

**Friends of Camp El-O-Win
Board Meeting Minutes
October 13, 2016**

Present: Nancy Ramos, Erin Baber-Sherwood, Colleen Martinez, Gayle Duffy, Margy Becker, Melanie LeCat

Absent: Adrienne Davis, Marc Bradford

Guests: Denise

Call to Order/Introductions

The meeting was called to order at 6:04 PM

Consent Agenda:

- September Financials and September Minutes were reviewed.

MSC: BECKER/DUFFY all Aye/0 Nay/0 Abstentions

BOARD TRAINING:

- It was decided that the Board would embark on a series of training sessions to educate members about the history and talking points of camp so that all board members are on the same page when discussing camp and our goals as an organization. The training will be titled "Ambassador Training" to represent the fact that we are all Ambassadors for camp.
- The Business Plan is well laid out in the Board binder. Everyone should review the section in their binder that details the Business Plan for the Friends of Camp El-O-Win
- We should all be prepared with the basic information and eventually be able to answer the deeper questions people might ask once they learn a bit about camp.
- Camp El-O-Win occupies 58.4 acres. This year will also make 58 years of camping experiences on the property.
- Gayle Duffy has possession of all the old photos of camp from the time it was built. She would like to pass those on to a designated historian for safe keeping and archival.
- Board members should be familiar with the value that camp experiences provide to growing girls. There was an article shared some time back about the value of camp experiences. Board members should be familiar with this article.
- The local Girl Scout Council serves a 5 county area in the Central San Joaquin Valley. The counties under the Girl Scouts of Central California South umbrella are Fresno, Madera, Kings, Tulare and Kern. While it is our hope that we someday reach girls outside that area, the Girl Scouts have agreed to help market our programs and events and currently the majority of campers are Girl Scouts.
- At the present time, a Directional Committee has been formed and is working on ideas for making better use of the short season we have for campers. Because the camp is rustic, we do not have the ability to operate during the winter months. There has been discussion of marketing the property to other groups like church groups, athletic clubs/teams, and businesses. Our primary focus will remain to serve girls but while we are building the resident camp program, the camp needs revenue and should be used consistently during the summer season.
- Fundraising at this point is at a standstill. However, the organization was able to raise the money to buy camp in 6 months through concentrated efforts. The deal with the Girl Scouts was that a sum of \$10,000 was to be paid per month until the full purchase price was due. Had the money not been available when the purchase date arrived, those payments would have been forfeited. A concentrated effort was also made in raising the majority of funds for the new bridge. What is needed is individuals that can focus solely on pursuing donors and funding to supplement the camper fees to sustain and improve the camp property.
- We are hoping to continue to build a good relationship with the Girl Scout Council.

PRESIDENT'S UPDATE:

- Nancy Ramos reminded board members that part of the plan for the future of the organization is to revise the current Bylaws to simplify them. We also need to look at the Mission Statement and revise it to reflect the current direction of camp.
- Jane has completed the acquisition of the Square for processing credit card transactions. Camp has also purchased a phone to be the Hot Spot for the Square. We will now have the ability to process credit card transactions at our events, at camp and anywhere we can get internet service.

FALL FROLIC UPDATE:

- Colleen Martinez gave the update on the event. Agrination provided a great marketing venue for the event. Flyers were handed out, Hailey and Colleen talked to folks about camp programs and the event.
- The board was asked to consider contributing a \$30-\$50 family/kid friendly item for the silent auction. We are also asking the board to volunteer for the event. A sign up sheet was passed around.

FUND DEVELOPMENT:

- No report

NOMINATING COMMITTEE:

- No report

OPERATIONS:

- No Report

MARKETING:

- No Report

PROPERTY MANAGEMENT:

- The water is shut off and camp is closed for the winter

PROGRAM:

- The program committee will begin working on the summer schedule so that it can be presented at the latest at the Cookie Expo in January

NEXT BOARD MEETING THURSDAY, NOVEMBER 10, 2016 AT CSN 6 PM

Adjourn at 7:15 pm

MSC: Duffy/Baber-Sherwood all Aye/0 Nay/0 abstentions

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