

**Friends of Camp El-O-Win
Board Meeting Minutes
March 10, 2016**

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

Absent: Adrienne Davis, Nancy Ramos

Guests: Angela Whitney, Vanessa, Angela Graham, (Fresno State Humanics), Melanie LeCat (potential board member)

Call to Order/Introductions

6:05 called to order by Erin Baber-Sherwood. Fresno State Humanics students introduced to the Board. Potential board member Melanie LeCat introduced to the Board. Board members introduced themselves to the visitors.

Consent Agenda:

- Minutes from February
 - Financial Statements for February
- MSC: MARTINEZ/BRADFORD** all Aye/0 Nay/0 Abstentions

STRATEGIC PLAN AND MARKETING:

- The plan moving forward is to revise the Strategic Plan and eliminate the completed items. As the Board moved through the plan, it was pointed out that there were many items "in progress" but not many completed. It was then explained to our guests the progression of resident camp, hiring staff for resident camp, the status of hiring an executive director and the framework for the funding of that position.
- The "Magic Wand" meeting will be an opportunity to dream big for Board members and interested parties. The Board will be charged with taking the ideas discussed at the meeting and seeing how those ideas fit into the existing Strategic Plan or identify areas that need revision. At this point, the meeting was paused to give background on the current Strategic Plan and the purpose of the Magic Wand meeting.
- Last semester's Humanics students recommended a broadening of the volunteer base. This is in alignment of the current Strategic plan. It was also suggested that we search for those volunteers online at places like Idealist and Volunteers.org to find volunteers that are interested in what we have to offer. Our guests this evening are here to help with the second phase of assessment which is to develop a work plan for attaining the goals of the initial assessment.
- A larger presence is needed in the way of Marketing. The idea of possibly hiring marketing help was discussed to try and establish a larger presence.
- There was discussion of developing relationships with the local school districts to try and broaden our customer base. To date, we have serviced Girl Scouts. We have discussed reaching out to other organizations and bringing awareness of the facilities to other groups. At Girls World Expo we were able to make a connection with the Rainbow Girls who coincidentally have been looking for a camp to send their girls to.

PROGRAM:

- Program for camp activities is revisited annually. This year's camp program has been selected.

FUND DEVELOPMENT:

- No report for Fund Development

NOMINATING:

- The search for our Executive Director has been on hold pending approval of the budget. The budget will be voted on at this Board Meeting. Once the budget is approved, the presentation of the funding plan for years 2/3 of the first 3 years of the position can be completed and presented to the donor who will fund 100% of the inaugural year and 50% of years 2/3.

INFRASTRUCTURE:

- There has been some headway made on creating a policies and procedures manual for all areas at camp. Simplifying the Bylaws to make them more broad and less specific is also on the agenda for updating the policy manual.

Jane Martin submitted via e-mail an update on:

- Girls World Expo and the marketing we were able to do there. Jane, Colleen Martinez and new Board member AJ Davis attended the event and spoke to girls about camp programs and events. The event was very successful in raising awareness about camp and we made contact with many camp aged girls. E-mails were collected as entries for a week at resident camp. The young lady who won the drawing is very excited about spending a week at camp. Jane made some suggestions to the coordinator of the event pointing out that perhaps a sponsor could be obtained to lower the cost for non-profit organizations to participate.
- Registered campers for the 2016 summer season. Numbers are already higher than last year. It looks as though resident camping will have a successful season!! Numbers are also up for weekend camping.

Erin Baber-Sherwood and Melanie LeCat are going to facilitate the "Magic Wand" meeting. It will be held at CSN at a date to be determined.

The Girl Scouts are willing to publish our events and activities. Colleen Martinez offered to find out how often the e-mail newsletter is distributed. It was suggested that we come up with a list of 8-10 highlights to rotate and make sure that we get one of them into the publication each time it is distributed.

The subject of reviving the "in-town" events was presented to the Board. The events were previously held in Friant at the old elementary school and were very popular and successful in introducing girls to camp activities and volunteers.

Upcoming Events:

The April fundraising letter is being prepared and is geared toward getting girls to camp. There is a surplus of money in the campership fund for Madera County. This letter will help to increase the funds available to other counties to offset camp expenses.

Sunshine Days sponsored by CSN will be held on Saturday, April 16. Camp El-O-Win will again provide lunch and drinks for sale.

The annual spring Bunco event will be held Saturday April 23, 2016. The event will be held at Northpointe Church in northwest Fresno. Baskets for auction have almost all been sponsored. Melanie agreed to look at the remaining baskets to see if she could help with obtaining items. The caterer has been secured and the preparations for the event are moving along on schedule. Baskets should be delivered to the next Board meeting for wrapping.

Camp Opening is scheduled for May 28 provided the snow has melted and we are able to get into camp. Opening has been published on the website and in the materials distributed at Cookie Expo and Girls World Expo.

Day of the Duck is scheduled for July 23,2016. Holly Derrington and Lynda Spray are organizing activities for the day leading up to the grand finale event – the Annual Duck race!

ACTION ITEMS:

- 2016 Annual Budget

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

- Revision of current alcohol policy.

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

- Establishing a Volunteer Screening Policy

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

The Board now asked Melanie LeCat to step out of the room so that there could be discussion of her application to join the board. There were no items of discussion. The voting commenced. Motion to vote on new board applicant Melanie LeCat

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

Adjourn at 7:40 pm

MSC: Duffy/Martinez 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