



June 18, 2026  
Quarterly Meeting Agenda  
Location: Virtual  
Time: 3:00 p.m. MST

Weblink: <https://us02web.zoom.us/j/81691108738?pwd=DMZQuErVifgL9EIj75haF1dkpKLYB.1>

Meeting ID: 816 9110 8738  
Passcode: 490339

- 1) **Call to Order** **Maria Butts**
- 2) **Swearing in of Officers** **Maria Butts**
  - a) Advisory Member 1 – Kory Thompson
  - b) Student Liaison – Sadie Arnold
- 3) **Consideration of Approval of Annual Meeting Minutes** **Maria Butts**
- 4) **Budget Update** **Carla Belski**
  - a) Budget vs. Actual
  - b) Check Register
  - c) MTRPA Credit Card
  - d) Consideration to approve revisions to the Budget Procedure
- 5) **Membership Update** **Katie Canter**
- 6) **Resource Development Coordinator Update** **Cassie Lasson**
  - a) Consideration to approve the contract amendment for Resource Development Coordinator
- 7) **Trails Update** **Bob Walker**
- 8) **University Liaison Update** **Elena Bigard**
- 9) **Urban Forestry Liaison Update** **Patrick Plantenberg**
- 10) **Parks Liaison Update** **Lincoln Lake**
- 11) **Recreation Liaison Update** **Kerry Kluck**
- 12) **Aquatics Liaison Update** **Hannah Shepard**
- 13) **Indigenous Lands Liaison** **Alisa Reed**
- 14) **Legislative Update** **Bob Walker**
- 15) **Conference Update** **Lincoln Lake**
- 16) **Identify Upcoming Meetings** **Maria Butts**
  - a) Mid-Year Meeting Date is Oct 7, 2026 @ MLCT

b) Next Quarterly Meeting Date

#) **fi**Other Items from the Board

**Sfi** Strategic Planning process update – MentiMeter

**Ryan Applegate**

**Maria Butts**

#\* **fi**Adjournment



April 1, 2026

**DRAFT** Annual Meeting Minutes

Location: Holiday Inn Downtown Missoula

Room: Garden City Ballroom

Time: 12:15 p.m. – 1:30 p.m. MST

Zoom Meeting: <https://us02web.zoom.us/j/83630153534>

Meeting ID: 836 3015 3534

- 1) **Call to Order at 1:02 p.m.** **Maria Butts**
  
- 2) **Consideration of Approval of January Meeting Minutes** **Maria Butts**  
Approved by Patrick and seconded by Lincoln. All ayes.
  
- 3) **Board Vacancies and Annual Election** **Maria Butts**
  - a) **Vacancies**
    - Secretary – Jennie Bradford was nominated.
    - Treasurer – Carla Belski was nominated.
    - Membership Coordinator - Katie Canter was nominated.
    - Advisory Member 1 – Kory Thompson was nominated.
    - Advisory Member 2 – Beth Shumate was nominated.
    - Student Liaison – Sadie Arnold was nominated.
    - Urban Forestry Liaison – Patrick Plantenberg was nominated.
    - Parks Liaison – Lincoln Lake was nominated.
    - Recreation Liaison – Kerry Kluck was nominated.
  
  - b) **Swearing in of Officers** **Maria Butts**
    - Secretary – Jennie Bradford
    - Treasurer – Carla Belski
    - Membership Coordinator – Katie Canter
    - Advisory Member 2 – Beth Shumate
    - Urban Forestry Liaison – Patrick Plantenberg
    - Parks Liaison – Lincoln Lake
    - Recreation Liaison – Kerry Kluck
    - Indigenous Lands Liaison – Alisa Reed
  
- 4) **Budget Update** **Carla Belski**
  - a) Consideration to change the fiscal year from January-December to July-June. Approved. All ayes.
  - b) Review and approve transitional budget. Approved. All ayes.

- c) Review and approve FY27 and FY28 budget. Approved. All ayes.
- d) Review and approve 2025 990 EZ. Approved. All ayes.

**5) Membership Update**

**Katie Canter**

- a) Consideration of new “Retiree Fee” under Individual/Affiliate Membership Fee. Approved. All ayes.

