

**URPA Board Meeting  
March 12, 2026**

**Attendees**

LeeAnn Powell	McKell Christensen	Megan Zollinger
Kevin Schmidt	Nick Coleman	Nancy Day
Rhett Ogden	Zack LeFevre	Kaitlin Youd
Michelle Cumming	Hailey Turner	Chad Wright
Kate Romboy	Melissa Haynes	Scott McDonald
Janell Payne	Wendy Jones	Cheryl Meier
Jason Miller	Austin Rothaug	James Abbott
Kyle Clyde	Ashley Brown	Brooke Duerch
Kelsey Nelson	Bryan White	Wendy Harris
Jamie Anderson	Myrna Clark	Melisa Catten

**Location**

Black Bear Diner, Washington, UT

**BUSINESS**

**URPA Executive Board**

The members had previously approved the constitutional change to make the positions of treasurer and secretary 3-year appointments. Wendy Jones motioned to appoint Riley Astill as treasurer and Scott McDonald seconded the motion. Megan Zollinger then moved to appointment Melisa Catten as secretary and Brooke Duerch seconded.

**CONFERENCE RECAP**

**Encouraging Connection**

Everyone agreed that the pins were an amazing way to make introductions. The association will repeat pin trading next year and continue to include something similar each year. The students enjoyed the bingo cards at the student social as well.

**Board Transition meeting**

On Sunday, the outgoing URPA board members met with their incoming counterparts to review their roles and association plans. Incoming board members were appreciative of the opportunity. They expressed that even for those whose counterpart couldn't attend, the training was helpful and it was a chance to meet other board members in smaller groups.

**Pre-Conference Activities**

The board liked the variety of activities.

- E-bikes – This activity was reserved for speakers. Those who attended last year appreciated the smaller group.

- Canyoneering was fantastic, empowering. Because there are so many options available, the guides easily met the required timeline and participants were finished by 11:30 with plenty of time to change and prepare for class.
- Hiking was pleasant, but the route was too steep for some of the participants.
- Golf – The later start time worked, and the event started when scheduled. Nick suggested foldable tables and golf carts for sponsors to carry their own equipment. The tables were too large. He feels that at least six volunteers should be assigned to golf.
- First time attendees social. Students enjoyed it. According to Myrna, ten of the students who came to conference have job offers.

### **Workshops**

There were twenty people who signed up for pickleball but didn't attend. The adaptive workshop had the same problem. Instruction was great. Some people didn't remember which classes they had chosen when registering. The group suggested that they we reminders through text.

### **Events**

- Parks Rodeo & Demo Day - The parks rodeo was fun and well received. People stayed for the entire time and were engaged. The music was a great vibe but was too loud at the front vendor stands. We need more resources and water coolers at demo days. McKell agreed to order a shade canopy. There were "suitcase vendors" who didn't pay and just showed up. Lorenzo will send a list to McKell. We need a bouncer. There was a suggestion to appoint ambassadors to connect people and greet first-time attendees. Park vendors liked the event, but they didn't have CEU papers, and the attendees were used to having someone else complete their paperwork. Advertising CEU credit in advance would encourage participation. Next year, the vendors should be told to unload and move their vehicles so that they don't monopolize the front parking spots and they need to break down immediately after the event so that volunteers have time to pack tables and attend the opening social. Zack reported that participants who had attended both the Parks & Cemeteries conference and URPA felt that the parks and cemeteries had more relevant information, but the professionalism was better at URPA. The track will grow as we offer CEUs and cemetery information.
- Opening social
  - It was helpful and fun to have a theme as an anchor for the event.
  - Pickleball registration was disorganized and started later than advertised. Same-day sign-ups made scheduling difficult. On the courts, the staff could not explain the rules or how to play. Next year we should consider having more volunteers so that the local team doesn't have to staff the entire event. Players should receive text info about where they are playing, checking in, etc.
  - Scavenger Hunt was fun.

