

**Friends of Camp El-O-Win  
Board Meeting Minutes  
February 11, 2016**

**Present:** Nancy Ramos, Colleen Martinez, Gayle Duffy, Margy Becker

**Absent:** Erin Baber-Sherwood

**Guests:** Jane Martin, Stacey Ruble

**Call to Order/Introductions**

6:04 called to order by Nancy Ramos.

**Consent Agenda:**

- Minutes from January
- Financial Statements for January

**MSC: Martinez/Bradford**

**All in favor/ 0 nay/ 0 abstentions**

**Budget Discussion:**

- It has been proposed that we hold a "Magic Wand" meeting to brainstorm ideas for the future activities at camp. The idea is to meet and throw out your "wildest dream" ideas and figure out what is feasible and in line with the strategic plan. This meeting would include board members and adults and girls interested in camp. This meeting would occur after the strategic plan has been revisited by the board and revised to show those items that had been completed and re-prioritizing those items left to do.
- It was suggested that we somehow poll a group of potential campers/troop leaders and parents to find out what the "barriers to entry" are and why the turnout for resident camp was so poor last summer. The board should analyze the results and attempt to eliminate or circumvent those things that are keeping people from coming to camp. Some research should be done of the competing camps/events during the summer and decide what our competitive edge is over those other competitors. The board could then focus on emphasize and put efforts into the goals created from this analysis.
- It was agreed upon that our focus for this year should be on getting girls to camp, not expanding the program or upgrading the facility to add new activities. It was suggested that we look into grants that might help girls get to camp for a lower cost.
- The board requested from Jane a "break even" number of campers required during each resident camp session so that we have some measure of our failure/success in the efforts to have the program become self sustaining.
- The method of getting the opinions of the girls/adults was explored. There are traditional surveys online through sites like Survey Monkey. The Girl Scouts recently conducted a survey of that nature and found that outdoor adventure activities ranked at the top of the list of things girls are interested in. It was finally decided that one on one meetings with Leaders/Service Units would be more effective than an impersonal survey. Jane has been trying to get a list of Service Unit leaders contact information from Council and will continue to pursue getting that information.
- Again, the idea of marketing outside the Girl Scout population was brought up. We should be reaching out to schools and other groups that provide services for girls K-12. There is a free community event coming up in March, Girls World Expo that might be a potential venue for reaching out to those other parts of the community. Colleen has sent an e-mail to the event organizer to try and get more information about the cost and requirements for the event.

- Nancy asked the board if they would like the CPA who compiled the annual compilation statement to come and present the document to the board and answer any questions that came up regarding the financial reports. Nancy feels that she is qualified as a CPA to answer questions and pointed out that the compilation is just a summary of the financial reports we are already reviewing monthly. The board agreed that at this time, a visit from the CPA was not necessary.

### **Board Updates:**

- The database is now updated and ready to be used.
- It was suggested that we use constant contact and the newly updated data base to reach out monthly with updates on camp.
- An update on the Bunco event included narrowing down the venue to 2 potential sites. The decision will be finalized this week. The committee is asking each board member to consider donating a basket for the silent auction. A list with the chosen basket themes along with flyers for each basket to give ideas. The remainder of the baskets will be e-mailed out to a list of our regular supporters for consideration.
- Jane reported that a total of \$15,000 has come in from the letter that went out just before the end of the year.
- The next fundraiser letter will be sent out in March/April and will focus on raising funds for camperships. It will also highlight our upcoming events, Bunco, Camp Opening, and the Duck Race.
- The dolls that were donated to camp have been evaluated and aren't worth much. Margy offered to take them out to the Cherry Auction to sell them.
- Nominating committee is asking for suggestions of potential board members.
- Operational Committee reports that postcards with this year's camp schedule were distributed at the Cookie Expo that the Girl Scouts had. The archery activity was very successful and lots of contacts were made during the event.

### **Action Items:**

- **2016 Budget** – Marc was not present at the last board meeting and the budget and narrative was not forwarded to him so the board agreed to postpone the vote on the 2016 budget until the next board meeting. The board did, however, approve the motion to move forward on hiring a camp director and begin recruiting staff for the summer sessions.  
**MSC: Becker/Bradford All in favor/0 nay/o abstentions**
- **Proposed Update to the Alcohol/Drug Policy and Volunteer Screening Policy:** there was a misunderstanding regarding the distribution of the new policy proposals and so the board vote will be postponed to the March meeting.

**Adjourn at 7:42 pm**

**MSC: Becker/Duffy**

**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