**6) Resource Development Coordinator Update**

**Cassie Lasson**

- a) Consideration of extending Resource Development Coordinator contract to June 30, 2027, upon approval of fiscal year change. Approval to extend Cassie’s contract to align with the new fiscal. All ayes. The contract addendum will be presented at the June meeting.

Cassie added our MTRPA website is now on new server. We are looking at a new ticket platform. We do have a new payment platform that does not have processing fees.

**7) Trails Update**

**Bob Walker**

A few weeks ago, they reviewed many TSP and RTP grant applications. For both, the amount requested was more than double the funds available. Bob introduced Hunter Harridge, Trail Stewardship Program Manager for FWP. 2026 grants will be awarded in June of this year. 2027 information will be posted on the FWP website in September and applications will be open around late November to early December. If you have a trail project, reach out to Hunter to find out what grant program is the best fit for it. Bob added the next National Trails Summits will be in Durham, NC, April 13-15, 2027.

**8) University Liaison Update**

**Elena Bigart**

- a) Update on student-led strategic planning process.

The board has been thinking of how to include students in this process. We will be meeting in May to discuss this further.

**9) Urban Forestry Liaison Update**

**Patrick Plantenberg**

Encourage your maintenance and urban forestry staff to get the training they need. Reach out if you need help identifying training opportunities, and please provide an increase in compensation for training that is attained.

**10) Parks Liaison Update**

**Lincoln Lake**

Fire danger warnings are coming up in certain areas of the state. Sweep your shared use paths and inspect hardscapes following winter. Your turf is coming out of dormancy, but don’t aerate too early as to shock the root system. It is time for spring maintenance on equipment if you didn’t do it in the fall/winter. Review opening criteria for sports turf and do seasonal adjustments on timers. Check out NRPA for training opportunities, news and events.

**11) Aquatics Liaison Update**

**Hannah Shepard**

Coming into hiring season. Reminders if you don't have an LGI or WSI onsite and you need those classes, reach out to Hannah. With the lifeguard shortage, make sure to think outside the box and do things like offer free classes. Right now, rivers are high and lakes are cold. It's a good idea to do community education outreach on this in whatever way you can. If you don't have a loaner life jacket program, reach out to FWP to see if you can get free life jackets as loaners for people. Make sure you are getting your people trained. You should have a CPO or AFO. You should have 2 per facility. You can do this training fully online.

**12) Legislative Update**

**Bob Walker**

The recreation marijuana tax is in high demand. We have been getting \$1 million but should get 4%, which is \$2.2 million. Next session we are seeking full funding (\$3.3 million for the next biennium). We need your help. Show up in Helena, contact your local representative, or write a letter. There are weekly reports from MT Trails Coalition sent out. If you want to receive them, speak to Bob.

**13) Upcoming Conferences**

**Maria Butts**

- a) 2027 – Kalispell
- b) 2028 - Butte

**14) Identify Upcoming Meetings**

**Maria Butts**

- a) Next Quarterly Meeting Date – June 18, 2026 @ 3pm
- b) Mid-Year Meeting Date – October 7, 2026 @ MLCT

**15) Other Items from the Board**

**Maria Butts**

Recognition of Donna Gaulkner as 1 of 250 public service champions by the National Academy of Public Administration. She is the only representative from Montana, and 1 of 3 Parks and Recreation representatives.

**16) Adjournment at 1:53 p.m.**

## MTRPA Strategic Planning Meeting 5.5.26

Attending: Jen Thompson (UM), Elene Bigart (UM), Liam Harry (FWP), Amber Lopatine (FWP), Ryan Applegate (Missoula), Maria Butts (Whitefish), Carla Belski (Whitefish)

### 1. Why are we strategic planning?

- Historical knowledge
- Mission and vision
- Long- and short-term goals
- Role in lobbying
- Facilitating website for communication
- Roles of board members and liaisons
- Where we came from, who we are now, and who we want to be in the future
- Succession planning

### 2. Process of Strategic Planning

- Higher level detail
- Input from members
- Complete in stages
- Students Participation – survey design, survey members, interviews, synthesize results, reflections and summary

