

CAMP IT UP INC.

Board Meeting Minutes

28-OCTOBER-2018

10:00 am-12:45pm

Location:

Prison Law Office (Alison Hardy's office):
1917 Fifth Street, Berkeley, CA 94710

Minute Taker:

Katie Angelot

Attendance:

Board members present: Katie Angelot (R), Lori Randlett, Alison Hardy, Katie-Rose Breslin, Liz Hendrickson, Rachel Venning (R), Roger Macdonald

Staff/Guests present: Tyler Kavanaugh-Lynch

(R) = Remotely attending via web

***= Bike Racked Items

Interested: 4

Uninterested: 3

10:10 Approval of Minutes (July & August) - Katie

Alison moved to approve the September, 2018 CIU minutes, Liz seconded, all in favor, no no's, no abstentions.

10:15 YAC – Tyler

Clarification of Facebook advertising budget--we have a donation for FB ads from a camper. We need to reach out to her. Katie-Rose will design an ad to direct people to our website.

YAC agrees to create a letter for our end-of-year fundraising ask.

Tyler wanted to pass on a message from a youth at camp: "We love Lisa Z!!!!!"

10:20 Co-Chair Report

We are behind on a fair number of things and we need to get tasks done so they don't end up in the co-chairs' laps. Updates on the website and opening registration are behind because of how many things need to get done. We aren't in a place right now to add more board members if it's going to be difficult to get people to do what they agree to do. Please answer your emails.

10:30 **Executive Director Report – Lisa Z**

Lisa wasn't able to make it to the meeting, but some updates:

- Created a group google calendar for us. If you need to add or remove something, email her.
- We don't have a CIC contract for 2019 yet. She has asked Mark for it. Is there anything specific that we want in it this year? Last year YAC made sure we included our requests about staff village. They told us at camp that they want to increase how much they charge us for staff village because of the changes that were made. This will be a cost increase of about \$3,000. We cannot pass this on to our staff. Katie-Rose: staff housing is still not as good as camper housing, it's only been brought up to legal status. Also: Can we request that they have adequate water for us? They should predict that we will run out of water given that we are one of the biggest camps at CIC and we run out every year. Possibly they could pre-arrange to have a water truck there for us.
- (Correction: We're not their biggest group anymore)

10:40 **Outreach/Marketing – Katie Rose**

Met with Lisa Z and Rachel as a committee. Have come up with a lot of ideas, but need advice with what is going to be realistic. Current ideas:

- The new Parkway movie theater has free 2 hour Sunday afternoon benefit fundraisers for nonprofits. Looking at trying to get this space to do a rainy day queer movie Sunday afternoon and partner up with Oakland LGBT center to outreach
- Picnic event in the spring (possible camp-out overnight). Could be a partnership with another organization to get us more visibility. The key is that this needs to function as an event, not only a reunion.
- Lisa is trying to be in contact with OFRC, but its been hard to get in contact with Ollie. Katie-Rose is going to build our relationship with Oakland LGBT Center.
- Postcards: we have a lot of them! Need to re-examine photos for CIU page and postcards. Katie-Rose needs access to the report with photo advert consent forms to ensure consent when posting. The postcards aren't a huge expense so we should put the dates of camp on them and then re-print each year. The QR code on the back. Tyler: Anya was one of the baby counselors and has lots of pictures of babies that might work for the postcards.
- Pride: we want to march in pride this summer as our own organization with our own banner
- We need to do outreach with other queer organizations. If anyone has any contacts, we need to use them!

Rachel: Got a marketing calendar so we can be more organized. Planning to take a look at our goals, audience and messaging so our campaign can be more targeted. We've mostly done engagement (going out at talking to people) in the past and we need to do more strategic planning.

Liz: there's a queer parents of color parenting group for 6 weeks run by OFC and a queer women's film festival. Do we want to offer a special discount code for registration to this program and others like it? We would budget this into the marketing budget.

