

CAMP IT UP INC.

Board Meeting Minutes

15-OCTOBER-2017

9:30am-12:30pm

Location:

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

Minute Taker: Katie

Attendance:

Board members present: Brett Bradshaw, Roger Macdonald, Jay Sky, Katie Angelot (R), Ora Prochovnick, Mary Beth King (R), Judy Schwartz, Lori Randlett, John Dalal (R), Em Howard

Staff/Guests present: Tyler Kavanaugh-Lynch, Aidan Cassel-Mace, Katie-Rose Breslin, Leslie Nuccio (R), Minty Powelson, Liz Hendrickson (arrived at 10:25)

Members not present: Susan Colson, Leslie Baker, Rachel Venning

(R) = Remotely attending via web

***= Parking Lotted items

Agenda

9:30 Arrive, nosh and gab

10:10 Start, check-in, introductions, name timekeeper

10:20 Approval of Minutes (September) - Katie

Ora moved, Jay seconded, Roger abstained due to absence, unanimously approved

10:25 YAC – Aidan, Tyler

When will staff be able to sign up to work at Winter Camp? Mary Beth: Going to send an email out very soon, want the staff to be in place by November

Suggestions about the website: the link to the executive director page is still about Jill.

Who do we talk to about getting issues into the agenda? The co-chairs

We want to make sure the issues we need to address will show up on the agenda for us in the agenda. Ora: send these ideas to the co-chairs and they will add it to the bike rack. Then they will add bike lotted items to the agendas over time.

10:30 Fiscal /Treasurer Report - Brett

Going to push this to the ED report--included in Mary Beth's info

10:30 Fundraising Report - Judy

Judy went over her printed Fundraising report. We have raised \$14,097 total in 2017 donations and pledges to date. \$8,691 Camp campaign pledges and gifts. We still have a long way to go if we want to reach our high bar goal for the end of 2017. Mary Beth sent a great email to the campers asking for contributions, only received a couple from that outreach. Judy looked at donors who pledged in 2015 and/or 2016 but have not contributed yet this year. There are approximately 70 people that Judy thinks might be willing to give but have not been asked or reminded. In the past we have done personal notes on letters that go out via snail mail with an enclosed remit and return envelope. Judy recommended that we do a snail mail campaign specifically for our current donors who haven't yet given in 2017. This campaign would only be to people who have given us money in the past, not to prospective donors, as this strategy has not been successful in the past. Judy recommended using a series of email solicitations for the broader community of donors and prospects. The Master spreadsheet has not yet been updated with the donations of 2015, 2016 and 2017. Judy will be working with Brett and Matt Fratus to merge the lists to prepare them for the direct mail campaign and the email solicitations to follow. We definitely have the need for a client management system for donations. We are waiting to see if the system that Ultra Camp is building will meet our needs. In the meantime we will work with the cleaned up excel master spreadsheet. Mary Beth offered to complete the thank you tax letters once the spreadsheet is in good working order. Next year we need to figure out what the best data management tool for fundraising is (maybe Ultra Camp). In the meantime we will add the new campers from Ultra Camp to the Master Excel spreadsheet and this will be used for the mailing and the email groups for solicitations.

Mary Beth: We can do individual fundraising parties and more social media presence. Tyler and Aidan are willing to help run a camp instagram account.

At next month's board meeting we will take some time to write personal notes on the solicitations to our current donors. Note-writing significantly improves the chances of the donor deciding to give.

Ora: Might be useful to pay a data person to add our info from Ultra Camp and random spreadsheets together into one. (Note from Judy on 12-16-2017 - this task was completed without needing to do this)

Mary Beth and Roger: important to continue to send emails to folks so that we can try to get closer to 100%

Aidan: maybe we should release the real amount of people who have raised.

Ora: Maybe not the best idea because then people will say "oh no one is donating so I won't either"

Katie-Rose: Has it been made clear that any amount is important so that we can say we have 100%, it's the number of people that matters over the amount they give. There are many people who grew up in camp but can't afford to come. They are very happy that it's now a non profit and would be willing to donate as much as they can. They need to be included in this outreach.

Idea of the DIY holiday parties Mary Beth suggested: Most people not very interested in hosting parties. No one on the board is willing to take this on to organize it, but if Mary Beth wants to or can find someone who wants to, we can support it

11:10 Executive Director Report - Mary Beth

Winter Camp:

Mary Beth: I have the updated contract and sent out a proposed budget. We did increase our cost to Richardson because we are renting the duplex building to house staff. This way the staff can be together. Brett shared his financial report for the winter camp budget. Decided to be conservative with the number of families in the budget. We are hoping for a couple more CIT's this year and plan to lower the CIT rate. 2 new families have reached out and showed interest in Winter Camp. Mary Beth made a flier that went out to the board so we should circulate those as much as possible. Still waiting to hear from Mark to see if he will be willing to cater for this year.

Agreed that we shouldn't compensate a board member this year. That way we can have this money for another camper family.

