

**Friends of Camp El-O-Win
Board Meeting Minutes
November 11, 2015**

Present: Nancy Ramos, Erin Baber-Sherwood, Margy Becker, Mark Bradford

Absent: Colleen Martinez, Gayle Duffy

Guests: Jane Martin

Call to Order

6:13 called to order by Nancy Ramos

Consent Agenda:

- Minutes from October 2015 – amended to reflect the accurate date in the footer of minutes
- Financial statements
 - **MSC: Becker/Bradford**

Program:

Fundraising/Marketing – The Executive Director search is on hold until fundraising plan in place. Need to cement plan in order to move forward. Jane Martin offered clarification on previous discussions regarding the difference of operational expenses and the camper fees. Jane also suggested a blocked out plan for fundraising including: ask significant donors; consistent letter campaigns; events; as well as a tiered giving program. In the end the efforts will need more people being involved, timing and events being clearly calendared, and establishing clear expectations of the board members. Margy Becker requested a summary of the fundraising efforts that have been done over the past five (5) years along with how much was raised to provide a framework in order to make decisions regarding what should/could be pursued when building a plan. Many different ideas were discussed such as possibly shifting away from a silent auction to a door prize drawing approach.

The consensus is that the events are great, but we need to get the word spread wider. Margy emphasized the solid impact a newsletter would make and that all the names from events need to be included in the database. Jane shared that there are efforts being made to combine the donor and camper lists. Erin Baber-Sherwood suggested that information about the organization be presented at all events to further educate the participants about the organization and our mission. Other ideas to expand the reach of our events and efforts were discussed including: partnering with vendors in key geographic areas that would sell tickets on our behalf in addition to the on-line and mail options we currently offer; identifying key retail sponsors that have similar interests (i.e. REI); reaching out to historical societies that could have a shared interest with our traditions; and developing a speakers' bureau among our volunteer base to be available to speak to various professional and charitable organizations.

First priority at this time is to get another annual giving letter out in time to hit donor mailboxes before the end of the calendar year. Discussion was had about how to best use resources to send out the letter. Both outsourcing the process and utilizing volunteers was considered. Mark Bradford volunteered to research the costs and feasibility of outsourcing to bring back to the board via email. Nancy offered assistance from her office should we not

outsource the process. Jane volunteered to take lead on shepherding the project through so that we get the letters out by the first week of December.

Reports/Updates:

PRESIDENT'S UPDATES - Nancy

Strategic Plan Update – Postponed until next meeting

Meeting with Potential Board Member – Nancy asked for volunteers to join her to meet with a potential Student Board Member; Margy volunteered. The outcome from the meeting will be shared at the next meeting.

Update on Van – Mark – Continuing to work with Ford Motor Company – the process has been long and frustrating, but it looks like we may be close to receiving the documentation that we need from them.

Family Fun Event – Erin & Jane – The event was successful. Figures are still being finalized.

Bunco – Erin – Given that our previous venue may no longer be available to us, discussion was had about possible alternative venues. Nancy offered to share the contact information to a venue of which she is aware. Further information will be coming. In the meantime, the date has been set for April 23, 2016 from 2pm to 5 pm – Mark your calendars.

Nominating Committee – Report postponed

Search Committee Executive Director – As discussed above no further information until fundraising plan is shared with donor.

Operational Committee Update – Report postponed

Action Items:

Board Member Job Description– board voted to accept the Board Member Job Description as presented with grammatical and formatting corrections.

MSC: Bradford/Becker

Adjourn at 7:53 pm

MSC: Becker/Baber-Sherwood

Respectfully submitted,
Erin Baber-Sherwood

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