

Executive Staff Meeting, Agenda Items for 12/3/14

Meeting Details	
Facilitator:	Garth Taylor
Reminders:	David W. is attending the CdA Chamber Natural Resource Committee meeting today.
Last ELT Meeting's Action Items/ Issues/Decisions	<i>Last meeting was held 11/19. Topics included: Sponsorship Policy (Anna), Board To Do List (Anna), Board Protocols (Anna), Update on Registration Unit (Anna), FY17 Budget Timeline (Steve), Drone Use (Keith), and Development Projects (Jim).</i>

Attendees		
Anna Canning	Garth Taylor	Kristy Bobish-Thompson
Dave Claycomb	Jennifer Okerlund	Kevin Zauha
David Langhorst	Jim Thomas	Steve Martin
David White – in meeting	Keith Hobbs	Tammy Kolsky
<i>Minutes:</i>	<i>Eileen Downing</i>	<i>Robert Wiley</i>

Director Action Items or Updates		Communicate to Staff
Agenda Item	Director update: Sponsorship/Legalities	<input type="checkbox"/> Yes

Program Manager Agenda Item	
Name:	Steve Martin
Agenda Item:	FY 2016 Budget Update – PERSI Rate Increase
Description:	See Above
<input checked="" type="checkbox"/> Information Only <input type="checkbox"/> Decision <input type="checkbox"/> Discussion	
Timeframe Needed:	5 Minutes
Communicate to staff:	<input type="checkbox"/> Yes
Board Meeting Item?	<input type="checkbox"/> Yes
Summary Document included?	<input type="checkbox"/> Yes
Attachments:	Not Applicable
Follow Up?	Responsible: Action Item:
Notes:	As expected, the PERSI board has elected to eliminate contribution rate increases for FY 2016. This translates into approximately \$58,000 (\$54,000 in dedicated funds) that the department will not have to fund.

ATTACHMENT 1

IDPR Mascot Development Strategy

Selection of Mascot Type and Name

1. PIO and Operations Division Administrator will review potential mascots and reduce selection pool to two, possibly three. Note: The selection pool at this point has been established as a Fox and Moose. (December, 2014)
2. Collect input from Executive Leadership Team, Field and HQ Staff on current selection pool and solicit comments concerning possibly one more candidate. Prior to discussion, all staff members will be provided Standards and Guidelines for the selection of business/agency mascots. (December 2014)
3. Operations Administrator, PIO, and Fundraising Coordinator will develop a strategy to purchase and establish Standards of Use for the IDPR Mascot. (January 2015)
4. IDPR develops a process to allow public participation in name selection for the selected mascot. The IDPR PIO will use Survey Monkey, Social Media and other media outlets to promote and track the Mascot name selection. (Starting January 2015)
5. Introduce Mascot Naming "Contest" to the public via media outlets, Facebook, IDPR website, etc... (January/February, 2015)
6. Provide periodic updates to media outlets during the naming process to encourage continued public participation and interest. (Ongoing after announcement of Naming "Contest")
7. After selection of winning Mascot Name by the IDPR Director and/or the IDPR Board, announce selection during a to be determined 50th Anniversary Event in 2015.
8. IDPR Fundraising Coordinator will work with existing and potential IDPR sponsors to incorporate the new Mascot into sponsorship efforts for the IDPR 50th Anniversary. (Ongoing from March 2015)
9. PIO will incorporate Mascot into IDPR's early year promotional efforts such as IDPR website, IDPR PSAs, publications, IDPR youth programs, etc... (Ongoing from March 2015)
10. Operations Administrator and PIO will develop schedule of events for IDPR Mascot's appearances in 2015, designed to promote the 50th Anniversary of IDPR and deliver other applicable messages. (April 2015)

ATTACHMENT 2

Criteria for Mascot Selection

- Is the Mascot timeless as opposed to trendy?
- Does the Mascot possess the ability to be active in order to participate in a range of outdoor activities?
- Is the mascot easily relatable to by children and will it generate enthusiasm and excitement?
- Does the Mascot create a lasting and positive impression in the mind of the viewer?
- Does the mascot possess qualities we wish for people see in IDPR?
- Does the Mascot depict the idea that family-oriented activities are synonymous with the Idaho Department of Parks and Recreation?
- Does the Mascot depict that quality outdoor adventures are synonymous with the Idaho Department of Parks and Recreation?