

CAMP IT UP INC.

Board Meeting Minutes

20-MAY-2018

10:00am-1:00pm

Location:

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

Minute Taker:

Katie Angelot

Attendance:

Board members present: Lori Randlett, Liz Hendrickson, Em Howard, Kai West, Jay Sky, Leslie Nuccio (R), Alison Hardy, John Dalal (R)

Staff/Guests present: Mary Beth King (R)

Members not present: Katie-Rose Breslin, Leslie Baker, Kevin O'Grady, Rachel Venning, Roger Macdonald

(R) = Remotely attending via web

***= Parking Lotted Items

Agenda

9:30 Arrive, nosh and gab

10:00 Start Board Meeting, check-in, name timekeeper

Lori is timekeeper

10:10-10:40 Executive Director Report – Mary Beth

Mary Beth is not in the google group, needs a better way to send information/documents to all board members. Will type in everyone's email separately for now until we get this worked out. Right now we have 43 family units registered, which is about 100 people total. 34 families first half and 33 second half. 5 families received camperships. Our CIC contract is based on the number of people we get registered for camp. Based on the Ultracamp income, we have \$75,000 that we've brought in. We haven't yet covered what we owe to CIC. Going to spend tomorrow crunching numbers and figure out how many families we need to get to break even. April Silas is

going to be sending 3-5 families through the homeless network. We should be trending closer to 80 families according to Jill. Our biggest focus right now has to be making phone calls and getting in registrations.

Is the capacity of camp 250 people? How many tents/cabins do we have total?

MB: Capacity is about 250. Don't know how many cabins there are off hand; going to start assigning cabins this week.

Liz: We are going to need to do a summer camp budget revise. We need to figure out what is realistic and what needs to change. MB has already given a heads up to CIC that our census will be down. We understand under our contract that if we don't fill camp they have a right to fill the space with other groups. They told MB that this is unlikely because of the short notice. We adore CIC and care about them, but our low census is not a problem we have to solve for them. It probably means they'll have less kitchen/maintenance/lifeguarding staff. It probably means our contract next year will look different. We are their biggest camp so they will likely want to change our contract so that they can better work with us. Getting a revised budget is important for two reasons: MB will need to work within the new budget so that she isn't spending money blind, and because we have to give CIC a drop dead number on approximately July 1st. If we are wrong about that number, we have to pay for it. Jill's tip was that if we low ball the number, we can work to raise it but if we highball it we will have to pay more. Jill says that there are always about 5-10 no shows. We don't refund that money but not everyone pays before arriving. Jill says we don't get very many registrations in June. Jill is a wealth of information and she and MB have been working closely this year to figure out these things.

MB: April Silas is asking if the homeless children's network can pay a reduced fee for camp. We are looking at this to see if it will help us break even. Normally April would pay the low fee rate, but is asking if she could pay a lower rate and bring more families. We have to look at what the best decision is.

Allison: What about the grants we've been working on?

MB: We haven't heard from any of them. The Tegan and Sara grant asked for more information and then didn't get back to us. Leslie is still working on the Kaiser grant.

Liz: We have to figure out how many more families we need to register in order to break even. We have to be very very careful. We can't do something that leaves us in financial distress. Last year in January we emptied our bank account to make all of our payment to Jill. We don't want to get more behind on our CIC payments, we have no cushion, we can't throw ourselves into the red. For the future, we need to develop a policy around how much cushion we need to have.**

MB: We have two more payments to CIC. I suspect that once we have all of these numbers and talk about it, we will probably be lowering our June payment. This is just covering room and board, not payroll or any supplies for camp. Plus we have a payroll spike because of min wage changes. We also have a payment to Jill in December.

Kai: As a donor I always feel happier to give to organizations when I know what specifically they are fundraising for. Is there an opportunity here for a very specific ask to take place regarding April Silas' program?

MB: Yes, we can have an offline discussion to see what that might look like. I want to give April Silas a discount, but we can't do so if it puts us in the red. Excited to look at the numbers and see if we can do that.

Liz: We need to come up with a specific amount of money we need to fundraise in order to support one of April Silas' families.

MB: This is a very tangible thing that people would be willing to fundraise for.

Kai: Could we try to fundraise more using this pitch? This might be a bigger opportunity.

Allison: How is staff recruitment going?

MB: Feel really good about the staffing.