### 3. Timeline:

- Identify key players and gather historical information
- June Meeting planning
  - Review of mission, goals, and potential opportunities
  - Topic areas identified
  - Identify key informants (not necessarily historical folks)
  - What direction is the interest? Board development? Membership opportunities? Combination of both? SWOT analysis process potentially? Use whiteboard on TEAMS...digital post its.
  - What services or opportunities do we provide? What has historically been provided? What additional services do we want to provide? Have people rate opportunities they would be interested in.
- Multi-prong approach:
  - Engage with students in September
  - Launch survey in October
  - Direct interviews with selected people (identify people at June meeting)
  - Analyze results
  - Report by 2<sup>nd</sup> week in December
- Results shared in Kalispell and identification of next steps. Have capstone students present the results at the conference.

- Gather history of organization to share with membership prior to starting survey. Engage those earlier stakeholders now (data gap analysis). Who do we need information from?

<b>MTRPA Budget vs. Actual January to June 2026</b>				
<b>Beginning Cash Balance</b>	<b>\$20,860.27</b>	<b>\$18,765.25</b>	<b>\$26,506.14</b>	<b>\$26,506.14</b>
<b>Expenses</b>	<b>Actual 2024</b>	<b>Actual 2025</b>	<b>Approved Jan-June 2026</b>	<b>Actual Jan-June 2026</b>
<b>Fees and Memberships</b>				
Corporate Fee and By-law Changes			\$20.00	
Montana Nonprofit Association Membership	\$85.00	\$85.00	\$85.00	
Montana Trails Coalition Membership	\$100.00	\$50.00		
NRPA Membership	\$250.00	\$250.00	\$250.00	
<b>Website and E-Newsletter Fees</b>				
E-Newsletter Fees	\$156.00	\$156.00	\$156.00	\$39.00
Web page hosting support	\$285.97	\$389.72	\$229.99	\$229.99
Website Annual contract	\$299.00	\$299.00	\$299.00	\$299.00
<b>Liability Insurance</b>				
Annual Premium	\$1,165.00	\$1,165.00	\$1,165.00	
<b>Student Expenses</b>				
Student Scholarships	\$2,000.00	\$2,000.00	\$4,000.00	\$4,250.00
Student expense for conference		\$1,500.00	\$1,500.00	
<b>MTRPA Conference Expenses</b>				
Convention Center Fees, Food, and Beverages	\$28,075.59	\$32,626.08	\$30,000.00	\$42,526.72
Program Guide and Supplies	\$2,064.61	\$6,274.78	\$2,500.00	\$4,132.43
Other (Speaker fees & travel, entertainment, etc.)	\$6,094.31	\$9,165.18	\$4,000.00	\$5,131.00
Awards	\$271.50	\$303.00	\$300.00	\$409.00
<b>Office Supplies and Bank Fees</b>				
Office Supplies		\$29.00		\$41.02
<b>Professional Development</b>				
Membership Development				
<b>Resource Development Coordinator</b>				
Contract	\$15,000.00	\$14,843.75	\$7,500.00	\$7,861.25
Consultant Travel (\$1,000 mileage, \$300 food, \$700 hotel)		\$1,097.71	\$2,000.00	\$838.00
<b>Total</b>	<b>\$55,846.98</b>	<b>\$70,234.22</b>	<b>\$54,024.99</b>	<b>\$65,757.41</b>
<b>Revenue</b>	<b>Actual 2024</b>	<b>Actual 2025</b>	<b>Jan-Jun 26</b>	<b>Actual 2026</b>
<b>Conference Revenue</b>				
Registration	\$21,050.00	\$29,036.40	\$25,000.00	\$37,167.04
Conference Sponsorships	\$21,144.08	\$20,770.78	\$15,250.00	\$12,200.00
Exhibitor Booths	\$7,237.25	\$12,890.41	\$9,530.00	\$21,616.57
Silent Auction/Fundraisers	\$442.75	\$1,446.31	\$1,500.00	\$3,539.38
<b>Memberships</b>	<b>\$3,829.87</b>	<b>\$9,783.20</b>	<b>\$1,261.94</b>	<b>\$5,381.47</b>
<b>Website Revenue (job board and web ads)</b>	<b>\$48.01</b>	<b>\$48.01</b>	<b>\$250.00</b>	<b>\$144.03</b>
<b>Scholarship funding</b>		<b>\$4,000.00</b>	<b>\$2,000.00</b>	<b>\$2,000.00</b>
<b>Total</b>	<b>\$53,751.96</b>	<b>\$77,975.11</b>	<b>\$54,791.94</b>	<b>\$82,048.49</b>
<b>Year End Cash Balance</b>	<b>\$18,765.25</b>	<b>\$26,506.14</b>	<b>\$27,273.09</b>	<b>\$42,797.22</b>

