



## Purpose

As a member of the NRPA Business Council (the “council”), a member is an active participant in the discussion and strategic direction of the council. A member serves as the primary company representative and spokesperson. A member will serve a 3, 4, or 5-year term.

## Role of the Member

A Member’s role includes:

### Participate in Meetings

- Attend quarterly meetings, either in-person or virtually.
- Engage in robust discussion during meetings.
- Help shape and implement the strategic direction, goals, and strategies of the council, working in partnership with other members and the NRPA team.

### Maintain a Positive & Healthy Business Council Structure & Culture

- Help to maintain a positive and effective member experience by providing feedback to NRPA.
- Facilitate and maintain congenial, professional relationships with other members.

### Act as an Ambassador

- Serve as a spokesperson for the council within the business community and within the Member’s company.
- Share information and manage related documentation (i.e. annual contribution invoice, council accomplishments, etc.) within the Member’s company.
- Attend NRPA events as a Business Council member, when appropriate.

### Provide Thought Leadership

- Support the advancement of NRPA’s mission and the field of parks and recreation by providing guidance, recommendations and insights from park and recreation professionals and supporters.

Participate in stakeholder engagement discussions to inform NRPA’s strategic plan, legislative agenda and other key strategies (e.g. Research, Professional Development) to advance parks and recreation.