

**Friends of Camp El-O-Win
Board Meeting Minutes
October 7, 2015**

Present: Colleen Martinez, Nancy Ramos, Gayle Duffy, Erin Baber-Sherwood, Marc Bradford, Margy Becker

Absent: None

Guests: Jane Martin, Lee Nave, Colin Spencer (SU 35 Manager), Raven, Jessica and Stephanie from Fresno State Humanics Dept.

Call to Order/Introductions

6:02 called to order by Nancy Ramos. Ladies from the Fresno State Humanics department were introduced and welcomed.

Consent Agenda:

- Minutes from September
- Financial Statements for August/September
 - **MSC: Becker/Baber-Sherwood**

Reports/Updates:

Fall Family Frolic preparations are well underway. Volunteers are needed to run the games and booths at the event. Shifts are divided 10:30-1:30 and 1:30 to 4:30. Event volunteers may purchase lunch for \$5 and then enjoy the other half of the event at no cost. We are asking for donations of family or child related gift items for our raffle. Maximum value should not exceed \$40.00. We need pop up tents and participants!! Flyers will be emailed out to the board for distribution. We have also sent one to the Girl Scouts and posted it on our Facebook page.

Fundraising:

After a good discussion regarding fundraising opportunities at the last meeting, the board needs to turn their attention to the purposes of these funds. It was agreed that certain items would not be eligible for grant money sought out for the organization. Things like marketing and administrative funding would need to be funded by our efforts as a board. Our letter campaigns should focus on our multi-tiered plan to purchase then improve the camp. We should emphasize the progress that has been made and pinpoint specific needs for donors to contribute to.

Erin Baber-Sherwood contributed that funding for staff costs would be difficult to find. We need to expand the outreach and scope of our donors. Donors will be easier to find if we target specific improvements. She also contributed that the amount that the board will need to secure to match the funds donated for the executive director position is around \$15,000 for each of the 2nd and 3rd year. It was suggested that the board members would commit to raising \$2,500-\$3,000 each over the next 18 months.

Jane Martin added that events and annual giving campaign should support general operations. For improvements, we should tap our previous donors and point out that we are in stage 3 of the fundraising effort now that the bridge is completed.

Marc pointed out that we should aim the campaign in the direction of emphasizing that their donations ultimately support the girls and the opportunities that they are given because of those donations.

Jane confirmed that our database is set up for a letter writing campaign. There is a data-merge feature that would allow us to send individualized letters.

Nancy offered her office staff to stuff and stamp campaign letters for the year end campaign. She also added that she thinks that Joan Minasian would be a good resource to help with the customization of the letters as she has much experience in this area.

We all agreed that we should focus the slogan on the cost of getting girls to camp.

Jane offered some ideas for fundraising that would provide a good return with little effort:

- Drive thru dinner – no venue, low cost
- Partnering with another organization to raise funds through an event
- Girl centered monthly activity like geocaching, scavenger hunt, etc. for a monthly fee

It was also pointed out that we need more participation when it comes to planning and executing events. It seems that it is always the same people working on events. We need to diversify the people planning so we can offer diverse events.

The 3rd annual duck race will be held next summer. Advertisement for the event will begin at Girl Expo when the summer schedule is published.

Nancy also suggested the "non-event" called "Flamingoing" people by covering their yard with pink flamingoes until they donate a designated amount and suggesting the next flamingo victim.

Strategic Plan:

Board job descriptions have not yet been revised. We will revisit the issue during the November Board meeting. We also will review the Strategic Plan during the November meeting to get a progress report and begin to form a plan for moving forward.

Upcoming Events:

Since Milla Vineyards has recently closed its doors, we are looking for a new venue for the Spring Bunco event. It was suggested that we look into hotels. Apparently, their rooms can be available for low cost.

Search Committee:

Erin said interviews are complete and we have several good candidates for the director position.

Program Committee:

Jane reported that we had the first Program Committee meeting in October. We began to set the framework for the 2016 summer session. We are going with a 4 week resident camp period next summer. One week of staff training and 3 weeks of camp events. It was decided that we would keep the subject matter broad to have the widest appeal. We will have a "Give Back" event aimed at both NAS Lemoore families and First Responders. Jane will be contacting the base for a contact that will recommend families that might benefit. Gayle and Jane also made a connection while visiting Fresno State. She has a group of senior citizens that would like to come to camp to do a 1 day service project. There was also a lady who works with kids from the El Dorado Park area that would like to somehow provide the girls of that area with a camp experience. Jane had also met with the Junior League a while back and they were interested in sponsoring girls to go to camp. It is possible that these two groups might be matched for a camp experience that we can facilitate. We will have some Service Unit weekends and there will be some weekends left open for family camping or troop camping.

Nancy concluded the conversation with a Thank You to our guests for coming and observing the meeting.

Adjourn at 7:30 pm

MSC: Baber-Sherwood/Becker

Respectfully submitted,

Colleen Martinez

Reminders:

Use your **SHARES card** at Savemart, Lucky, Food Maxx

Use **Good Search** search engine to surf the web – they send us money for each search

Use **AmazonSmile** when you purchase from Amazon.com and EOW will benefit