

**Friends of Camp El-O-Win**  
**Board Meeting Minutes**  
**April 14, 2016**

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

**Absent:** Nancy Ramos, Adrienne Davis, Marc Bradford

**Guests:** Jane Martin

**Call to Order/Introductions**

6:09 called to order by Erin Baber-Sherwood.

**Consent Agenda:**

- It was noted that the financials sent out prior to this meeting were for February, not March as they should have been. Jane agreed to look at the financials sent and make sure they were for the correct month. Corrected financials will be sent out to the board following this meeting.
- March minutes were reviewed and approved by the board.

**MSC: DUFFY/MARTINEZ** all Aye/0 Nay/0 Abstentions

**MARKETING:**

- The board agreed that we need to have a plan before we can engage help from either a volunteer or paid marketing person. We need to give concrete and specific ideas of what the organization is about and what our goals are as well as present a unified vision of what the marketing materials need to look like. The discussion then turned to the different groups we might engage to use the camp during the week when resident camp is not running.
- We would like to engage teams/organizations that need a place to hold team building retreats and meetings
- We would like to broaden our youth outreach getting our foot in the door with church groups and schools
- We would like to seek and match sponsors for the outdoor experience with girls in need of financial aid and facilitate those groups that mentor these girls so that they can include camp as part of their program.
- The board will need to, at some point, come up with a comprehensive list of services offered, different levels of assistance with the group experience and prices for those services. We will need to figure out the logistics of how it will all work and all the aspects of having certain types of groups and what can be reasonably offered to groups. Determine what the cost of having a group in the unit as our base price then add cost as services are added. Jane said that in the beginning of the "Friends" the philosophy was that we would charge just enough to cover the cost of running camp, that it was more important to get people to camp than to make a profit. As we grow and there are more demands for funds, we need to revisit and revise that philosophy to reflect the current needs of the camp and our need to present a marketable and sustainable product to the public.
- We would like to find someone who is able to update and maintain all social media accounts pursuing all avenues of social media.
- We need to build the information base for the marketing person to use.
- We would like to become an accredited facility again with the American Camping Association.
- A committee should be recruited from outside to help put together marketing packages. This will be the task of the Executive Committee. There were several names that came to mind during the discussion as potential committee members.

- There was some concern expressed about the fact that parents may be concerned about not being able to reach their children and kids want to be “plugged in” all the time. Jane offered that the kids who came to resident camp last year were not unhappy about the fact that they had no Wifi or social medial access during their stay.
- El-O-Win was recently represented at the Parents Magazine camp fair. Jane connected with John Alden who is a photographer and will be taking pictures of EOW at the beginning of this summer.
- Jane will be meeting with Eileen Swift, a camp volunteer and supporter, who will help design some marketing materials that the newly formed committee will combine to make various packages that can be presented to groups.

**PRESIDENT’S UPDATE:**

- None

**BUNCO UPDATE:**

- Event is on April 23 from 2-5pm. It will be held at NorthPointe Church and will feature live music from Déjà vu. We have some great silent auction baskets and it will be a really fun event!

**FUNDRAISING:**

- Melanie agreed to help look into the cost of changing to a bulk mailing system. The spring fundraising letter is due to go out. It will be formulated by the Executive Committee and aimed at raising funds for camperships for the summer of 2017.

**NOMINATING:**

- No Report
- The donor who will be funding the Executive Director position has requested a list of specific sources that show a viable funding plan for years 2 and 3 of the position where the organization will be funding 50% of the position’s salary. AJ and Erin will be meeting at Fresno State to identify funding streams that can fund other parts of the agency freeing the current funding for those areas to be used for the ED position.

**OPERATIONS:**

- Camp registration is up and running for the summer of 2016.
- The Program Committee has formulated a survey to send out for leaders and girls to find out what kind of support we can provide to help them get to camp. We have gathered about 70 names so far with e-mail addresses as well as posting a link on the monthly newsletter through the Girl Scout Council. The feedback will be analyzed and used to help determine the direction we should take in developing services to get leaders and girls to camp.

**Adjourn at 7:20 pm**

**MSC: Becker/Duffy** 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