

**CAMP IT UP INC.**

**Board Meeting Minutes**

**19-NOVEMBER-2017**

**9:30am-12:30pm**

**Location:**

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

**Minute Taker:** Katie--arrived at 10:45

**Attendance:**

*Board members present:* Brett Bradshaw (R, arrived at 11, left at 12:10), Roger Macdonald, Jay Sky, Katie Angelot (R), Judy Schwartz, Lori Randlett, Em Howard, Katie-Rose Breslin, Liz Hendrickson, Susan Colson, Leslie Baker, Rachel Venning

*Staff/Guests present:* Mary Beth King (R), Tyler Kavanaugh-Lynch, Aidan Cassel-Mace, Noah Hardy, Kai West, Alison Hardy (R), Kevin O'Grady (R)

*Members not present:* Leslie Nuccio, Ora Prochovnick, John Dalal

(R) = Remotely attending via web

\*\*\*= Parking Lotted items

Lori Randlett's notes:

10:00 **YAC – Aiden, Ty**

Aidan: suggested that we make our by laws more gender neutral

Tyler: It would be helpful to have by-laws in editable form so that we can make those edits in draft form for the board and submit them for board approval.

Lori: Ora, Susan, Jay and I talked and are not comfortable making an editable version.

Liz: Will work with Lawyers and Aidan & Tyler to get a draft version that we can vote on. It may take a few months.

Aidan & Tyler: agreed with Liz's proposal

**10:30 Executive Director Report – Mary Beth**

- Mary Beth and Jill are meeting weekly, on Fridays.
- Thanksgiving and Giving Tuesday: Theme for giving Tuesday will be "Why we are thankful for CIU". This message will be blasted on our social media (Facebook) to raise funds.
- There is not contract with CIC yet. Mary Beth has talked to Mark, told him all of our needs, the ball is in his/CIC's court.
- Staff Lodging Issues/Updates:
  - OFRC got new mattresses, Mark threw out many of the old ones.
  - We need to have CIU folks attend the the OFRC Clean Up Memorial Day weekend 2018.
  - Mark is aware of our reported issues with Staff Village. Mary Beth and Mark have agreed to walk the area both before camp and after.
  - OFRC has cleaned the units
  - Liz: Mouse Droppings need to make sure they are cleaned out and properly. Need adequate respiratory masks.
  - Kai: Prior Camp experience with mouse droppings, it's a several day process to clean up

mouse droppings and there is a spray process. Information from Centers for Disease Control and Prevention:

- <https://www.cdc.gov/rodents/cleaning/index.html>
- <https://www.cdc.gov/hantavirus/pdf/hps-fact-sheet.pdf>
- Katie Rose: we need the following in the contract. Katie Rose will write up and give list to Mary Beth:
  - Fix Exposed Nails
  - WASP Nest removal
  - Mouse Drop Cleanings must be in accordance to health code and safety guidelines that pertain to rodent clean up.
- Mary Beth needs someone to help work on a newsletter report to give update on Santa Rosa recovery/relief efforts.--
- Winter Camp Pay Rates 80% of California minimum wage.

#### 11:00 Fundraising Report and Letter Writing/Stuffing Campaign - Judy

Judy--Personal notes on letters this morning to donors who have not given yet in 2017. Enough for everyone to do about 15 letters, hopefully it can be to someone you know personally. End of this year is when the capital campaign for Camp It Up ends. These are our most likely donors so that's why we are reaching out personally. Mary Beth is also doing a series of emails to encourage giving. One will be geared toward Giving Tuesday next week and then some at the end of the year. Last year we did a Campers Friends and Families Campaign that was very successful - Judy encouraged board members to forward the emails to family and friends with a personal note to encourage your own contacts to give to CIU. Question if the non-board members should sign letters. Judy says YES! It would be wonderful if they are willing.

Camp It Up Campaign background: 3 year campaign to buy camp from Jill and transfer to a non-profit. We are excited to apply for a grant from Kaiser again next year as we were selected for a sponsorship last year but IRS errors on our IRS listing prevented Kaiser from giving us the money. The IRSA website has been corrected and there are several possible giving channels with Kaiser for next year. Leslie and Mary Beth will work on the application.

#### 11:30 Fiscal / Treasurer Report - Brett

Brett walked us through his two end of the year financial documents to give the board a better understanding of where CIU financials stand at this point.

The CIU fiscal year runs Jan 1-Dec 31. We have some ongoing monthly costs but most of our yearly costs have been occurred. Today we'll try to get an idea of the budget from this year and what we want for next year. At the next meeting we need to finalize and approve the 2018 budget.

