

CAMP IT UP INC.

Board Meeting Minutes

18-DEC-2016

9:40-12:20

Location:

National Equity Project (Brett Bradshaw's Downtown Oakland office):
1720 Broadway
Oakland, CA 94612

Minute Taker:

Katie

Attendance:

Present: Board members: Lori, Susan, Katie, Leslie, Rachel, Brett, Judy, Em, Jay

Staff: Jill, Mary Beth (R)

Board members not present: John, Ora, Roger

(R) = Remotely attending via web

***= Parking Lotted Items

9:40 Start, brief check ins, Lori/Susan named as timekeepers

9:45 Rachel & Secretary position:

Rachel expressed not feeling up for the Secretary position, and asked if anyone would be willing to take it over. Katie said she was interested in the organizational aspect but nervous about taking notes through Skype. Leslie and Katie agreed to work together; Leslie will take notes when she is at the meetings in person and Katie will take on the Secretary position including gathering/compiling minutes from 2008-2016. Katie will create a list of minutes documents she needs and Board members & Jill will email her any documents they may have. Katie will go over to Lori's house to pick up physical documents of minutes from old files.

Approval of last month's minutes:

We took a few minutes to each read the minutes from Nov 20th. Em motioned to approve the minutes, Katie seconded, 8 members voted in favor and 2 members abstained. The minutes were approved.

10:10 Fundraising Committee Report & CRM Search Committee News:

Judy shared a summary of the fundraising committee's work this past year. So far we have raised about \$50,000 in this year, just \$3,000 short of our goal. The committee is planning to send an end of the year appeal for donations and appeal for Winter Camp. They are also

reaching out to individual people and encourage all other Board members to ask family and friends if they would be willing to help us reach our goal by the end of the year. Our Camp It Up Campaign plan for 2017 is to raise \$20,000. We will probably want to add another amount to raise for ongoing camp needs.

The CRM (Customer Relationship Manager) search group includes Judy, Lori, Mary Beth, Katie, Matt and Brett. Judy shared some preliminary information the group has found. She says there is a huge range in costs (between \$1,500 and \$9,000). The group is looking into specifically camp oriented programs for us and will present a CRM recommendation at the January Board meeting. Thank you for all of your work!

10:15 Executive Director's Report:

Jill-- Winter camp is looking possible but we still need about 8 more families to register. Mark has agreed to come up to cook along with another family's help. We need to buy our own kitchen supplies because in the past we have been too reliant on Sabra's supplies. We have an ad in the January "Our Family Coalition" Newsletter advertising Winter Camp and hope to get some registrations through that. Jill does not want us to have to cancel Winter Camp and would prefer that we downsize if needed.

Looking at the Camp Richardson Contract for Winter Camp-- If we cancel between 60-31 days of when camp starts (we are already in this time frame) we have to pay 25% of the total which would come to about \$3,000. Biggest caveat is that we do not have to fill all of the rooms in the lodge, but if we do not fill at least 70% of the rooms we will not be able book the Great Room which is where most of our events/gatherings happen. Jill asked the Board if we are willing to take a slight deficit/break even with Winter Camp. Mary Beth expressed strong commitment and interest in making sure Winter Camp happens this year. She says she does not want her first gig with us to be cancelled even if that means a small camp this year. The Board agreed to make the final call at the January Board meeting as to whether we will hold Winter Camp this year or not based on whether projected losses would be higher than \$3,000. Mary Beth is going to look into research LGBTQ centers in Sacramento, Reno, Auburn, etc as these are untapped communities. It may be possible for April Silas' organization "Homeless Children's Network" to sponsor some families to come to Winter Camp. Staffing Winter Camp has also been difficult. We need at least 2-3 more Senior Counselors, a couple of Junior Counselors and the more CIT's the better! Jill also pointed out that no Board members at Winter Camp will not look good for us. Susan is planning to drop in and Em's partner Jenny will be there.

Jill also reported that she and Mary Beth are looking for a block of time that they can spend together so that Jill can share more information with Mary Beth. At the time of the board meeting, this time had not yet been secured.

Mary Beth--She said that she is working on setting up MailChimp with Matt and is getting flyers out there to hopefully get more Winter Campers.

10:40 Treasury Report:

In order to get a business credit card, the bank wants us to open a CD and is recommending \$11,000 as a security amount with a \$10,000 credit limit. Brett will continue to be the authorizer of this account with the ability to raise limits. Both Brett and Mary Beth will have credit cards with their names on them. This money will be untouchable for 12 months and then we will come back to it. This works for us as a \$11,000 reserve which is smart to have in any case.

Judy made a motion to “Confirm this Corporate Resolution to open a CD of up to \$11,000 with our available cash to secure our credit card.” Seconded and unanimously passed.

10:40 Judy has to leave

Budget Report:

Brett’s report this month includes the 2016 Budget, 2016 Actual and 2017 Budget recommendation. We briefly looked over the document and then discussed a few points Brett wanted to bring up.

Do we raise our camp fees?-- Camps in Common raised our fees to try to match what other camps pay. If we raised fees \$5 per person per night is not a large yield. Brett recommends that we make this increase. He also recommends that we adopt a surcharge for families of 2 parents without kids or whose kids have become staff (does not apply to single parents with kids). Other possibilities are for us to charge campers the PayPal fee, raise merch fees and/or raise activity fees. An idea was proposed that in order to stay away from raising fees for the low rates we raise the high rate by \$8 and the low rate by \$2. We discussed other family camp prices and want to table the idea of researching if our prices are on the high or low end of other similar family camps. ***

Operating Budget Spreadsheet--The salary budget was raised from 2016 to reflect Oakland and California minimum wages going up. The Consultant Fee line item went up to allow for our consultant fee for Jill. The travel line item went up to accommodate Mary Beth’s travel expenses for this year and a van rental. The CRM line item was added, and Susan made the point that a more efficient and useful CRM would be worth the cost.

Capital Budget Spreadsheet--Doing well! We have a good amount of money in the bank, we are hoping for a fundraising discussion to take place before the January meeting to evaluate what next year’s fundraising goal will be. We have collected between $\frac{1}{4}$ and $\frac{1}{3}$ of our revenue through individual donors which is a huge accomplishment and we want to keep this up!

11:20 Jill leaves

11:25 Lori steps out for 5 minutes to get Zoe

11:30 Discussion of Changes to the Budget Proposal and Approval of the Budget:

Changed the CRM budget from \$750 to \$1,500

“Food at Staff Meetings” was renamed to “Staff Development” and a conversation about this budget was started. Is this is high budget for staff meeting food? It was agreed that training and development is going to be a process over the next few years. We need to create a 3 year plan for development. We will start with a budget of \$1,500 for this year and increase this over time. ***

Em proposed that we consider renting a storage pod to store our supplies. Em will research this.

Susan brings up an offer from Joan and Stacey who are selling their van for \$1,500 (good condition). Problems raised include insurance and parking. A UHaul may be more cost effective. Mary Beth is going to research UHauls. Em is going to look into the cost of a car and storage pods.

Rachel proposed that we come up with a philosophy on what we want our budget to look like every year. For example, do we want to break even, make money or lose money as a non-profit? We agreed to discuss this further in the future, but most present members agreed that we would like to break even although the main caveat to this is that we may need to raise prices over time. ***

The above changes were added to the Proposed 2017 Budget. Em made the motion to pass the budget, Jay seconded and the 2017 Budget was unanimously passed.

12:00 Executive Session:

The Board then went into executive session to discuss personnel topics and Board recruiting.

12:19 Meeting Adjourned!