

**Friends of Camp El-O-Win  
Board Meeting Minutes  
April 13, 2017**

**Present:** Jane Martin, Colleen Martinez, Melanie LeCat, Margy Becker, Gayle Duffy, Adrienne Davis, Luke Fisher

**Absent:** Marc Bradford

**Guests:** Stacey Ruble, Denise Baker, Oliver Fisher

**Call to Order/Introductions**

The meeting was called to order at 6:14 PM

For the benefit of the new board members, each member was asked to introduce themselves and make a brief comment.

**Consent Agenda:**

- Minutes for the March meeting and financials for March were reviewed.

**MSC:DUFFY/LECAT**

Jane asked that at the end of the meeting board members that have not attended New Member orientation set a date to do so.

**STRATEGIC PLAN:**

- Committee Chairs are as follows:
  - Property Management – Lee Nave
  - Program – Jane Martin
  - Marketing – No Chair
  - Fund Development – No Chair

Camp El-O-Win is funded by camper fees and private donations. Camper fees are used to cover food, utilities, insurance and other overhead associated with running program at camp. Fundraising and Capital Campaigns are needed to fund the growth of the organization and restoration of the property as well as upgrades to equipment, buildings and operating systems. We need to look at what it really costs to run camp and figure out how much we must charge to cover all the expenses and have some profit for the organization. Our flexibility to accommodate the Girl Scout community has not gotten the kids to camp – we need to widen our scope and target all girls rather than focusing on the Girl Scouts.

Jane (president), Colleen (secretary) and Melanie (treasurer) reviewed the Strategic Plan during the last executive committee meeting. It is time to decide where the organization is going and what the board is actually doing and whether or not we continue. The Strategic Plan was laid out to give the board direction and the ability to set long term goals regarding development of the organization and sustainability of the camp. AJ volunteered to help with Board Development manual.

Jane pointed out to the board that it is just a few that are making regular contributions to the planning and implementation of changes to the organization and its events. At the present time, we have no Vice President as no one was willing to step up and assume the position.

Some years back, expectations were established and given to each board member regarding the commitment of time and financial resources that were part of board service. While it is understood that not everyone has the means to give large financial contributions, we all have the ability to ask others for their contributions.

It is the goal at this time, if the board members are willing, for those expectations to be re-established and a system of accountability be put in place so that each board member is giving a contribution with their time, participation and donations according to their passions and abilities. A return to updating and implementing the Strategic Plan and using that as our compass into the future is in order if the organization is to continue. Board members are asked to help raise funds, gather volunteers and take part in EOW sponsored activities. Board members should review the Strategic Plan goals and choose an area to work in before the next board meeting.

We are lacking in Fund Development and Marketing specifically. Luke agreed to take on the task of marketing. He is a former Sheriff and has worked with organizations like Bring Back Broken Neighborhoods and was on staff in membership development for the Girl Scouts. He feels that we need to entice people to join and participate with the organization by offering new things. Jane informed the board that she recently sent out 85 letters to home school groups. Luke offered to try and make it to every SU meeting over the next 2 months.

Since camp is not accessible during the winter months, we have to make the most of our short season. Margy pointed out that the Fresno County Search and Rescue had a big GPS event 2 weeks ago in the area that ended on camp property.

Our marketing is not consistent and effort is to be put in to unify the way camp is presented to the public. Denise Baker's daughter Erika is going to meet with Jane next week to discuss taking over the social media for camp. Facebook now has the ability to do direct donations. We will look into the online donation possibilities.

We have been focusing on Girl Scouts but Luke pointed out that they only have a 3% impact in the community. It is time to broaden our focus on the wider girl population in the five county area.

The original donation of the land was for the purpose of servicing girls in the Central Valley. The donor family is still very involved in the camp and we are charged with honoring their vision. However, the board recognizes that we must bring awareness about camp by marketing to mixed groups of people while trying to develop and run a successful resident program for girls.

Gayle pointed out that since there is only one shower house on the property, more planning has to go into hosting mixed groups of people. In order to maintain privacy for all participants, more scheduling is involved in the use of the facilities.

## **REPORTS/UPDATES:**

### **• PRESIDENT'S UPDATES:**

- The board is currently without a vice president since Erin's resignation in February. If anyone is interested in stepping into the role of vice president, see Jane.
- The Bulk Mail stamp expenditure was approved. After some discussion with the postal service personnel it was decided that the least expensive way to approach the process was to purchase pre-cancelled stamps. There is a one time savings of \$225 that is charged for the traditional bulk mail method initial fee. Both methods entail an annual renewal fee of \$225. For the method we have chosen, we are required to purchase \$10,000 stamps at \$0.05 each (\$500). We are able to do as many mailings as we want to annually for \$0.13 per letter. We would place the pre-purchased stamp on the letter then the post office would add the additional \$0.08 when the letters are taking to the post office for mailing. Our first mailing will be the spring/summer giving letter. There are currently about 500 people on our mailing list. The consensus of the board was 100% positive.
- Jane asked the board to decide whether or not to continue our membership with the Association of Fundraising Professionals. AJ volunteered that she is a collegiate member and the treasurer of the membership at Fresno State. She offered to go to meetings and bring back the information that is pertinent to our organization. The decision was made to discontinue the expense of our annual membership.

