

**California Park and Recreation Society
District 2 Hall of Honor Committee**

MINUTES

December 20, 2016

**Hagan Community Park
Cordova Recreation and Park District
297 Chase Drive, Rancho Cordova, CA 95670**

Committee Chair Sandi Kukkola called the meeting to order at 11:36 am. Also present were members Terry Jewell, Wayne Lowery, Bob Overstreet, Mike Shellito, Barry Trute, Barbara Wackford, and Charlie Willard. Absent members included Kelley Gonzalez, Harry Halverstadt, and Whitney Kahn (Heather Schelske). Guests included John Courtney (CPRS District 2 President-Elect), Heather Everett (CSUS Intern for HOH), and Roy Sterns (California State Parks, retired).

Chair Comments: Sandi welcomed Mike Shellito (Parks & Recreation Director, City of Roseville; CPRS Past-President) and Heather Everett who is working on her master's project at CSU-Sacramento. Former HOH award recipient Fred Brooks has terminal cancer. Jack Harrison is planning a trip to Provo, Utah to visit Fred and has offered to conduct the oral interview for the Archive Committee records. Bob briefly outlined plans to establish an Advisory Board to the HOH Committee to develop outside resources to strengthen the goals of the Hall of Honor program. It was agreed that a clear message needs to be developed to attract individuals for serving on the board. Committee members were asked to forward suggestions for candidates to Bob.

Approval of Minutes. The October 16 and November 15, 2016 HOH Committee minutes were approved by general consent.

Timeline: Bob provided an update on development of the Board of Advisors process and reminded everyone to send the names of potential candidates including background information supporting why each candidate would have an interest in serving.

Roy Sterns, who served both as the State Parks media representative and as a reporter for KCRA News, expressed why he was interested in helping the Hall of Honor program. He emphasized his view of the positive impact the park and recreation had on his kids and family growing up in Roseville. He felt his experience working with the media while employed at State Parks would lend to help with getting the Hall of Honor story out to the public.

Regarding the 2017 Hall of Honor Awards banquet on February 15, Barbara reported that she has contacted all three recipients and Sandi is sending letters to confirm the award and their attendance. The Regional Legacy Award will be bestowed to Iris Zimbelman in memoriam, for her work to found and organize the Elk Grove Strauss Festival. Regional Treasure Awards will be presented to the Sacramento Valley Conservancy and the Sacramento Tree Foundation. Mike Shellito volunteered to serve as Master of Ceremonies for the presentation. General consensus was for HOH to pick up the cost of any media representatives attending the banquet. Sandi will appoint a subcommittee to develop a plan of action for future award ceremonies. John reviewed the program planned for this year's banquet. It was suggested that the HOH Committee purchase a banner to hang for photos of this year's recipients. Developing a QR (Quick Response) code to facilitate easy access to the HOH website was suggested.

Heather Everett reported that she met with Lisa Jorgenson-Easteria and Greg Shaw along with members of the HOH Archives Committee to discuss her Master Project. She is to develop the project goals for their next meeting in January. She also reported that the HOH website link is no

prominently located on the CSUS Recreation, Parks & Tourism website.

Public Relations. Barry is working on the story boards for the banquet ceremony and will also look into acquiring a QR code for publicity.

Budget. Charlie and Sandi will bring a draft budget to the January 17, 2017 HOH Committee meeting.

Statewide HOH. Members had a high-level discussion about the possibility of taking the Hall of Honor model statewide to recognize outstanding individuals and projects and preserve the history behind them.

Video. A recommendation was made to develop a three to five minute video about past HOH recipients. Roy offered to help develop media material for this year's award recipients.

Adjournment and Next Meeting. Meeting was adjourned at 2:00pm. Next meeting is January 17, 2017 at 11:30am.

Respectfully submitted,

Wayne Lowery
Secretary