

11.18.18 Minutes -- Approved 12.16.2018

CAMP IT UP INC.

Board Meeting Minutes

18-NOVEMBER-2018

10:00 am - 11:36 am

Location: Virtual

Minute taker:

Alison Hardy

Attendance (all by teleconference): Lori Randlett, Katie-Rose Breslin, Liz Hendrickson, Rachel Venning, Roger McDonald, Alison Hardy, Lisa Z

Interested: Katie-Rose, Roger, Alison (3)

Non-Interested: Lori, Liz, Rachel (3)

10:00 Budget Committee Report – Roger/Lisa Z

Roger, Liz and Lisa presented a statement of CIU's Revenues and Expenses broken out by month for 2018.

According to the statement, CIU has a current balance of \$28,505, of which approximately \$8000 is for 2019 registration. Liz H. wrote on the spreadsheet that we need to pay \$65 of every \$1000 to CIC and save \$16 of every \$100 for staff for 2019. Lisa Z clarified that it's actually \$65 of every \$100 for CIC.

Bottom line is we have approximately \$22,000 currently, but some of that is committed.

Roger broke out expenses, and explained we need to find our payroll for the month of June.

Lori indicated that it may have been included in expenses for July.

KR said that she and Brett did the payroll in July.

Alison and Roger discussed that the figures for donations appear to be incomplete.

Lori will look into the entries for Jan, Feb and March, as the donations would have gone into the old bank account and may not have been included.

Liz suggested and members agreed that Lisa A should be invited to the December Board meeting.

Of the \$22K in our account, we can only spend \$19 for every \$100 after fixed costs and staff.

We paid Jill her final consulting fee.

Roger explained he wants to add "cash flow" and "sequestered funds" to our financial statement.

Per Lisa Z, Lisa A wants donations tracked in quickbooks.

Lori indicated we will keep separate spreadsheets until all of the data can be reconciled correctly.

10:20: Approval of October Minutes

Liz moved to approve the October 2018 CIU minutes. Roger seconded. Rachel abstained. All others in favor

???? YAC Report

Tyler was not present, so there was no YAC report, but Lisa Z stated that the YAC is designing a poster.

???? Outreach/Marketing – Katie Rose/Rachel

Parkway Event

KR has been working with the Parkway to schedule an outreach event in February. We are currently signed up for the weekend of 2/17/19, and need to choose a movie (possibly Zootopia). Parkway will help with licensing logistics. The licensing fee may be up to \$400. We are seeking families with very young kids.

Weekend of 2/17 is a long weekend, so we discussed whether to pick a different weekend, as families may be out of town. 2/3/19 may also be a possibility.

This will be a community building/marketing event, rather than a fundraiser, and we will likely not make much money. We will price tickets low, and may have buddy tickets.

We would like to find a cosponsor, but haven't decided on one yet. OFC an Oakland LGBT Center are possibilities. We will offer to share the limited profits with cosponsors.

Liz thanked folks for their work, and pointed out we can use this as part of our diversity initiative. By pulling in multiple sponsors, we can get help absorbing the cost of the event + get their mailing lists.

Theater capacity is 120-130, and we need to bring in a minimum of 50 people. Parkway requires a minimum of 50 people, and we must do the ticketing. We plan to give some tickets away to organizations. We need to figure out whether we can sell tickets through Ultracamp and/or Paypal (which is cheaper than Ultracamp). Since the Parkway will be having its own shows that day, it will be best for us if we can sell our tickets ahead of time, to avoid a bottleneck at the event.

Postcard

KR has been working with ML on our postcard and we need to commit to a permanent slogan/tagline.

We discussed various taglines, and settled on "An LGBTQ+ camp for family and friends."

AH moved to approve that tagline.

All voted in favor, except that KR abstained.

KR would like to incorporate a rainbow in the postcard, which should be printed in the next couple of weeks.

Outreach to OFC

Rachel has talked to Polly at OFC about CIU, and we need to develop an "ask."

Per Liz, we want to add them as a link on our Facebook ad and offer them the use of our van. In return, we want to be able to sit with them when they table events, and we want to advertise in their media.

We need to cultivate other queer organizations.

KR also drafted fundraising email based on an interview with Katie A. She will continue to talk to campers each month about why camp was a big part of their development.

Lori and Megan put up a Facebook ad, and we need to confirm whether Megan is boosting it.

Lori, KR and Rachel can all boost it. FB ad is helpful bc FB doesn't take out a fee. Lisa Z wants us to send photos to incorporate into ad, with permission from photo subjects.

???? **Lisa Z's Report**

We are aiming to open registration for camp on 1/28, and are reviewing the impact of giving an early bird discount for people who pay in full by 12/31/18. Lisa Z will write an open letter to post on our website encouraging early registration.

Gina says that we need to overhaul our website, so she has taken that on and is redoing it page by page. She will be posting new material to open registrations, and will add notice of our 30th anniversary and testimonials.

We discussed limiting campers to signing up for either 4 or 8 days, only. Consensus seems to be that 4 or 8 days is preferable, and will be on the website/registration page. If people ask for alternate, per day arrangement, will consider so long as we are not full.

Lisa Z and Liz indicated CIC fees may go up about 3% for 2019. We agreed that for the early bird discount, we will offer using 2018 fees as additional bonus for registering early.

Lori moved to open registration by the end of November, offering early discount of 5% off of 2018 prices for people who register and pay in full by 12/31/18.

Seconded by Liz. All voted in favor.

**** AT THIS POINT, LIZ AND KR LEFT THE CALL

???? **Fundraising Report -- AH**

Thank you notes are written for 2018 donations and will be sent out this week.

In early December, and again in later December, AH will contact people who pledged at camp but have not paid to remind them about paying by the end of the year.

John D is talking to Dan and Dave about major donations, focused on paying off Jill.

???? **Treasurer Report -- Lori**

After a great start with the bookkeeper Nico, before the October meeting, she disappeared and has stopped responding to Lori's multiple attempts to reach her.

Rachel agreed to try to reach out to her.

We will need to find a different bookkeeper if no word by Thanksgiving.

Nico was supposed to reconcile the October bank statement, but she did not. Quickbooks is not calculating payroll correctly, and the September reconciliation is wrong. Lori has not been able to figure it out, and will be contacting either Brett or Quickbooks for more direction.

We needed to file a form 990 with the IRS by 11/15. Brett was able to provide it, and Lori submitted it on time.

???? **Tech Committee Report**

Gina and Katie now have access to the website, and Gina is working on the website and are working on our social media presence. Lori will take with Gina after Thanksgiving to develop a whole new web design. Gina has agreed to maintain our website for a few years.

Lisa A is working on Ultracamp with Katie A.

Katie A will updated all our public meeting minutes.

No Executive Session.

11:36 Adjourn – Next meeting: December 16, 2018