**Montana Trails Recreation Park Association - Checking 2026**

Date	Payee / Recpt Source	Description	Ck No.	Cleared	Disbursmt	Recpt	Balance
	<b>Balance Forward</b>			x			<b>\$26,506.14</b>
1/2/26	Front Desk, Inc.	Web Page Hosting - \$229.99; Website Annual Contract - \$299.00	1414	x	\$528.99		\$25,977.15
1/2/26	Play Space Designs	Exhibitor Fee		x		\$470.00	\$26,447.15
1/2/26	Steiner Thuesen, PLLC	Exhibitor Fee - \$470; Sponsorship \$150		x		\$620.00	\$27,067.15
1/5/26	Grondahl Recreation	Sponsorship		x		\$5,000.00	\$32,067.15
1/5/26	Zeffy	Brook Hermsen Musco Sponsorship		x		\$500.00	\$32,567.15
1/9/26	Grondahl Recreation	Membership		x		\$450.00	\$33,017.15
1/9/26	City of Whitefish	Conference Registration		x		\$1,320.00	\$34,337.15
1/9/26	City of Whitefish	Membership		x		\$300.00	\$34,637.15
1/15/26	Dakota Fence	Exhibitor Fee		x		\$470.00	\$35,107.15
1/23/26	Mailchimp	Monthly Fee		x	\$13.00		\$35,094.15
1/23/26	Patricia Meier	Scholarship Fund Donation		x		\$2,000.00	\$37,094.15
1/26/26	Jodie Adams	Membership		x		\$75.00	\$37,169.15
1/26/26	Front Desk, Inc.	Invoices 5867699, 5867700	1415	x	\$2,897.50		\$34,271.65
1/26/26	Front Desk, Inc.	Invoices 5867701, Travel	1416	x	\$23.80		\$34,247.85
2/3/26	Zeffy	GW Park, Hydropoint, and Spectrum Products Sponsors		x		\$3,300.00	\$37,547.85
2/6/26	City of Missoula	Conference Registration		x		\$6,180.00	\$43,727.85
2/20/26	Headwaters Company LLC	Exhibitor- \$545; Sponsor \$1,500; Attendee Registration \$1,350		x		\$3,395.00	\$47,122.85
2/20/26	Musco Sports Lighting LLC	Membership		x		\$75.00	\$47,197.85
2/23/26	Mailchimp	Monthly Fee		x	\$13.00		\$47,184.85
2/24/26	Patrick Plantenberg	Membership		x		\$75.00	\$47,259.85
2/24/26	Alphagraphics	Swag Bags Conference Expense	1417	x	\$1,321.96		\$45,937.89
3/2/26	Fitlogistix	Exhibitor Fee		x		\$470.00	\$46,407.89
3/3/26	Zeffy	Garret Play Sponsorship		x		\$1,500.00	\$47,907.89
3/5/26	Amazon	Confernce Expense - Raffle Tickets		x	\$23.99		\$47,883.90
3/5/26	Amazon	Confernce Expense - Cardstock		x	\$26.98		\$47,856.92
3/9/26	Front Desk, Inc.	Contract - \$2,850, Travel - \$23.80	1418	x	\$2,873.80		\$44,983.12

