

CAMP IT UP INC.

Board Meeting Minutes

30-APRIL-2017

10am-12:30pm

Location:

Rachel's office:

337 17th St # 216

Oakland, CA 94612

Minute Taker: Katie

Attendance:

Present: Em, Jay, Judy, Ora, Roger, Brett, Susan, Rachel, Leslie, Lisa A, Mary Beth (R), Katie (R), Lori (R)

Board members not present: John

(R) = Remotely attending via web

***= Parking Lotted items

9:30 Arrive, nosh and gab

10:00 Start, brief check-in, name timekeeper

10:20 Approval of March Minutes- Katie

Brett moved to approve the March minutes, Susan seconded, unanimously approved and Jay abstained due to absence.

10:20 Executive Director's Report - Mary Beth:

Mary Beth went over her email with her report as below:

Registration

Lisa Angelot has successfully worked with Ultra Camp to create the Camp It Up! Summer camp registration. The biggest challenge was removing gender from all visibility. We ran into a couple issues with this topic but they were quickly resolved.

Unfortunately, registration went up later than it has in previous years. When looking at the Year of Year (YOY) from Lisa's and Brett's records it looks like we are down about \$20k. Brett asked for an extension for our next payment to FRC due to late registration but we need to recoup and least have of that \$20k in the next two weeks. We need a plan to get there.

Staffing

We are close to being fully staffed. We have 14 CITs, 21 paid staff. I have the leadership positions filled and some trade opportunities I'm working on to get sound equipment and such. The biggest hole I see right now is replacing the Mosaic/Carpentry person. My thought is finding someone to teach urban gardening since our theme is "here we grow".

Staff Training

Staff training will happen the weekend of June 17 & 18. I'll fly out and train the staff. Jill is wanting to attend and work on some music.

Policies

I would like to see us be ok with establishing some verbiage and policies regarding bullying (code of conduct) and drugs and alcohol. For staff and CITs under 18 I'd like the parent/guardian to also sign and be aware that some behaviors may result in termination.

Grant

Leslie did the bulk of the work on the Kaiser Grant we are asking for roughly 38k to provide more support to the CITs in the realm of mental health and allow 4 more new families to attend camp for free. The deadline was Friday, April 28, 2017.

100 dinners/brunches

I'm estimating this series of events to bring in \$2,000+. Many events were no-goes as no one signed up to participate. I would like to establish a best practices and continue this in a year round way. Many nonprofits do this and every board member and other supports commit to one in home fundraising/recruitment event. It can be your birthday party, a winter holiday party, or general gathering or wine tasting. The event serves as a fundraising pitch and a way to introduce people to Camp It Up! If they aren't already part of our camp family. If each event goal was \$1,000 we would more than double our campership fund which is greatly needed.

Misc

I spoke with Mark at Camps in Common/FRC this week. We have agreed to keep in regular contact and have a running google doc based on mutual needs. He is looking forward to having us this summer.

I did some minor website tweaks to change of up info.

Fliers for both camp and staff recruitments have been made.

I have to families working on outreach attending events, it would be great to have the board pitch in.

Merchandise

We need to discuss what we are going to purchase to sell beyond the camp tshirt/sweatshirt ;)

Camperships

Currently we have committed 2k in scholarship money. I don't have a count on Trade as not everyone is confirmed. At least single parent child duos will be full trade.

Website changes - emails

- Mary Beth planned to have the meetings at Jennifer Carlin's workplace (San Francisco City College). We had a discussion about the pros and cons of this. Higher minimum wage in SF and it's farther for some staff. Mary Beth also asked about the wages and needs further clarification on wages.***

Susan brings up a conversation about boundaries. She does not think it is appropriate for Jill to see or comment on ED reports Mary Beth sends before board meetings. Mary Beth is free to share them with Jill, in her consultant role, but Susan does not think Jill should be included in e-mail threads containing information the ED intends for the board to see, nor should other campers. Susan had a conversation with Jill about boundaries around the board meetings and explained to her that, in this first year or so after stepping down, she is welcome at board meetings as long as she lets Susan and Lori know a couple days ahead so that they can check in with Mary Beth, and construct an appropriate agenda with sensitive topics

in executive session. Susan also wants Mary Beth to know that she doesn't need to ask the board for help with hiring and that, as ED, she makes hiring decisions.

