

**Friends of Camp El-O-Win
Board Meeting Minutes
December 10, 2015**

Present: Colleen Martinez Gayle Duffy, Erin Baber-Sherwood, Marc Bradford

Absent: Nancy Ramos, Margy Becker

Guests: Jane Martin, Adrienne Davis

Call to Order/Introductions

6:07 called to order by Erin Baber-Sherwood. Adrienne Davis (AJ) introduced to the board.

Consent Agenda:

- Minutes from November
- Financial Statements for November

Some clarification of items in the financial statements was discussed. Restricted funds are reflected in the balance of the savings account. These restricted funds include: Annuity that was gifted to the Board, Bridge funds leftover from construction, camperships and maintenance funds. Gary will balance all the restricted funds and allocate them and the slate is clean for January 1.

Miscellaneous income consists of donations, recycling and money from the camp donation jar.

Differences in the budgeted vs actual income and expense was greatly affected this summer by the decrease in campers which resulted in a corresponding decrease in the expense in running camp.

Erin suggested that new board member training be implemented and should include how the finances of the camp work. After that training, we should make an appointment with the accountant so that the board can ask any questions they might have about the way the finances are represented in the reports we receive each month.

After this discussion and questions that were answered to everyone's satisfaction, the minutes were approved.

MSC: BRADFORD/DUFFY

Fundraising:

The donor for the Executive Director position has requested that before the donation is made, a plan for sustainability plan is presented. This plan is to include plans for raising funds for the other half of the salary for years 2 and 3 of the donation. The board is charged with researching sources to target for outside funding. There are no grants available for administrative funding so it will be the organizations responsibility to provide for these expenses. The key may be in finding funding for things that we are currently paying for that there are grants for and that donors will support. For example, seeking funding from a local Archery association for the archery program, having a local equestrian organization fund a horseback riding program, etc. Overhead and staff costs must come from fundraisers and camper fees.

It was suggested that a board members contact some of those donors that have contributed to camp with large donations and ask them for an additional gift to support this three year ED project by showing them how an ED will benefit the organization.

AJ volunteered that she has access to the database of grants and outside funding and suggested that we could find a grant to help with our greatest needs including marketing. Further, there are many avenues that could be pursued related to camp that we could apply for grants and financial support. Youth Outside is an organization that might be a source of funding for outdoor education leaders.

We can also build a platform on Network for Good which is a national platform to solicit donations from those that support various causes.

Marc asked if some of our current expenses be funded by grants?

AJ added that a Gala event might be considered and seeking a grant to fund that event.

Organizational costs would represent what we need to raise. The organization has never delineated how income from various fundraisers and events would be allocated for expenses. All agreed that marketing needs to be a main focus of energy. We should target any girls group that will have us come to speak. The marketing materials need to be updated and improved to encourage campers.

The subject of using the property to a better advantage was discussed. We should offer the premises to clubs and groups for retreats, team building etc.

The board has the expectation that the 2016 budget should come up for vote during the January meeting from the committee chairs.

Jane Martin reported on the results from the annual giving letter sent out in November. The letter has resulted in \$5,000 to date plus an anticipated \$1,000 donation from the Shaver Lake Lions Club. She will be bringing thank you letters to the next board meeting for board members to sign.

Upcoming Events:

The annual spring Bunco event will be held Saturday April 23, 2016. Several suggestions have been made for venue including local hotels and Toca Winery. Planning and venue selection will be made during January.

The Girl Scout winter event Cookie Expo will be held on Saturday January 23, 2016 at the Fresno Fairgrounds. Camp will have their summer schedule available for distribution at the event. This is also our chance to market the spring event.

New potential board member Adrienne Davis (aka AJ) introduced herself. She was raised with a lot of outdoor experiences giving her an affinity for the outdoors. She was previously in a management position in Oakhurst in her family's retail business. She then went on to teaching preschool. She is now attending Fresno State with a major in Community Benefit Management. She was recently hired part time at the San Joaquin River Parkway Education Center as a planning coordinator.

Next month one of the action items on the agenda will be to vote on accepting the application of AJ Davis as a new board member.

It was suggested that we hold a parent night during resident camp and contact Table Mountain as a potential partner in shuttling parents up the hill to camp to eliminate parking issues.

Adjourn at 7:55 pm

MSC: Duffy/Martinez

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