- Set Up – The plan to use tables and chairs from demo day didn't work well because the assigned volunteers were in class. Local city staff brought tables, but it was after five.
- Thanks to St George City staff who stepped in and did things our volunteers should probably have done. LeeAnn will thank them.
- People loved the games.
- The dancers were amazing.

### **Conference Experience**

- Jared's video (Athletify) was awesome. He continues to bring energy and enthusiasm to the conference.
- Keynote – LeeAnn will share feedback with the keynote speaker about the stories he used in his address.
- The sessions on multigenerational topics and resilience on the front lines were packed. We should add more of those topics. Juliette and Priscilla were excellent presenters.
- We need more outreach in the senior/aging professional space.
- Students – The sessions where they were forced to interact were the most helpful. They particularly liked the Leadership Academy "Speed-Dating with a Professional" exercise, where students lined up on one side and professionals on the other and students could ask whatever they wanted to know. Students requested more down time.
- Vendor hall – The new sound setup was very good. The vendors reported fewer visitors this year. The group discussed assigning people to different types of vendors and educating attendees about the benefits of building connections .
- CURPA BBQ
  - The line was fast. Although the menu isn't the reason most people attend, \$30 for a hamburger seems expensive. The group was divided over whether they missed the steak and chicken, but everyone felt that the advertised "gourmet" hotdog was misleading. There will be a survey about the food.
  - Dodgeball was cleaned up in fifteen minutes.
  - The fireworks were amazing and cleanup was on point.
  - The music was good but too loud at front tables.
  - Auction - People were priced out quickly. People suggested that we auction fewer, high-quality items with detailed descriptions printed on the program. We will need lights on the clipboard for auctioneer and around the tables to see the items and the bidders. Lights are available at the center.
- Award lunch
  - The music between awards set the tone and reduced chatter, but it was too loud at the front tables.
  - The video footage of the conference was entertaining.
  - Picture taking in front of the podium took too much time.
  - McKell will create a URPA podium logo.

- There were a lot of people standing against the back wall. Do we want to have ushers take people to tables? We had 510 seats and served 490 people.
- Battle of the Regions – We didn't have a battle this year, but that wasn't well-advertised. It made checking in easier. The group will find another way to introduce people to their region and to help region reps interact with each other.
- Closing social – People suggested introducing new games every year and perhaps adding easier games. The games in the hallway were great for kids, but there should be a sign, so people know they are happening. We appreciated the hotel staff members monitoring the crowd. The private event signs helped keep other hotel guests away. We may need a larger dance floor and volunteers assigned to lead the dancing.

Kevin will schedule the board retreat and send an invitation.

## **Actionable To-Do List**

### **Planning & Communication**

- Implement text reminders for workshop registrations and schedules
- Develop clearer communication for event logistics (pickleball, sessions, CEUs)
- Improve pre-event marketing of CEU opportunities
- Create signage for events, games, and activities

### **Volunteer & Staffing**

- Recruit:
  - 5–8 volunteers for golf
  - Additional volunteers for pickleball and social events
  - Event ambassadors for networking and first-time attendees
- Assign dedicated volunteers for setup/breakdown transitions

### **Event Logistics**

- Secure:
  - Shade canopies at demo day
  - Additional water stations at demo day
  - Lighting for auction tables
- Adjust vendor processes at demo day:
  - Enforce payment and registration
  - Improve load-in/load-out procedures
  - Require vendors to park in a different lot than attendees
- Reduce sound levels near vendor and front seating areas

### **Program Improvements**

- Add more sessions on:
  - Multigenerational engagement
  - Frontline resilience
- Expand outreach to senior/aging networks
- Build in more downtime for attendees

- Introduce alternative to “Battle of the Regions”

### **Attendee Experience**

- Improve:
  - Registration clarity
  - Wayfinding and check-in processes
  - Seating and flow at large events
- Continue:
  - Pin trading
  - Interactive student engagement formats

### **Food & Social Events**

- Suggest survey on CURPA BBQ menu and pricing
- Refine auction structure (fewer items, better descriptions)

### **Recognition & Branding**

- Create URPA-branded podium logo
- Streamline awards photo process

### **Administration**

- Schedule board retreat and distribute invitations