

**CAMP IT UP INC.**

**Board Meeting Minutes**

**15-APRIL-2018**

**10am-12:30pm**

**Location:**

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

**Minute Taker:**

Katie-Rose Breslin and Kai West

**Attendance:**

*Board members present:* Rachel Venning, Lori Randlett, Liz Hendrickson, Em Howard (R), Kai West, Jay Sky, Leslie Nuccio, Alison Hardy, Roger Macdonald, Katie-Rose Breslin, John Dalal (R)

*Staff/Guests present:* Mary Beth King (R), Tyler Kavanaugh-Lynch

*Members not present:* Leslie Baker, Katie Angelot, Kevin O'Grady, Aidan Cassel-Mace (YAC guest)

(R) = Remotely attending via web

\*\*\*= Parking Lotted Items

**10:00 Start Board Meeting, check-in, name timekeeper (10 min)**

Allison Timekeeper

**10:10 Approval of Minutes (March) - (10 min)**

Allison moves to approve the minutes. Kai seconds. 3 abstentions due to absence. Otherwise, unanimous approval of the March 2018 minutes.

**10:20 Co-Chair Report – Liz & Lori (45 min)**

Liz- We reached the majority of board via phone but couldn't reach everyone. Last month Brett told us revenue was down and we were unable to make our payment to Camps In Common. We should be able to make a deferred April payment. May and June might be different.

We should have a calendar for all Camp It Up events (payments, events, etc.) With winter camp we realized late that we should have canceled earlier if we were going to cancel and we don't want that to happen again. We're working on getting a calendar that is organized by fundraising,

YAC, etc. The fundraising team is going with it. We're asking board members to make phone calls. Mary Beth and Jill will call campers and say 'hey we've noticed that you haven't registered yet'. If you want to call major donors, Kevin has the list. If you want to work on outreach, then Leslie will be your contact person. 30-45 day timeline.

We have two projects around building our infrastructure. Now we have a 3rd project. Hiring a bookkeeper and a CPA. CPA will do our annual audit. Funders are going to want to see the books. Possible that we could get that donated or low cost. Potential camper who became a CPA. Em will hire and supervise. The board needs to write the description and support hiring. Job description completed by the end of May.

We need a performance evaluation document for Mary Beth. Last two weeks, Em, Brett and Jay were saying that now Brett is rolling off, Mary Beth should start writing the checks for payroll. We need to pull this off of her plate. There's a lot of organization backfill. Right now staff and board responsibilities are confusing and we need to get clarity on who is responsible for what. Lori- Brett was doing a lot more than a bookkeeper should

Liz- Leslie Baker is working on two grants and the deadline is Friday.

- What is the normal cadence on camp registration? Is this normal? Is this behind? Mary Beth says that we don't actually know that data

Lori- April has historically been when we start seeing registrations come in and revenue go up

Roger volunteers to call major donors and register

Katie Rose and Tyler volunteers to do some social media

Kai volunteers to do some writing, Leslie will reach out to Kai offline

Kai, Jay and Rachel will help with job description and hiring CPA/Bookkeeper

Roger- can we at least consider offering an honorarium because sometimes a little bit of cash assistance can keep someone

Jay, Katie-Rose will support performance review, Rachel says can help if needed

Leslie asked if it is normal to not have all of the payments to camps in common on time.

Liz- yes, they give us a better rate and because we pay earlier we get a better rate. If we are unable to make these payments then we have to renegotiate the contract and pay more.

Mary Beth- We'd be hard pressed to find a camp that has the kind of living set up that Camps In Common has. Other camps are more kid focused and living arrangements would be tighter quarters.

- How many families usually come?

Mary Beth- We have about 100 families and are heavier on the second half of the week.

Jay- I tried to register for camp this morning but got an error page

Marybeth- All of UltraCamp is down unfortunately

Liz- Thank you YAC for reading our bylaws and helping us figure out if we are following our bylaws and are in compliance with interested parties. It's revealed some other areas like how we do trades so we'll talk in execute session about that.

Lori- Created a google group for the board. You should have all gotten an invitation for that. We want this to be the master calendar for everything (payments, fundraising deadlines, staff training, etc.) We are going to start using this list for mass emails rather than individualized emails. So this will help manage ensuring that everyone gets emails and that they don't go to old email addresses. Can log into the group or can write an email and can send to

[campitup-board@googlegroups.com](mailto:campitup-board@googlegroups.com)

Jay- What if I want to send to a particular group?

Can either send emails directly to group or can make subgroups within the groups

Do we want to include people who are not on board?

Let's have one just for board members and a second one for board members plus YAC and committee members

Liz- Will the calendar that you are creating generate reminders?

Katie-Rose- did not get a calendar invite?

Liz- how can we send less emails

Em- Is it possible to get a chat board going? There are things buried in things buried and things and they all read like chats.

Liz- We're using doodles to schedule meetings. Let's see if next month if we can clean that up.

Allison- Can we circle back, how do we get the list of major donors?

Mary Beth- Kevin has that list and we'll ask him if he needs help. He's already making those calls. I emailed out what info I've collected over the years on campers. Once we have this google drive or whatever method we've done and how we collect this info. In previous years, people have picked people that they are close to or know well. That's what we did last year.

Liz- What's our plan, how do we know who has called who?

Lori- Update spreadsheet as a google sheet, Create a column that says caller/assigned to. Comments about and left voicemail. Is coming or is not coming? This will be an active google sheet.

Mary Beth- needs help putting the data into a master list. Lori can help with this task. I can probably get started on Tuesday. The ask will be for everyone to commit to 10-15 calls and everyone marking it on that shared document within the next two weeks.

Roger- When someone uses Ultracamp to sign up, we should update it on the spreadsheet.