Lori: Do you need more people? Do you have enough staff?

MB: Probably have about the number of staff needed. 5 senior counselors, 13 junior counselors, 9 CITs, need a theater person but that could be a trade. We don't need more counselors at this point unless we get more families. Director staff will be Lisa Z as Assistant director, Audrey as Admin, Kai and Monica for the first half week helping with staff training. Zack and his girlfriend have been working in a mental health clinic so they may be good to fill in as CIT directors along with the help of Kai and Monica. June 9th and 10th are the staff trainings, MB will fly out for them.

10:40 Approval of Minutes (April) - Katie

Em motions to approve the April 2017 minutes, Jay seconds, all in favor no no's and no abstentions.

10:45 Fiscal Budget / Treasurer Report – Em

Em went over the financial report document. We don't have a lot of incoming money and not a lot of cushion in the bank. We still have two bank accounts and need to condense. Everything needs to be put together, we can't have multiple access points.

Jay: Do we have a lot of credit card fees?

Em: We do, it's a lot of money. One of them was refunds.

Liz: Almost everyone registers using a merchant account and we pay 2-3% of every registration. This is an extra fee we need to assess.

Em: We need a new credit card because the one we have now is Brett's. Somehow when he closed out the last account the credit was transferred to him. He said it is okay that we use it while we can pay the monthly payments, but we'll need a new one soon.

Em: We also need a better way to track refunds. Working on that and pulling in the Ultracamp information. We'll have a larger amount of payroll to pay in June, July and August.

Liz: We need a better way to do petty cash. The record keeping for this needs to be updated. Em will work on developing a policy for this with MB.

Rachel and Em need to communicate and figure out what the CPA job description needs to be.

11:00 Marketing Report – Leslie N

We spent \$50 for a Facebook ad. One person reached out to Mary Beth regarding this, which is a pretty good turn around. There is an organization supporting people of color that wants to sponsor us in an auction. Need to know what the budget for Marketing is

It'll always cost money to do digital marketing, but a physical outreach will be less expensive.

Jill recommends we do more physical outreach at Pride and other events.

We could do a super targeted outreach online through LinkedIn. We can put caps on it so that we don't pay more than \$100 (or whatever the budget is). We have a company LinkedIn page. Lori will add Leslie to it as an admin. We also have a Yelp page, but we can't target specific demographics using Yelp.

Do we want to spend any more money on Facebook ads? Should we try a new ad, leave it up or take it down? Should we make postcards?

MB: We need to make sure postcards get handed out at Pride.

Leslie: Do we know what events have worked best in the past? We need to digitally track which sites have worked best.

MB: Jill feels strongly about continuing our relationship with Our Family Coalition.

Lori: We decided before WC that we wouldn't do another ad with Our Family because it was really expensive.

Leslie: Usually the direct response rate is 1-2% return so marketing is a big investment. Will look into getting postcard printing donated. The postcards have already been designed and have our contact information and the dates for summer camp. Will get as many as possible for as cheap as possible. Will include the WC dates for 2019. Will decide on a budget for postcards and digital marketing.

We don't have a budget right now for the Queer Women of Color film festival.

11:20 ***Executive Session*** (70 min)

Executive Directorship Motions:

(14 total CIU board members, 9 present today meaning a quorum was reached)

Allison moves that we do not renew Mary Beth's contract past December 31st 2018.

No vote indicates we do renew the contract for 2019.

Yes vote indicates we do not renew for 2019.

Jay seconds.

8 Yeses

1 abstention

The motion was approved.

Jay moves to terminate Mary Beth's 2018 contract effective May 31st 2018.

No vote indicates no termination of contract early.

Yes vote indicates termination of contract.

Allison seconds.

Liz makes an amendment to add "for cause, for failure to meet the job goals set forth in the October 2017 performance evaluation" to the above motion.

John seconds amended motion.

6 Yeses

2 No's

1 Abstention

The motion was approved.

Katie moves to authorize Liz and Lori as co-chairs to offer Lisa Zeiler the Interim Camp It Up!

Executive Director position with pay equal to Mary Beth's former salary effective June 1st 2018 to December 31st 2018.

John seconds.

8 Yeses

1 No

The motion was approved.

1:00 **Adjourn**

Next CIU Board meeting moved to June 10th 2018 because June 17th is on Father's Day.