***Bike rack: Winter Camp seems to be taking off, maybe we can look into doing more of these weekends in the fall or another in the winter. Mary Beth suggests that a fall reunion type thing might be successful

***Email System Question. Leslie Nuccio: asked what email system we use for camp. Mary Beth: most emails are from the camp gmail but there might be a way to use the UltraCamp software

Brett: We need to approve a budget for Winter Camp. We do have a bit of wiggle room in this budget so we won't be in the hole. Em: Winter Camp is seriously dependent on snow. It might not even be able to happen if there isn't snow. Brett: It's better when there's snow but we still sometimes have good years without it.

Mary Beth: Winter Camp registration links are done and can be sent to the board if wanted. Going to do more trainings with Ultra camp after the wedding. Need to get an action plan together for fundraising. Em motioned to approve the Winter Camp budget, Judy seconded, unanimously approved.

Summer Camp:

Mary Beth: Brett, Mark and I have been in contact. \$8,000 deposit went to them after camp. Signed contract hasn't happened yet. They did raise our fees. I'm trying to negotiate even lower fees. We will be sharing the time of staff training with their campers. Mark and I worked very hard to make the contract clear and transparent. Our last contract said something about CIC being willing to compensate 2 of our families if we can bring our own vegan/veg cook. That could be a value of almost \$4,000 which would be worth it. Talked to Jay at length about staffing, what the staff structure looks like, how to best support them and have their time off.

Roger: We need to address the glaring challenge of staff lodgings. Mary Beth: That is still the negotiation piece. We're still trying to work on this with mark. Brett: In addition to the price of the space, Mark needs to know that it needs to be fixed up. Mary Beth: Mark is planning to fix this space and use it eventually.

***Staff lodgings: Do we want a price reduction for a space that is not used or do we need the space to be made more safe so we can use it? Mary Beth: Going to talk to Mark tomorrow about this. Roger: Really need to make sure Mark understands how bad it is and that we can't use the space. We don't want to have to give up camper cabins to house the staff. If we have to we could bring tents so that our staff have a safe place to be. Mary Beth: Mark understands camp safety and wants us to be safe. The conversation will go well.

11:45 Time for Guests interested in being on the board to introduce themselves:

John: 3 available spots right now. Leslie, Katie Rose and Liz have been given the information packets. We have the 3 open spots and are looking at all 3 folks. If you for any reason don't want to join the board anymore please let us know soon.

Ora: There are 4 people rolling off at end of year so there will be 4 additional spots open in Jan.

Leslie: When would these new members join? Ora: We would be able to vote on the three people there today during executive session and you'd join immediately. Then there's a second group that will be voted on in Jan. Brett: we are trying to roll off list so that about 1/3 of the board rolls off at a time. John: we want to keep a vetted roster of folks who can roll onto the board as others come off.

Leslie: Marketing person. With her time commitments, able to help with fundraising and marketing. Background in instagram and can help leverage. Can also help us get a better system in place. Em: Prime time to reevaluate our goals and interests. Leslie definitely still on board for coming on. Can cadence in slowly, probably not jump on board for Winter camp.

Katie Rose: Still interested in joining the board. Ready to answer questions about skills. A lot of things to offer in terms of institutional memory, love for camp, a little fundraising knowledge. Thank you

for your consideration! Ora: we need to better explain what a treasurer's skills need to be and not be. Someone who can be trusted, have common sense, etc. We want to eventually become a policy making board instead of a working board. Hoping that the ED can take on much of the treasurer's duties Katie Rose: can Maybe in the future be in a treasurer position. Can also roll on in January. Copy editing is her thing.

Liz: Has come to camp for many years and loves camp. Still interested in joining. To be transparent, didn't share that from where I see camp I think something that would be valuable is more transparent goals and mission statements so that we can approach questions that come up through the lense of our agreed upon goals and missions. When we articulate our goals we can actualize them. Its unclear to me if we are trying to expand out of CA or into more weekend camps. It would be really helpful to me to have a 5 year plan. Worked on and off for 20 years in nonprofits. Was an ED that came in after the founders left. It's not a unique experiences and have been through it. Did talk to Ora and John about that. Some organizations can turn it all over to the ED which can be a mistake (lose institutional memory), or can stay very involved which is hard to do. Naming this and creating a plan for it would be really help. Grateful for the board, have done a lot of work. Many organizations don't successfully do it, but it has saved camp.

12:15 New board member votes:

Roger: Will not be voting on Katie Rose as she is a family member but he has no reservations about her attributes. She has a wonderful emotional vocabulary that is very nuanced.

John motions to approve Liz Hendrickson and Leslie Nuccio as CIU Board members whose terms will start immediately. Brett seconded. Unanimously approved.

John motions to approve Katie-Rose Breslin as CIU Board members whose terms will start immediately. Judy seconded. Unanimously approved. Roger abstained (family)

***Interested board members conversation: CA law is no more than 49%. Paid staff is interested, folks who are getting camperships are interested. This is a bigger conversation (are people whose partners get trades included as interested?) Might want to consult with someone.

12:30 Executive Session

1:10pm Close, adjourn

Next Meeting scheduled: 11/19/17