### **• OPERATIONS UPDATES:**

- Bunco and Baskets Update – Colleen Martinez: The Bunco event planning is going well. We have some really great basket donations and gift cards for prizes. Our enrollment is VERY low. We need to get people to register in the next few days before the deadline on the 15<sup>th</sup>. The event is posted on the EOW page on Facebook. Please share the event flyer on Facebook, by e-mail, etc. and try to get some more folks to join us at this year's event.
- Paint Nite is happening on Monday, June 5 at the Tasting Room at Palm and Nees. The painting choice is still in process. The event cost will be \$45 and \$15 of that goes directly to EOW. All sign ups are through Paint Nite. Food and beverages are purchased separately by the participants. Our max is 40 people, minimum is 35. Since it is a fundraiser, there are no coupons or discounts honored at this event. Our event will be open to the public and labeled as a fundraiser. Anyone can attend. Board members were interested in making this a monthly event and including a plant nite as well.
- At the last board meeting, different ideas for fundraising were discussed. Glorious Junk Days was one of those ideas. This is an semi-annual giant yard sale in Clovis. Someone is needed to organize the donations and coordinate the delivery and set up of the booth at the event. Gayle Duffy offered to chair this event. We will participate in the fall event in October/November.

- We applied for a \$4000 grant from the Fresno Women's Conference for our Be A Builder program scheduled for July of this year. We received a grant of \$500. In this program, trees harvested from the property will be milled on site and used to build a summer shed to store the archery equipment. The rental fee for the on site mill is \$1000.
  - Melanie is still developing a marketing brochure. She took input from the board and improved it after the last viewing by the board. She may have a lead on discount printing services through Alpha Graphics. She is working on a reduced fee (or free) printing.
- **CAMP:**
    - Only weekend and extended weekend programs are planned for the summer of 2017. No resident camp programs will be planned for this summer. During the summer of 2015, our first year offering resident programs after the bridge was completed, 5 weeks of camp were planned. 1 week of training for staff and 4 weeks of campers on site. That was collapsed into 2 weeks and we only had 23 campers on site during the two program weeks. That year, a generous donor offered to cover the cost of the staff salaries and other expenses. Last year, we offered 3 weeks of resident camp and 1 week of staff training. We had 35 in attendance last year. We were unable to support the cost of staff and camp with camp fees and had to dip into operational funds to cover the costs. The decision was made to go back to weekend and 4 day programs. We are offering what is most requested via a survey conducted last year. Crafts by the Creek is going gangbusters on registration, Kinfolk Combo is 2/3 full and the Mom and Me program is doing well. We are offering 11 programs, 8 weekends. We have 4 groups registered for group camp and 1 group pending. Group camps will plan their own program, cook their own food etc. They will only be renting the facility.
    - Resident camp would be at full capacity at 65-70 girls per week. An 85% occupancy is required for camp to be sustainable. The last two weekends of August are generally empty since school is back in session.
  - **PROPERTY MANAGEMENT:**
    - No report at this meeting

#### **ACTION ITEMS:**

- Tonight the board is presented with the ballot for election of Board Members/Officers.
  - Potential board members are: Denise Baker
- Results of the election are: New board member Denise Baker was voted in.
- It was put forth to the board that we eliminate the requirement for dual signatures on the checks under \$200. **MSC:DUFFY/LECAT**
- It was asked of the board to amend the financial policy to making it standard to pay bills using the organization's credit card as opposed to writing checks. We earned \$125 this

year from our Costco credit card. We changed from the Costco American Express to the CITI Visa card. We would like to look into getting another card that earns more and on all purchases like the Capitol One card. Per AJ the Amazon credit card earns 3% on Amazon, 2% on gas and 1% on every other purchase. Gayle has offered to help with research. **MSC:DUFFY/LECAT**

Jane thanked the board members for a productive meeting. She will be out of town on the next scheduled board meeting date. She asked if we would like to move it forward or back so that she would be there. The majority agreed on May 25.

**NEXT BOARD MEETING THURSDAY, May 25, 2017 AT CSN 6 PM**

**Adjourn at 8:01 pm**  
**MSC:LECAT/BAKER**

**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