3/16/26	Cassidy Randall	First payment - keynote	1419	x	\$500.00		\$44,483.12
3/16/26	Amazon	Confernce Expense - Name Tags		x	\$103.80		\$44,379.32
3/17/26	Maddy Malm	Scholarship Award	1420	x	\$1,000.00		\$43,379.32
3/17/26	Savannah Deuter	Scholarship Award	1421	x	\$1,000.00		\$42,379.32
3/17/26	Kirsten Miller	Scholarship Award	1422	x	\$1,000.00		\$41,379.32
3/17/26	Charlie D'Anne	Scholarship Award	1423	x	\$1,000.00		\$40,379.32
3/17/26	TrailWest Bank	Sponsorship		x		\$250.00	\$40,629.32
3/17/26	Harland Clark	check order		x	\$41.02		\$40,588.30
3/20/26	City of Missoula	Registration		x		\$1,320.00	\$41,908.30
3/20/26	PayPal Transfer	\$144.03 website revenue; \$4,406.47 memberships		x		\$4,550.50	\$46,458.80
3/23/26	Mailchimp	Monthly Fee		x	\$13.00		\$46,445.80
3/30/26	Amazon	Confernce Expense - Name Tags		x	\$95.84		\$46,349.96
4/2/26	Holiday Inn	Resource Coordinator Lodging		x	\$433.20		\$45,916.76
4/7/26	Holiday Inn	Resource Coordinator Lodging		x	\$144.40		\$45,772.36
4/7/26	Holiday Inn	Conference Expense - Convention Center	1424	x	\$40,000.40		\$5,771.96
4/7/26	Beach Transportation Co.	Conference Expense - bussing	1425	x	\$2,012.50		\$3,759.46
		VOID	1426				\$3,759.46
4/7/26	Missoula Fairgrounds	Conference Expense - venue	1427	x	\$155.00		\$3,604.46
4/7/26	Montana Skatepark Assn	Conference Expense - speaker fee	1428	x	\$1,000.00		\$2,604.46
4/7/26	Alphagraphics	Conferences Expense - printing schedule	1429	x	\$1,122.62		\$1,481.84
		VOID	1430				\$1,481.84
4/8/26	Personalize It	Awards Expense	1431	x	\$409.00		\$1,072.84
4/8/26	Cassidy Randall	2nd Payment - keynote	1432	x	\$500.00		\$572.84
4/8/26	PayPal Transfer	Conference Fundraising		x		\$2,833.58	\$3,406.42
4/8/26	TicketLeap	Registration - \$28,347.04; Exhibitors \$17,841.57		x		\$46,188.61	\$49,595.03
4/9/26	Shriner's Childrens Hospital	VOID - 50/50 fundraising expense \$469.24	1433				\$49,595.03
4/9/26	University of Montana	Conference Expense - venue	1434	x	\$963.50		\$48,631.53
4/9/26	Fundraiser Income	Conference auction and 50/50 raffles		x		\$602.00	\$49,233.53
4/10/26	Front Desk, Inc.	Contract - \$2,113.75, Travel - \$212.80	1435	x	\$2,326.55		\$46,906.98
4/10/26	Amazon	Refund Confernece Expense Name Tags (Fund income)		x		\$103.80	\$47,010.78
4/14/26	Missoula Copy	Conference expense - printing	1436	x	\$228.00		\$46,782.78
4/20/26	Alphagraphics	Conference expense - notebook printing	1437	x	\$899.64		\$45,883.14

4/30/26	UM University Center	Conference expense - food	1438	x	\$2,526.32		\$43,356.82
5/6/26	Charlotte Marthorpe	Student Award - McCool	1439		\$250.00		\$43,106.82
5.20.26	Missoula Parks and Rec	Conference expenses - supplies	1440	x	\$309.60		\$42,797.22
					<b>\$65,757.41</b>	<b>\$82,048.49</b>	

## MTRPA Treasurer Procedures

MTRPA's Treasurer is responsible for the following tasks:

- Attend both the MTRPA mid-year and annual business meetings
- Update account/budget information prior to each meeting
- Provide Budget vs Actual numbers for each meeting
- Provide two-year budget updates for each meeting
- Approve all transactions on MTRPA's account with President and President-Elect.
- Make transfers from PayPal account to bank account (see PayPal Procedures for more information)
- See Debit Card Policy and Budget Adoption Procedures for further duties/responsibilities
- Renew annual commercial liability insurance policy
- Renew annual memberships with Montana Non-Profit Association and National Parks and Recreation Association
- "Check and Balances" – all requests for expenditures (reimbursements, payments, debit card use, other) and requests for transfers (bank account, PayPal, other) must be sent to Treasurer. The Treasurer must request approval from the President and President-Elect prior to issuing payment.
- Prepare annual Corporation Report for MTRPA for submission to the Secretary of State by April 15<sup>th</sup>
- Draft and file the annual Form 990-N for MTRPA for submission to the IRS by ~~November~~ May 15<sup>th</sup>

## MTRPA Budget Adoption Procedures

MTRPA functions on a two-year budget plan. At every other annual meeting (even numbered years), the two-year budget is approved by the board and membership. At the ~~mid-year~~Quarterly January meeting (~~odd numbered years~~) prior to the annual meeting, the Treasurer will present to the board a draft two-year budget. The Treasurer will provide the annual budget vs actual at each mid-year meeting for review by the board.

### Example:

~~2025 Mid-Year Meeting: Review proposed budget for 2027-2028~~

~~2026 Annual Meeting: Approve budget for 2027-2028~~

~~2027 Mid-Year Meeting: Review proposed budget for 2029-2030~~

~~2028 Annual Meeting: Approve budget for 2029-2030~~

### **MTRPA Financial Calendar - Annual Key Dates for FY July 1 – June 30**

<u>Date</u>	<u>Requirement</u>	<u>Authority</u>	<u>Notes</u>
<u>Quarterly Meeting (January)</u>	<u>Approve Quarterly Financial Report</u>  <u>Review Draft Budget (Even Numbered Years)</u>	<u>Budget Procedures</u>	
<u>April 15</u>	<u>Montana Annual Report</u>	<u>Montana Secretary of State</u>	<u>Required for all Montana nonprofits to maintain active registration. Must be filed online.</u>
<u>Annual Meeting (March/April)</u>	<u>Approve Budget (Even Numbered Years)</u>  <u>Approve Quarterly Financial Report</u>	<u>Budget Procedures</u>	
<u>Quarterly Meeting (June)</u>	<u>Approve Quarterly Financial Report</u>	<u>Budget Procedures</u>	
<u>Mid-Year Meeting (October)</u>	<u>Approve End of Year Financial Report</u>  <u>Approve 990</u>	<u>Budget Procedures</u>	

<u>November 15</u>	<u>IRS Form 990</u>	<u>Internal Revenue Service (IRS)</u>	<u>Submit approved form 990.</u>
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Cassie Lasson | cassie@frontdesk.com  
Office: 406-257-1260 | Cell: 970-402-4862  
405 Bills Lane Unit E303 | Columbia Falls, MT 59912

### **Service Proposal**

**Client:** Montana Trails, Recreation and Parks Association

**Position:** MTRPA Resource Development Coordinator

**Date:** October 15, 2025

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### **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 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 & Director of Whitefish Parks and Recreation Department*, after Cassie completed their interpretive trail sign designs, logo/brand, and tree-identification-science-illustration for the new James R. Bakke Nature Reserve in Whitefish, Montana. With that fulfilling community experience in 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 since 2019 as the Resource Development Coordinator for MTRPA.

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### **Resume of Cassie Lasson**

#### **EXPERIENCE**

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

2009 – Present | Columbia Falls, Montana & Estes Park, Colorado  
*Designer and project manager with her 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, researching, 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.*

**Resource Development Coordinator - MTRPA**

2019 – Present | Montana

*Coordination of resources to the MTRPA Board and conferences with committees and graphic design, web design, marketing, and email communications.*

**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

**Certified Intentional Creativity Teacher MUSEA University - 2023**

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

## AWARDS

**MTRPA Annual Media Excellence Award - 2023**

**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**

## TECH & DESIGN SKILLS

Skills include project management, hosting Zoom/Team meetings for large groups, graphic design, web design, branding, basic organic search engine optimization, database/server web hosting management, Eventbrite/Ticketleap ticketing and event setup/customization, social media customization/integration with Facebook, Instagram, YouTube, Pinterest, etc. creation of custom Snapchat filters, email marketing, landing page builds, professional photography, scientific identification illustration, and illustration vectorization. Niche with Wordpress Content Management System (CMS) for 10+ years. Plus experience with a wide variety of CMS such as WIX, Squarespace, Joomla, Drupal, Magento, and more. Expertise and continued education with licensed graphic design softwares in the Adobe Creative Cloud suite including Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Capture and Adobe Dreamweaver. Proficiency with Canva and ProCreate. Video skills in FinalCut Pro and iStopMotion. Adaptable to learn and use many relatable apps and softwares.