Judy asks Mary Beth who her management staff are and reminds her that she can ask those folks about previous camp information. Her directors team are Morgan and Katie and a new person that she's bringing in to help fill in gaps. Laurel has expressed interest in the CIT position and a new person named Emily is excited to jump into the CIT directorship. Lisa recommended that Mary Beth reach out to Katie, Lisa, Morgan, Jill or others to help with hiring. Mary Beth's plans are to boost up the CIT Directorship program.

- In terms of a drug and alcohol policy, Ora clarified that there has been a policy in the past and it has been broken. She doesn't want Mary Beth to approach the staff as if she's making up a whole new set of rules. She's just coming in to clarify the rules and set up transparency.
- Brett raises the topic of policy creation around drugs and alcohol especially with over age adults drinking in front of under age kids. Roger reminds us that the policy in the past has been that there is no drug/drinking use on camp grounds especially to encourage a healthy community for those who have issues with drugs and drinking. Roger says that he thinks staff should not be drinking on campus. Susan proposes that this be a topic we take on at the retreat*** Katie will search for previous year's policies. Lori also reminds us that we need to think about recreational marijuana use in this as well.
- Ora brings up a registration question about how to register with a trade for Rena. Mary Beth will forward trade/campership info to Lisa so she can reach out to those people and help them register. Lisa will share with Mary Beth who the trade people are from past years. Policy issue around treating all trade people the same and making sure there's consistency around what kind of work and how much work gets trades*** Lisa's full registration spreadsheet will be sent to Mary Beth so she can see who traded and how much they traded for. Roger asked Lisa Z about music and she said she wasn't interested, but she told Mary Beth that she was up for it. Mary Beth asked if this should be a trade position or a paid position. This needs to be a conversation with Lisa about what she wants and what kind of work she expects to do.
- Winter Camp survey: Mary Beth will work on exporting it and sending it to the board. 5 families filled it out. Susan proposes that they resend it with a letter from Mary Beth, Susan and Lori on the front.
- On getting families to register: Mary Beth asks that we encourage any personal friends to register as soon as possible. Post fliers everywhere.
- Marketing: Donnie is coming back to do Kids Arts and Crafts and has been working on marketing. Gana who was new last year has been marketing and going to events.
- CRM: Judy asks if Lisa and Mary Beth are happy with the CRM we chose and it seemed to Judy while registering that it was very streamlined. Lisa says that it's been going well. Matt is very willing to help input historical data into UltraCamp. We haven't dug into the fundraising piece and UltraCamp is currently updating this part.
- Judy wants to echo that an urban gardening person would be awesome as a new trade position and that she wants to echo that Rivka should be paid for any spa day work she does. Mary Beth will ask Rivka if she's willing to do an urban gardening program. Mary Beth will ask Margurite if she will be willing to do Mosaics and Carpentry. This is a very popular activity at camp that should

be preserved at this point. Brett suggests that at least 3 (Susan, Ora, maybe Roger, Lisa) people on the board get together with some campers and call in with Mary Beth to hand over key info about important community traditions. It was echoed that there will be enough changes this year without not including carpentry.

- Staff Training: Judy asks if Mary Beth needs help finding a space. Ora discourages us using City College because it is a higher rate in SF for min wage. Em Howard volunteered to help Mary Beth figure out the location.

11:30 Treasurer Report – Brett

- Registration numbers from Lisa A: less money than last year, but same number of families (47 units). About one third of the families haven't registered, and instead have only created an account on UltraCamp. This is probably due to some technical difficulties so she will reach out to these families. There are 5 new families that have fully registered.
- Brett passed out his report on the financials. Reg has been up for 3 weeks (it had been up for 10 weeks at this point last year). We want to encourage people to send in a check or use signa pay from their checking account instead of using a credit card because that is more expensive.
- Lisa passed around some examples of reports that can be extracted and printed from UltraCamp. It is a much better system so far, but the biggest drawback is that folks have to sign up for either full week, first half or second half. It's a longer process to sign up for a different number of days.
- Susan will contact April Silas to ask if her organization will be paying for some families to come to camp this year.
- Brett: we have \$2,000 in the bank, owe CIC \$10,000 and will then owe another \$3,000. To me the biggest thing we need to do is to bring back returning families that will pay their money. We need to convey that we are in the middle of change and need people to step up. **Lisa will send list of people that are long time campers, and each board member will take 5 families each to reach out to. All board members need to register and make contributions as soon as possible.**
- Need to inform ourselves on ACA policies and make sure we are fulfilling them.

12:00 Executive Session

The board went into executive session.

12:30 Adjourn

Board retreat is May 21st.