

1/21/18--Approved 3/18/18

**CAMP IT UP INC.**

**Board Meeting Minutes**

**17-DECEMBER-2017**

**9:00am-12:30pm**

**Location:**

National Equity Project (Brett Bradshaw's Downtown Oakland office):

1720 Broadway

Oakland, CA 94612

**Minute Taker:** Katie Angelot

**Attendance:**

*Board members present:* Lori Randlett, Liz Hendrickson, Em Howard (R), Katie Angelot (R), Kai West, Kevin O'Grady (R), Jay Sky, Leslie Nuccio (R), Rachel Venning (R), John Dalal (R, called in at 10:30), Brett Bradshaw, Alison Hardy, Leslie Baker, Roger Macdonald

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

*Members not present:* Katie-Rose Breslin (left early--sick)

(R) = Remotely attending via web

\*\*\*= Bike Racked items

**Agenda**

8:45 **Arrive, nosh and gab**

9:00 **Begin New Board Member Orientation – Susan Colson**

Susan was sick so we cancelled for this month

Chatting and checking in. Mary Beth suggests that folks go to the May OFRC clean up days.

Plan for YAC to see how many youth/staff would be interested.

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

10:15 **Approval of Minutes (December) - Katie**

Alison moved to approve the December 2017 minutes, Kai seconded, unanimously approved, one abstention due to absence.

10:20 **Discussion on whether we meet in February**

March meeting is our all day board retreat

In the past we have had comments from campers that it looks bad if we have our meeting the weekend of camp because our board members cannot then attend Winter Camp.

We shouldn't cancel our meeting based on what we hear from the campers or how it looks. We should meet if we need to meet, not based on what campers say.

Jay moves that we do not have a board meeting in February 2018, Alison seconds, unanimously approved.

#### 10:25 **New Meeting Space**

We need to find a new meeting space once Brett rolls off the board. It needs to be a free space with available Wifi and someone will need to bring a laptop.

Alison: It is possible that we could use her office space but she'll need to first check in with her colleagues. Only issue is that it is not fully accessible to folks with mobility needs. It is in Berkeley.

Jay: Just moved to a smaller office that has a shared conference room and it is accessible. We might be able to use this space. It's on 35th and Macarthur.

Em: In the summer we could use Em's newly refurbished backyard.

Leslie B: Can bring a laptop whenever she's able to make it to the meeting. Can definitely bring it for March.

Jay: Has a laptop at the office.

Kai: Has a laptop that can sometimes be borrowed (does not own one that will zoom)

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

Our numbers are lower than last year. Since we didn't have Ultra Camp last year we can't run all of the spreadsheets we'd like to get a better picture of how many more families might register last minute

24 family units (including Mark Swan who is a trade for being our chef and Kadet who is trading for sound system equipment/management)

We have enough staff and pay agreement paperwork is going out this week.

Staff will be in the Richardson House, campers will all be in the Lodge. That will cut back at least \$2,000. We are lowering the food budget from \$5,000 last year to \$3,000 this year. Brett and Mary Beth lowered our break even budget so as is we would be making \$1,121 off of Winter Camp

Is Mark okay with the lower food budget? Mary Beth hasn't talked to him yet but she does the Winter Camp food shopping so she can manage the budget. The food budget also reflects the number of people that are eating so it felt comfortable to cut it back.

Music question: have we paid Lisa Z for the amp yet? No, Brett says we can do it soon. Kadet is going to pick it up directly from her before Winter Camp.

Mary Beth is going to buy her plane tickets this week.

Brett: Behind the scenes discussion, we do have enough registrations now to make Winter Camp happen but in the last few weeks we were considering possibly cancelling Winter Camp due to low registration. We are now passed the break even point but could definitely use 3 or 4 more families. If any more CIT parents or families could come that would be great. Share as much as possible social media posts and emails. Winter Camp is a great gateway to Summer Camp

Mary Beth: Tyler and Aidan had a great idea that staff can send personal emails to camper parents about Summer Camp to remind them to register. That can happen once the Summer Camp registration opens

Summer Camp Contract: Mark finally sent us the contract. We had to wait because Mark had to align the contracts with the American Camp Association Standards which Mary Beth has also been doing so that we look professional and up to standard.