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## 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**

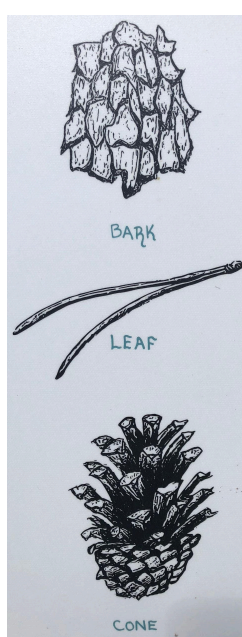
**The Client:** *City of Whitefish, Parks and Recreation Department*

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](http://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.

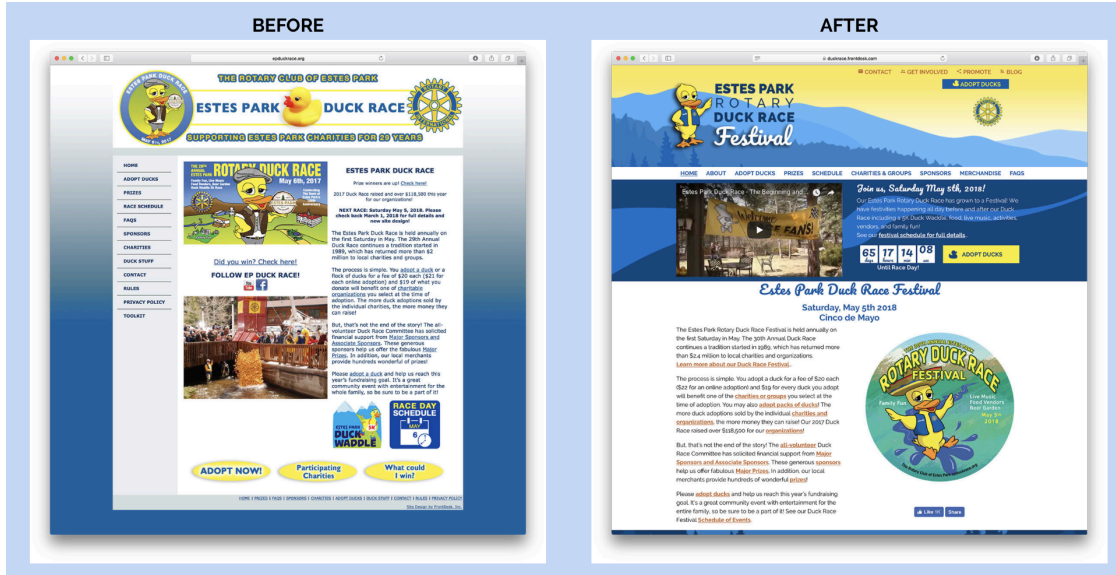
### **The Work: Web Design, Branding, Content Creation**

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.