#### Summer Camp Registration Document:

We moved into a new registration system this year at camp. It was online and called UltraCamp. A Reg Unit is a family (could be a family of 4-5 or an individual person or even just 1 CIT). This year to last year we were down about 14 Reg Units. In the document it is broken down by the high, medium and low groupings based on how much each Reg Unit paid on our sliding scale. This year each of these groups were about 1/3 of the total whereas last year it was more of a bell curve. We don't know why this is. Then we categorize by age: Adults, Teens, Kids, Pre-K and CITs. We did raise rates this year by \$5 per category. The fact that we raised rates moderated the overall income. Overall we were down about \$7,000 revenue for Adults. We were slightly down on Teens. School age was about the same. Down a bit in the Pre-K category. Generally speaking our revenue was down about \$10,000 from last year. We gave slightly fewer trades this year but their value increased. Same for camperships.

This is to help us get a better understanding of how we did in 2017 overall. It's not completely exact numbers as the bank account exacts are probably a bit different.

### Budget to Actual Documents

Shows the budget to actual items from 2016 and 2017. We separated them by Operational and Capital. The Capital includes the capital expenses paid to Jill to pay for camp and the incoming donations from the capital campaign. The operational shows the money that comes in and out in order to make camp operate year to year.

### Budget to Actual--Operational

#### Revenue:

We were down roughly \$17,000 in terms of what we expected to get and what we did get. We may be learning that we set the income budget too high. We came up with the budget figure based on what we expected to get in terms of registration. You'll see that Winter Camp we did better than what we expected in registration. Summer Camp we did not do as well as we had hoped (did not sell out). In the future we need to get more precise on what is merchandise and what is activity fees. The overall non-fundraising revenue we were down about \$12,000 on revenue.

Judy: What's the difference between the registration number on the first spreadsheet and the second one? They don't seem to be the same.

Mary Beth: That large number includes the value of trades and camperships. It's not actually the money that came in.

Brett: It's the difference between 170 and 167 and in closing the books in the next few weeks we hope that gap will be filled. Still working on this.

Liz: On the first spreadsheet, is there a place where I can see how many individuals are in each category?

Brett: I can easily produce that if it'll be helpful. Will do that.

#### Expenses:

We definitely undersold this year. The difference between budget and actual was much more significant than last year. We should talk in later meetings about how to lower expenses, etc.

We budgeted \$122,000 for Camps In Common expenses and came in under. We had fewer fees to CIC because we had fewer campers.

We were about \$7,000 under budget for staff salaries. This includes both the summer and winter staff, and Mary Beth's salary. We are still learning how to budget for this. We over budgeted in 2016. It's hard to predict what the total is going to be given the taxes, number of staff, etc.

Consultants line: Jill, Sabra, Lisa Angelot, and Lori Larks' consulting fees.

Winter Camp: We were under budget on food, and over on facilities/rental due to staying an extra night for snow and being fully booked.

Winter Camp program and copying: Considerably higher on this line--due to it being Mary Beth's first camp. She bought extra supplies, still learning needs for Winter Camp.

Merchandise was in line.

Staff Development is what it costs us to make the planning meetings happen. We were a bit under here.

Van Purchase: Unbudgeted line. Included the cost of the van, servicing, and insurance.

Marketing/Advertising: Unbudgeted line. We sent a promotional email through a company's email list.

Website fee: monthly charge to put up a firewall on our website.

Credit card fees: when we do our online E commerce we pay a fee to the vendor. Pay Pal had a small fee.

When we moved to Ultra Camp, we can't use paypal anymore. Their vendor is a bit more expensive so we're about \$500 over budget on that figure.

Insurance: 3 lines of insurance for staffing. Also auto insurance on the van.

We budgeted for Background checks for staff and Storage space--we didn't end up using this.

CRM--we came under budget for now. Not sure if this is a one time fee or an annual fee. Mary Beth says this is supposed to be an annual fee.

Summary: We came in under budget by about \$14,000.

Liz: Where does the van live? Lori: At my house with all of the other stuff and it will need to move when I move.

Alison: How long will we be paying the fee to Jill? Brett: this year it was \$10,000 for consulting and next year

it will be \$5,000.

Lori: When do we need to think about what we will need for next year's budget? Brett: Today we can talk about that. And Mary Beth needs to think about what she needs in terms of staff.

Susan: Brett, How do you want to think about that in terms of growth budget. Do you hope we hit the budget?