Changes in the Contract

Lifeguards--Mark wants to use their lifeguards instead of ours for anything happening on camp grounds. If we are swimming on camp property, their lifeguards have to staff it. We are discussing if we can provide the secondary lifeguard.

Staff Village--The standard that all of camp needs to be up to par is in the contract and that staff village is in good condition. During the work-day we can be proactive and take a look at staff village to request what we need to be changed.

They want some more details from us in order to write their grants. They want us to provide the demographics of our campers (ages, number of nights, city and zip codes).

Mary Beth will do a full Ultra Camp training which was supposed to happen in the fall but didn't. After this happens she'll be able to create and generate reports for CIC. Lori: We should have a board member do this training with you. Mary Beth: Yes, it should be the new treasurer replacing Brett. Lori and Em are willing to sit in on this. Mary Beth will send Alison, Liz and Lori a copy of the contract. A physical and/or electronic copy of this will need to be stored

Liz: Recap of the earlier discussion about CIC OFRC. CIC is making a few changes to the physical site. Veranda was refurbished, bathrooms are being redone, and staff village is a main issue of concern. We are going to try to get some people from our community to go to their Memorial Day volunteer clean up. Hopefully we can participate in that day to help set up camp and also take a look at the site. We will be working on getting people involved and excited about this.

Roger: Is it worth it to make sure that the staff village issue is highlighted in the contract given the issues we have had in the past? This issue will be looked over when the contract is reviewed by Liz, Lori and Alison. Mary Beth feels confident that Mark is committed to making sure this change happens.

Brett: Need to look at insurance for the Memorial Day event. We don't want this to be marketed as a CIU event because we can't be liable for any issues.

#### 11:00 YAC – Aidan, Tyler

YAC started a public instagram account. Suggestion that camp itself should have more robust social media accounts. There is a Facebook, Twitter and Instagram but they need people to run them. Fliers are great but social media will outreach to many more people.

YAC has been reaching out to staff for Winter Camp as much as possible. We have 8-9 staff so far and Mary Beth will know by today if we need any more staff. Tyler has reached out to all of staff and thinks that everyone who has shown interest has reached out to Mary Beth.

Bi-laws have been marked with changes in gender pronouns to be more inclusive. This will be on a future agenda for approval.

Kai: YAC doing social media does make a lot of sense. Are there any social media tags that you can create to get people interested?

Brett: Talked to a family last year that said our social media could be ratcheted up quite a lot. Most moving part of camp is seeing the staff and wanting your kids to be like them someday. Testimonials by staff about camp would be a great way to connect. Then this can be connected back to the campers. Tyler and Aidan have thought about this and want to create videos similar to the Prop 8 era videos of camp staff. Will need to get parent permission for any under 18 year olds.

Fundraising alongside the social media campaign

Mary Beth--A friend from Camp Camp has offered to come to camp for free if we give airfare to create professional videos, clips, promotional videos, etc. This is a resource we should definitely

tap into. Kai can help with editing if this person isn't willing to do the editing part. Mary Beth will talk with Leslie about this.

#### 11:10 **Fundraising Report – Kevin**

Kevin received some financials and talked with Mary Beth about the Kaiser grant. He needs to set up a separate meeting with the Fundraising committee. This should include Mary Beth, Leslie B and Leslie N. Mary Beth can outreach for various sub committees but needs a list of what we need. A fundraising goal would also be helpful. Kevin and Brett will have a discussion to decide on what the fundraising goal should be for the 2018 fiscal year. The Kaiser sponsorship grant will be happening in the next few months.

Liz: CIC is also working on their fundraising goals.

Roger: Wants to join the fundraising committee.