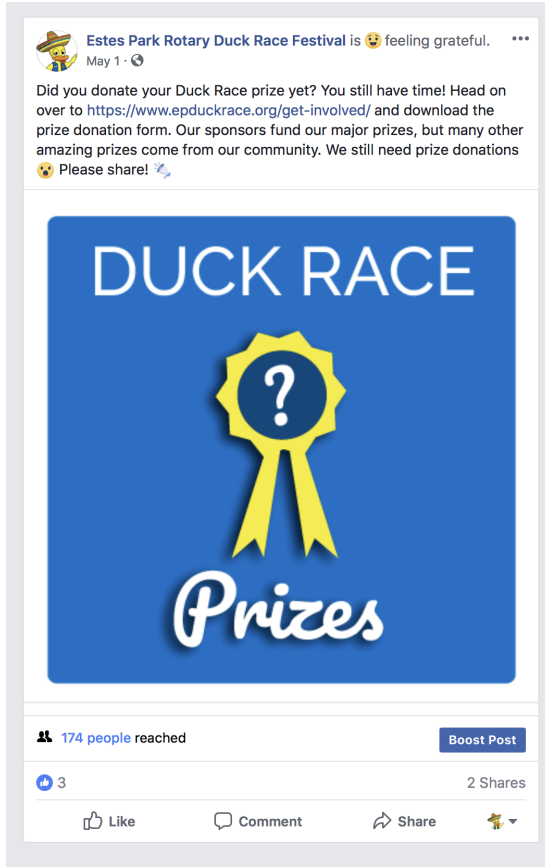
The new [www.epduckrace.org](http://www.epduckrace.org) site is developed using WordPress.org with Amazon Linux AMI configured LAMP stack (Linux, Apache, MySQL, and PHP) on a Amazon Lightsail instance. WordPress.org’s dominant Content Management System (CMS) powers nearly 30% of the world wide web. This 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
<b>Daily Admission</b>		
Youth (3-18)	\$5	\$9
Adult (19-54)	\$7	\$13
Senior (55+)	\$5	\$9
<b>20-punch Pass</b>		
Youth	\$75	\$160
Adult	\$105	\$160
Senior	\$75	\$160
<b>Annual Pass</b>		
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](http://evrpd.com)



## Estes Valley Community Center Join Today!

660 Community Drive · 970-586-8191  
[evrpd.com](http://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](http://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](http://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](http://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.

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### **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 MTRPA President.**  
*EXAMPLE: Meet with the president in person or via remote software (such as Zoom or Microsoft Teams) 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 e-publications, including editing, design, distribution and advertising.**  
*EXAMPLE: Work with online software for email blasts. Share on website and social media.*
- **Update promotional materials such as website and social media and professional directory with board members.**  
*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.*
- **Help promote 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 to strategize promotional outreach of training opportunities to grow awareness.*
- **Work with the host agency on annual state conference as requested, including marketing, registration and support.**  
*EXAMPLE: Design marketing materials for state conference, setup and/or promote on-line registration, and attend in-person or virtually conference for 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 Executive Board, Advisory Team, and Liaisons.**  
*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.*
  - **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
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**FrontDesk, Inc. Service Estimate**

(Services Estimated at \$95/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.

<b>First Quarter Phase</b> - January 1, 2026 - March 31, 2026	
(63.75 hours @ \$95/hour)	\$6056.25
<b>Second Quarter Phase</b> - April 1, 2026 - June 30, 2026	
(21.25 hours @ \$95/hour)	\$2018.75
<b>Third Quarter Phase</b> - July 1, 2026 - September 30, 2026	
(21.25 hours @ \$95/hour)	\$2018.75
<b>Fourth Quarter Phase</b> - October 1, 2026 - December 31, 2026	
(63.75 hours @ \$95/hour)	\$6056.25
<b>Annual Cap</b> (170 Hours Total):	<b>\$16150</b>

<b>Travel/Contingency Plan</b> - 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.	\$850
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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. Work invoiced at quarterly phases.

Total cost of all services, including travel and contingency, will not exceed \$17,000 annually.

Accepted By: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_



**Supplemental Agreement**

**Client:** Montana Trails, Recreation and Parks Association

**Position:** MTRPA Resource Development Coordinator

**Date:** March 31, 2026

**FrontDesk, Inc. Service Estimate**

(Services Estimated at \$95/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.

<b>First Quarter Phase - January 1, 2027 - March 31, 2027</b>	
(63.75 hours @ \$95/hour)	\$6056.25
<b>Second Quarter Phase - April 1, 2027 - June 30, 2027</b>	
(21.25 hours @ \$95/hour)	\$2018.75
<b>Annual Cap (170 Hours Total):</b>	<b>\$8075</b>

<b>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.</b>	\$425
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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. Work invoiced at quarterly phases.

Total cost of all services, including travel and contingency, will not exceed \$8.500 during the agreement period.

Accepted By: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

