



City of West Bend Parks, Recreation & Forestry
Lac Lawrann Conservancy
300 Schmidt Rd.
West Bend, WI 53090

MEETING AGENDA

Wednesday, October 18, 2017

10:00 – 10:30 a.m.

Refreshments and Socializing

10:30 – 12:00 p.m.

SEPRC Business Meeting

- Introductions
- Host Report – City of West Bend
- USTA Tennis – Net Generation – new youth tennis brand
- Presentation: Marketing 101 with Milwaukee Recreation -
Learn how they motivate city residents to become lifelong customers. This presentation taking place after the general SEPRC meeting will provide helpful strategies and tactics related to storytelling, community engagement, social media, public relations, and other aspects of integrated marketing communications.

Milwaukee Recreation is a department of Milwaukee Public Schools, established in 1911 to provide the entire community with affordable and enriching recreational activities. In 2015, Milwaukee Recreation won a Silver Star Award and NRPA Kudos Marketing Award for its “Now Playing Everywhere” campaign to publicize free summer playgrounds throughout the city of Milwaukee. The campaign took cues from the film industry with elements that included a 30-second “movie trailer” PSA, movie tickets, and movie posters.

- Approval of Minutes
- Treasurer’s Report

Beginning Balance (09/20/17):	\$ 873.06
Revenue:	\$ 470.00
Expenses:	<u>\$ 671.72 (Park Tour & Meeting Exp)</u>
Ending Balance (10/18/17)	\$ 671.34

12:00pm – 12:15 p.m.

Association Updates

- WPRA Sections:
 - Parks Section (Ginny Bocek)
 - Recreation Section (Maggie Bultman)
 - Aquatic Section (Mary Berg)
 - Legislative
 - Publications
- WPRA Board of Directors (Charlie Imig)
- WPRA Foundation (Kelly Valentino)
- NRPA (Anthony Iracki)
- YPN (Anthony Iracki)

Events/Program Updates

Free Throw Contest (Dustin Smith)
Leadership Workshop
SEPRC Track Meet (Andrew Rossa)
SEPRC Tennis League (Dan Zeroth)

Old Business

New Business

Problem Solving/Idea Exchange

Motion for adjournment

Lunch: Riverside Brewery & Restaurant, 255 South Main St. West Bend, WI