Katie-Rose: idea to have someone from camp go to a queer family event monthly to hand out postcards and have a conversation with people. YAC and camper participation

Our slogan: "A camp for families and friends". Do we want to be more specific? How? Not everyone is LGBTQ. What kind of words/images do we use? Don't like the idea of a rainbow leaf. Old postcard says "this could be you at queer family camp" but not everyone is okay with "queer". [LORI: Did we come up with a final decision on this? If not we need to ASAP]

Tyler: going to give a speech to his entire school about camp and will need postcards!

YAC compiled a list of schools that have queer clubs. We could offer the incentive or discount code to them as well.

Rachel will build relationship with Polly. We need to know what we want from them, what event we want to attend, etc.

11:00 Fundraising Report – Alison/Lisa/John

- We are waiting on about \$6,000 in pledges to come in by the end of the year.
- Alison will bring thank you notes to an upcoming meeting so everyone can address them
- End of the year ask--YAC and Katie-Rose volunteered to help create these asks. These are very dangerous times, we want to recognize that and also provide a hopeful look from the kids who grew up in camp.
- Giving Tuesday: YAC and Katie-Rose will create a letter by the next meeting so it'll be ready for giving Tuesday.
- Major donor campaign: John and Alison have identified 14 people to do asks for. Has been suspended for now, will return to it in a couple of weeks given the current climate. So far 1 \$500 pledge and one maybe \$500 pledge. Some people have said they are done giving for the year.

There is no fundraising committee right now. Alison met with Judy Schwartz who says she gave Mary Beth and Kevin a specific list of things to do after she left the board. These included finding a CRM, creating a 10-12 person fundraising committee with board and non-board members, writing grants, and meeting weekly. None of this happened. We must have a grant writer on the board. Alison will talk to Lori about this. She is willing to serve on a fundraising committee but cannot fill the grant writing role. Leslie Baker can and is willing to jump in with grant writing remotely/as an advisor. John is working with Dan and Dave, but is not here to report. Lisa Z does not have fundraising/grant writing as a skill set at this time.

11:15 Treasurer Report– Lori

Lori met with Nico, our new bookkeeper. This was a referral from Rachel (thank you!!). Lori gave Nico our history. She said it looks pretty good and is going to take some time to look over

everything. She will also look for missing donations. She'll write up a list of recommendations that we can then decide on. Will try to get statements from Brett for Bridgebank. She knows someone who does grant writing and will put us in contact with them. She's also going to put us in contact with a foundation.

- Created a savings account with a small amount of money in it that Nico moved over for us
- Applied for a new credit card with Mechanics bank for a non-profit credit card so its not associated with a specific person's SSN. Waiting to hear on this

Thank you to Lori, this has been a lot of work. We can't operate if we don't know what our money situation is. The goal is to have a budget suggestion to present at the next meeting

11:30 **Tech Committee Report**

No big updates yet. Some issues to look into:

- UltraCamp's capacity for donor software: is it developed yet? We need something similar to Salesforce. We were promised a tutorial when we bought it, where is this?
- Goal to get Katie, Lori and Gina in contact regarding website development
 - Get Gina and Lisa A in contact to see if she needs support with UltraCamp
 - Could Gina support Katie-Rose with social media and marketing

11:45 **Executive Session**

12:18 Liz moves to come out of executive session, Katie-Rose seconded, all in favor

Liz moves that until we finish paying Jill, she will continue to come to camp for free and we will not pay her any extra money for consulting hours in excess of our agreement. This means she will definitely come to CIU! 2019 for free. Lori seconded, all in favor. Motion approved.

12:20 Entered into Executive Session

12:40 Lori moves to come out of executive session, Roger seconded, all in favor

Lori moves to re-confirm our prior vote that Lisa Zeiler's salary as Camp Director for CIU! 2019 will be \$20,000 and Lisa Angelot's salary as Administration Director for CIU! 2019 will be \$5,000. Liz seconded, all in favor. Motion approved.

12:45 **Adjourn**

Next meeting is November 18, 2018