

The Partnership for Quality Living

APPROVED MINUTES

October 15, 2019

Hagan Community Park

Cordova Recreation & Park District

297 Chase Drive, Rancho Cordova, CA 95670

Committee Chair Wayne Lowery called the Partnership for Quality Living (“PQL”) meeting to order at 10:00 am. Also present were Danny Curtola representing D2 for Katy Coss), Tracy Kerth, Bob Overstreet, Barbara Wackford, Debby Walker, and Ward Winchell. Katy Coss, Sandi Kukkola, Kelly Gonzalez, Charlie Willard, Barry Trute, and Teri DeRosier were absent. Judy Quattrin is on a leave of absence.

Minutes of September 17, 2019 were approved with corrections to board members attendance.

Finance No report

Public relations/Social Media. Continued discussion of needing a marketing plan in place. Tracy offered to work with Barry and Katy (Public Relations Committee) on this and will contact them to ask for a meeting.

- Bob suggested setting up commitment opportunities for inductees such as linking PQL and their award to their website, newsletter and encouraged to attend future award banquets. This should be part of the application process.
- Ward recommended that all inductees receive the PQL logo with a link to PQL and inductee’s award information on the PQL website.
- Tracy suggested contacting local newspapers such as the “American River Messenger,” “Grapevine,” and “Mt. Democrat” with a news release on the award inductees. Bob added that interviews with Capitol Radio and “Sacramento Today” should be sought.
- Need to request this year’s inductees provide a list of organizations or agencies that would provide them with political support so PQL can reach out with award information.
- It was pointed out that there are several small park and recreation agencies with only part time or even volunteer staff that are not active in CPRS. Perhaps PQL can help identify these agencies and reach out to them.
- PR Committee should make recommendations on how to handle the publicity for this year’s award recipients. Perhaps Roy Stearns could be of assistance.
- Motion approved by general consent to send a letter to past inductees requesting a PQL link to their website and any other organization communication opportunities. In addition, inviting them to all future CPRS District 2/PQL Award Banquets.

Nominations Barbara reviewed the two nominations received for this year's (2020) Hall of Honor Awards program.

- Motion No. 1: Debby/Ward to approve the nomination of the American River Conservancy for the 2020 Legacy Award. Unanimously approved.
- Motion No. 2: Barbra/Bob to approve the nomination of the Pacific Crest Trail Association for the 2020 Legacy Award. Unanimously approved.

It was pointed out that an awards presenter needs to be identified for this year's banquet.

Debby shared that Barry will create the story boards. Debby will have the awards prepared. Wayne shall contact the award winners with a letter outlining when the banquet and opportunities to publish the announcement.

D2 Update Danny thanked Wayne for attending the October 2 CPRS D2 meeting in Woodland. With several new members on the board, the update on the Hall of Honor and Partners for Quality Living was appreciated. The Fall Forum is November 7th in Woodland and the next District 2 general membership meeting is December 5nd at John's Incredible Pizza in Roseville. He also noted that they are accepting applications for Jane Adams Professional Development Award and student scholarships.

Awards and Installation Banquet at Woodcreek in Roseville on March 5, 2020.

Timeline: Need to identify new partners for PQL prior to publishing the 2021 award nominations brochure. February may be too late.

Non Profit Status Members discussed if it was necessary to continue pursuing incorporating PQL as a 501(c)3 non profit. It was the general consensus that our "associate" status with the Sacramento Parks Foundation was adequate for now.

The next meeting is November 19, 2019 10:00 am at Hagan Community Center.