#### 11:20 **Fiscal Budget / Treasurer Report – Brett**

Brett walked us through his Banking Summary document covering 12/17/17-1/20/18. Our expenses have been high due to our loan repayment to Jill. Brett is nervous about our high expenses from this period because of upcoming expenses. Our total upcoming expenses including the \$15,000 payment to Camps in Common is \$18,862 and this does not include all of the expenses for Winter Camp that we have to pay which may be close to 15K which we do not have. We could possibly get Mark to agree to a lower payment but this may be difficult to negotiate. We could put some expenses on the credit card but this would not be ideal. More registrations from Winter Camp would be great. Deposits for Summer Camp (can also happen at Winter Camp) is another way to bring in some money. We could also open Ultra Camp registration for Summer Camp earlier. Tyler: At WC counselors can ask camper parents if they are planning to attend SC and try to hype it up.

Jay: As a camper there's no incentive financially to register for SC early but if I get a lot of reminder emails I will read them and go ahead and register early.

Fundraising in the next few months is another way to bring in money. We need to solicit higher end donors from outside of our camp community because our community seems have been tapped out. Kevin asks for an alumni list. We also have a friends and family list--people who do not go to camp but have donated in the past. In terms of Kaiser--If we are going in on a joint Kaiser sponsorship it shouldn't be for things that are not already budgeted. It should be for staff development so that we can use it for Mary Beth's salary, staff training sessions, etc. Short term revenue goal between now and end of March is \$15,000. That could be gifts, 10 families registering for camp early, etc. Getting Summer Camp registration open is a big priority. Filling up camp is one of the best ways to bring in fundraising.

#### 11:35 **Discussion - CD Project**

Consideration of the CD project is referred to fundraising and budget committees to review financial implications and make a recommendation to the board.

Liz: Once the committees have met, Liz and Lori will be able to explain our process to Jill and let her know what the plan and eventual decision is.

Mary Beth: Had a conversation with Jill this week and she seems to be planning to go forward with the plan regardless of the the board's participation. Liz and Lori will try to call her this week to discuss it. Our concern is that we don't want to be asking the same pool of people to donate to the CD project and to CIU in general.

Roger: Seems like an impractical and outdated way of reaching out to the community and

fundraising. Recommend that we don't send it out to the committees to decide on.

Brett: Its more about digitizing the songs than it is about making a CD. Jill wants to memorialize the songs. She owns the songs even though we can use and sing them. Jill could go forward with this but she wouldn't be able to use the CIU name without our participation.

Kai: Do we know what Jill's intentions around the CD are? Is it that she wants to make the CD as a marketing tool or is it that she wants to memorialize her songs?

Mary Beth: Given that she has some health issues and the change over to new directorship just happened, she feels this is the right time for her. She doesn't want to compete with the board's fundraising efforts. She sees it as a gift to camp. If we do it we could use it as a leverage for fundraising.

Kai: Is it possible to capitalize on Jill's energy without doing the CD?

Lori: The CD is not the expensive part, it's the studio time.

Liz: Concern is that this won't be involved in a targeted campaign and we will lose some donors who are asked to participate in the CD with Jill because they will give to the CD and not CIU as well. If she can raise this amount of money then so can we, but we can't both do it from the same pool of people

Rachel: Could it be possible that if Jill fundraises the money from CIU alumni, then next year they will donate to CIU? As a parent of small kids, the CD is definitely a good way to reconnect with camp throughout the year.

Liz: The reality is that she is going to do this. The question is how we are going to participate in it.

- Agreement for committees to discuss this issue and to bring their decision to the board's next meeting

#### 12:00 ***Executive Session***

Board Recruiting Report – John & Em  
New Treasurer

12:20 Moved out of Executive Session

Kai moves to approve Em as the interim Treasurer until Summer Camp 2018 while we look for a new Treasurer, Jay seconds, unanimously approved.

#### 12:30 **Adjourn**

#### **CIU Board Committees as of Jan. 2018:**

Board Chairs: Liz, Lori

Budget/Finance: Em, Brett, Jay, Alison?, Rachel?

Fundraising/Marketing: Kevin, Leslie B, Roger, Leslie N, Kai

Personnel: Jay, Ora (transitioning out), Kai

Development: John, Alison?