Brett: We were under budget on staff so we can either budget closer to what we spent this year or we could bring on some admin help so that its more consistent over the year so that it's not just during the Summer. So question about if we need an admin figure throughout the year and same with communication and marketing. It has been approached as a trade in the past. Some merits and some drawbacks. We could alternatively increase the consultant fee line.

Lori: We can consider bringing in someone to do the books and the payroll.

Katie Rose: Add a comment for staff budgeting for summer camp. There are a lot of CITs coming up into paid staff status. We need to keep that in mind for the budget.

Mary Beth: In terms of the admin we are moving towards publishing our trade policy so we need to be accurate about the work that goes into admin. Lisa put in enough hours to trade at least 3 to 4 people according to our new trade policy. This might need to move to a staff/paid position.

Liz: Maybe we should reach back and talk to some old admin people. I always thought of these people as totally over qualified. It might be really informative if some of us could talk to these people. They'll be really articulate about the work that goes into admin.

Mary Beth: the work has definitely change because of Ultra Camp. This is part of why it took Lisa even more hours this year. And in the past Jill has always done the housing assignments and I will take that on this year.

Rachel: looking at the budget and that we have operated at a loss for the last two years, we need to think about how we will have to fundraise to make up the differences. We need to be thinking about how we are going to charge for camp. Do we charge to cover the costs or do we plan to fundraise to make up the differences?

#### Budget to Actual--Capital

We had a great fundraising year in 2016 for the capital campaign. We didn't do well this year. We set a very aspirational \$45,000 goal and we're at \$14,000 to date.

Brett: Our deficit in fundraising here is \$8,692. If we combine this with the deficit from the operating costs and make this our new fundraising goal, that would be a great goal to set. We still need to give CIC a down payment and Jill another payment so this will be a comfortable goal for the rest of the year. Kevin, in the early months of the new year we need to think of some new ways to fundraise on top of what we usually do. I don't think our financial picture looks bad at this point. It's not bad for a non-profit at this point in its life to need to fundraise in order to cover the yearly expenses.

Judy: You're saying that with our financial picture, if we can bring in another \$10,000 by the end of the year we'll be in pretty good shape? Brett: Yes we'll be in good shape and I hope we can work on making some fundraising goals to look at higher income folks from outside of the CIU community to hopefully bring in at least \$10-20,000 in the first quarter of 2018. Will have a better idea of what this goal should be next month.

Susan: Might be a good idea to have another conversation with Diana Christensen about what the CIC strategy is to save steadily over time. It'll bring this question up in the next few years of what we should be saving.

Liz: I talk to Diana a lot. They are squeezed by the City of Oakland right now. Oakland has turned over the cost of running camp to CIC because they can't afford those costs anymore. CIU pays less than other camps at CIC. There will come a time when their costs of running the facilities will be so high that we have to keep raising our costs to pay them.

Mary Beth: This year was the first year Oakland made them pay their own electricity fees. Mark has said that they are interested in having us pay a flat rate instead of paying per night to rent out the camp. Not doing that for 2018 but it might happen eventually.

Katie Rose: A flat rate doesn't work in our favor financially unless we completely sell out, right?

Brett: It would be favorable if we have more people, but a problem if we don't fill up. It depends on what they want to charge us.

\*\*\*Question of moving to 7 days: It would be cheaper for us to move down to 7. Our contract is set at 8 nights

for 2018. If we decide on this today, Mary Beth can ask Mark about it but we can't ask this in December or January. It would be appealing that the cost looks lower for new families. We originally went to 8 to have an even split for the half weeks. Katie Rose: I prefer the 8 nights. We can do 8 nights in 2018 and then decide by April if we want to go to 7. Consensus to table this for next year. We will need to run numbers on this early in 2018.

Brett: Need to know as soon as possible if anyone has strong feelings about staffing or consultants. Please send needs/suggestions to Brett and Mary Beth.

Alison: Is there any way financially that we can consider paying our staff more? Brett: Yes we can think about this. It should be on the table. Mary Beth: This can be a package within our fundraising.

Guests, Brett and Mary Beth leave at 12:10

**12:10 Approval of Minutes (October) - Katie**

Leslie moved to approve the October minutes with Judy and Susan's edits. Judy seconded. 3 abstentions due to absences. Unable to reach a quorum. We will vote next month.

**12:15 Executive Session**

Board came out of Executive Session at 12:20 to vote on new board members:

Rachel moved to approve Alison Hardy, Kevin O'Grady and Kai West to the Camp It Up Board of Directors effective immediately, Jay seconded, Unanimously approved!

**12:30 Next Meeting scheduled: 12/17/17 at Brett's Office. Close, adjourn**