

CAMP IT UP INC.

Board Meeting Minutes

16-JULY-2017

10am-1pm

Location:

Brett's Office

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

1720 Broadway

Oakland, CA 94612

Minute Taker: Katie

Attendance:

Present: Em, Jay, Leslie (R), Ora (late arrival), Brett, Katie, Lori (late arrival), Tyler (staff), Judy, John (R)

Board members not present: Susan, Rachel, Mary Beth, Roger

(R) = Remotely attending via web

***= Parking Lotted items

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

10:10 Approval of Minutes (June) - Katie

Need to postpone due to not having a quorum and the minutes being sent out late. Will approve the minutes at the September meeting

10:15 ED/Summer Camp Registration report camp; discussion - Katie

We discussed Mary Beth's ED report. Need to create a system of checking in and out items that are in Board members houses outside of camp. Flags and Quilt are at Em's house, flag pole is at Ora's house. Discussed the inventory issue. Ora says she can take some staff up to camp. Hopefully more CIT parents will be able to help out as well. Archery is not in our contract but we would like to have it if it's not at cost. Recommendation from Ora that we don't do archery at camp if we have to pay for it. Tyler asks if we can have the Staff Manual at the second staff meeting. We looked at the camper info packet.

We went over the Registration Report made by Lisa and then talked about the families that we called over the last month. Judy talked to Jill before calling the people on her list which was helpful because she got an idea of who was inappropriate to call.

Mary Beth needs to check in with Marguerite and Helene and work with them on their trades. They need to be reminded to sign up

10:50 Treasurer Report, thoughts on income shortfall – Brett

We looked through Brett's Banking Summary for 6/17-7/16. We made our last pre-camp payment to Camps in Common this month. Based on how many registrations we will reconcile our dues/see if we owe them any more money. At this point we have almost \$22,000 in the bank. Upcoming expenses

include summer camp payroll, taxes and supplies. Upcoming income includes the rest of the registration fees and \$400 deposits for next year. If we go into a negative balance we do have an \$11,000 reserve to help us cover payroll. Takeaway is that we need to conserve as much money as we can. Everyone needs to get the message that our numbers are down and we need to tighten the belt. (Sabra, specialists, supplies orders). We could consider authorizing someone else to use the credit card for at camp. Brett asks for the numbers of money officially in and money owed from campers. We'll have a paper receipt book this year for more clarity with petty cash. We want to make it clear that we want to sell as much merchandise this year.

11:15 Fundraising to address possible deficit - Judy and Em

Judy wants to organize our campaign for camp at this meeting. This has been the most effective way of raising money at camp and we need to plan it.

Plan for fundraising this year is the same as past years. John and Aaron are happy to host the cocktail party. It should not be exclusive so this year an invitation will be in the camper packet. We're no longer in the Camp Campaign phase, so what phase are we in now? Need a name of the campaign. This is the 3rd year of 3 of the Camp Campaign, so we'll call it the "End of the Camp It Up Campaign". Board donations have been 1st year 15k, lead donors were 15K. 2nd year it was 10k 10k. This year the board donations will be 4k! So we will hope for 5k collectively at the cocktail party from lead donor families.

Please send in your board pledge!

We looked at the invitation from last year and felt that the invitation was successful and good for this year. In addition to last year's invitation there was a donation letter including a letter from Lori and a pledge form. Question is do we need this again? Judy will ask Rachel and Laura to write the letter this year.

Marty Beth should have a list of all of the events the board is doing for Katie to put in the schedule.

Cocktail party, first night announcement

Em's talk with Marguerite: she said she did over 150 hours of work on the fundraiser last year. She said she would do it if she was paid 10k. Then she said she didn't want to do it because she's getting ready for the election. This event needs a lot of people working on it and all doing different jobs. Suggestion to make it into more of a family event with a younger crowd. Last year it was Jill's retirement event. Mary Beth felt very strongly that we started this last year and need to continue it. We don't have a person willing to take this on at this point. It seems unlikely especially because handouts would need to be printed in the next week. It definitely can't happen in the fall. The event raised 13k which was not cost and time effective. If we put that time and effort into making asks from major donors, that would probably be more effective. We can hold smaller events and sponsor all kinds of events, and hold onto the idea for a big event during big celebration years.

Katie points out that Mary Beth's biggest concern was that if we don't do the event we will be in trouble financially. The consensus is that we won't do the fundraising event this year and will instead commit to more efficient ways of raising at least 13k or more.

Definitely reason to consider doing the brunch/dinner event yearly or doing a dance in the fall.

Still haven't heard from Kaiser about their grant. We will hopefully hear on Monday.

Talked a bit about the anonymous donor from Colorado and tried to call Matt Fratus to ask if he continued to keep in contact with the foundation.

Board events for the camp schedule: Katie will reach out to Judy, Lori will email Katie

5 minutes at the opening night for a intro to the Board.

11:50 Executive Session

Board Development

Fire Safety

Policy Discussions--Co-op and Board Events

Outstanding Issues Before Camp

12:45 Adjourned