. Work with online software for email blasts and printer and MTRPA for distribution vendors as needed. Strategize and apply marketing efforts with MTRPA's board members for publication outputs.
- **Update promotional materials such as website and social media and professional directory with MTRPA's website/communications board member.**
EXAMPLE: Work with the MTRPA's board to evaluate and update the <http://www.mtrpa.info> website including update/promote professional directory, and brainstorm/create/schedule social media graphics/posts.
- **Assist in maintaining MTRPA's membership database membership renewals; assist MTRPA's Membership coordinator in recruitment.**
EXAMPLE: Work with MTRPA's Membership coordinator to maintain membership database, promote recruitment, and support recurring memberships. Evaluate usability/experience for members such as renewal reminders, reinforce member benefits, and plan email marketing efforts including member "thank yous" that share efforts made possible by membership dues to strengthen member relations and renewals.
- **Coordinate training opportunities, such as Certified Playground Safety Inspector Course and member meeting training, with MTRPA's board.**
EXAMPLE: Be involved in planning training opportunities with MTRPA's board to identify materials needed for training and to strategize promotional outreach of said training opportunities to grow awareness.
- **Work with the host agency on annual state conference as requested, including marketing, registration and on-site support.**
EXAMPLE: Design marketing materials for state conference, setup and/or promote on-line registration, and attend conference for on-site support.
- **Manage and strategize with MTRPA's board, including strategic**

planning facilitation.

EXAMPLE: Brainstorm, plan, schedule, and execute efforts such as marketing to support MTRPA's goals.

- **Assist MTRPA's board in development of strategic partnerships.**

EXAMPLE: Explore how existing and future partnerships can be strengthened and utilized with MTRPA.

- **Provide staff support to MTRPA's board.**

EXAMPLE: Facilitate needs for board resources and development.

- **Attend regional and national meetings as time and funding permit.**

EXAMPLE: Travel across region and nation to meetings to better understand the current climates and tactics for MTRPA ongoing goals.

- **Provide legislative support services, including monitoring legislation (bill tracking), publishing electronic legislative updates for members, drafting and coordinating testimony and testifying as needed, participating in the interim legislative process and other policy issues, and providing a presence for MTRPA at the State Capitol.**

EXAMPLE: Create and publish materials relating to legislative updates. Although Cassie has not worked at the legislative level before, she is willing to learn and travel to the State Capitol to be a presence for MTRPA.

- **Work with the President and board to develop a sustainable revenue source to help support this position and MTRPA.**

EXAMPLE: Create marketing strategies for MTRPA to grow their audience and revenue. Review stats on strategies for insight on efforts to direct next steps to continue sustainability for MTRPA Resource Development Coordinator.

Items provided by Client (if applicable)

- Previous design work & logos
 - Existing ideas & images to work off of
 - Usernames/Passwords
 - Other applicable background information
-

FrontDesk, Inc. Service Estimate

(Services Estimated at \$75/hour)

Proposed fees include meetings, project management, phone calls, emails, research, design production, testing, writing and editing time to complete tasks.

Details of such tasks will be determined in initial and ongoing meetings.

First Quarter Phase - January 1, 2023 - March 31, 2023	
(50 hours @ \$75/hour)	\$3750
Second Quarter Phase - April 1, 2023 - June 30, 2023	
(50 hours @ \$75/hour)	\$3750
Third Quarter Phase - July 1, 2023 - September 30, 2023	
(50 hours @ \$75/hour)	\$3750
Fourth Quarter Phase - October 1, 2023 - December 31, 2023	
(50 hours @ \$75/hour)	\$3750
Total Estimate (200 Hours Total):	\$15000

Travel/Contingency Plan - Funds to be used for traveling expenses as needed and/or in the event work is needed outside of the above estimated total to facilitate completion of projects.	\$2500
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Terms: This figure is an estimate. It is based on the information provided and may be inappropriate if additional information is forthcoming, or specifications change. It does not include printing, paper, third-party artwork, licensing, or vendor charges. This estimate is valid for 30 days. 25% of total estimate invoiced immediately after proposal is accepted; remainder of work invoiced at quarterly phases.

Accepted By:_____ Signature:_____ Date:_____