Katie-Rose- I figured out how to share the registration report with the google group. Should I do that?

### **11:05 YAC – Tyler (5 min)**

We did not get to have a meeting this month, so there's not a lot to report. We're thinking about making a new camp video, not like the one currently on the site. There was a Prop 8 video many years ago that was really popular. We also are drawing up some possible staff shirt designs

Liz- I've been thinking about Memorial day weekend and the YAC interest? I want to figure out rides and headcount and for feeding people. Tyler says he'll check in with people to get a sense of how many people are going.

Mary Beth- if we know who is coming and we can coordinate with Mark. We'd like to work on our areas with our people if possible.

Liz- A lot of it is raking and sweeping.

Roger- LeAnne is going to lead it

### **11:10 Fundraising Report – Kevin (10 min)**

Mary Beth reporting fundraising for Kevin- Kevin and I talked, we think that the best way to do some low cost fundraisers is to do some house parties. They did an Eventbrite. When people bought tickets went right into Camp bank account. If you want to invite future campers into your home or do a DIY fundraiser that's great. Kevin is putting together a how to booklet. We can ask folks beyond the board to do that and have a suggested donation. We can talk about the importance of camperships and camp. House parties are main plan and idea at this point.

Katie-Rose- How much do we charge for those Eventbrite events?

Mary Beth- I didn't want to give out our bank account info, it depends. Some were \$25 and some were more (\$40 max). We raised \$3,000 - 5,000 with no cost to us.

We did 5 or 6 last year. I got on board and did all the financial stuff to make sure that all of the money was funneled to the right bank account.

Key in house parties is that we are kind of hands off so the board doesn't have to micromanage them. Kevin is preparing a "Toolkit" for house parties, we will send it to current and former board members. Can be as simple as having your own birthday party, but asking for gifts to Camp It Up rather than gifts to you. DIY events raising money for camp.

Katie-Rose- Would like to host one if they could use someone else's house. Alison could participate. (Take offline) Leslie--could have one in Moraga.

Tegan and Sara have a grant program, but it has "women-only" restriction--trans women included, we'll get on that.

Leslie's ex might be able to do the bookkeeping/accounting for free.

### **11:20 Marketing Report – Leslie N (10 min)**

Marketing report: Skeleton messaging plan. Starting up advertising with facebook ads. Longer lead-time plan includes articles and instagram. Let's get going and start seeing what works. Fundraising piece is Kevin's and this will be the most immediately efficient, but there is room for targeting people who are Googling "Gay family camp" with the goal of getting new people to register for camp. Need to come up with new "creative" for new people.

We need a list of events where we can pass out flyers (Pride, etc.). Need a design for postcards. Make one design that can be resized for all different things--postcard, poster, flyer.

A's Pride Night--tabling

Mango?

Ashkenaz Soggy Sunday

PFLAG, GSA Network

Need list of publications and influencers where we can put articles-- "How to be in gay spaces," "Brave spaces"

Straight parents with queer kids need guidance! We need to get them to camp

Leslie will create the "creative" later today or tomorrow

### **11:30 Fiscal Budget / Treasurer Report – Em (5 min)**

Emailed everyone a copy of the report up to 4/14. We've had more camp registrations come in and we lost one. We will likely be able to make our next payment to Camps in Common--good news! We have a new bank, new credit card, new treasurer. We got rid of the bank card and moved the CD money into our new account.

**11:35 Executive Director Report – Mary Beth (10 min)**

Mary Beth: Amounts for next payments

3/28 deadline moved to April : \$15,541.20

May 27th: \$23,541.20

June 26th: \$47,082.40

Upon arrival, we will owe \$11,770.60 **IF** we have the exact same number of campers this year as last year.

We have to get close to the exact number of campers estimated before camp--they have to do food orders and staffing. It's going to be a few weeks prior to camp; we pay that amount, and then we settle up at the end of camp.

We need to have the majority of our campers registered in May.

Mary Beth will put dates on the calendar.

Mary Beth would like help scripting for the phone calls.

Registration numbers: we need to get more people registered. Next year is Year 30, so we need to start building energy now for our 30-year camp experience.

Staffing needs: We have enough junior counselors--many CITs coming back to be JC's. Our need is senior counselors. Anyone who is connected to young adults wanting to work at camp should recommend them to CIU. We need five senior counselors. We're still in conversations about finding CIT directors. Liza Z is coming back to be Assistant Camp Director. Audrey will be doing admin at camp. Senior counselor are seniors in high school and above. Preferably 18 years or older. Experience preferred but not required. Senior counselors \$10/hour with deduction of room and board. MB would like Jay to check math.

Staff training is the same weekend of A's game. We will all wear our camp t-shirts at the game and hand out postcards. Training will be Saturday and Sunday. Lisa Z will lead the meeting for senior counselors to make plans before camp.

Date of A's game is Friday, June 8th. Staff training Saturday and Sunday the 9th and 10th.

\*\*\* Camp van: Kate will loan us a van for the week--do we need to cover it on insurance? Would be great to use ours and hers for transport of cargo AND staff. **Jay: We need to make sure Camp It Up doesn't transport staff for liability issues. We can help staff organize carpooling, but we decided not to transport staff ourselves. Liz: We need to flag this as an issue in general because it keeps coming up. Should be addressed in our next board**

**meeting. We need to look at CIT documents that parents sign, to make sure it's OK that people over 18 driving CIT's.**

Mary Beth's main focus right now is staffing and registration. Ultracamp website is back up, yay!

**11:45 Executive Session (45 min)**

Liz: Our van needs a lot of repair; the back door is broken. Melissa thinks the handle snapped in the cold at winter camp. It may need new brakes. We'll get estimates so we can cost it out or start renting each year. We have to upgrade.

We talked about bylaws and interested parties.

**12:33 Adjourn**