

**American Camp Association  
Northern California  
Board of Directors Meeting  
October 28, 2004**

Held at Kennolyn Camp in Soquel, California.

**MINUTES**

Present: Andrew Townsend, Sari Van Otegham, Clarke Hall, Terry Bolton, Sharon Kosch, Dan Gelineau, Tim Holland, Ann Woods, Kennerly DeForest, Jennifer Young, Tina Myers, Amy Woods, Teresa Tucker

Not present: Lisa Shaffer, Bertram Chatham, Bob Field, Sheryl Petersen

The meeting came to order at 1:25 p.m.

**1. Treasurer's Report.** Andrew reported that Sheryl is not able to continue as Treasurer, and that her term is due to expire at the end of this year. He reported that Mike Spain has indicated interest in serving on the board and in being Treasurer. Andrew asked if there were any others interested in being Treasurer. Andrew will follow up with Sari on candidates for Treasurer.

Tina presented a year-to-date financial statement and balance sheet. Andrew reviewed the information and reported that Sharon has offered to help us through the budget process this year. M/S/C to accept the financial statements as presented (Holland, Bolton).

**2. Board of Directors.** Andrew reported that he would like to assign some board responsibilities to the Executive Committee, to maximize efficiency of board time. Andrew reported that he would like to have a "Section Day" in March, where we would have committee meetings in the morning, an Annual Meeting/Luncheon, and end the day with a board meeting. He explained that having quarterly board meetings can make it difficult to make progress on detail issues, and that he will be working with Sari to improve the structure of our meeting schedule.

There was discussion regarding possible locations for Annual Meeting, and using a camp location. Sharon expressed the need to provide a quality experience. There was discussion regarding outreach development. Andrew reported that he would like the January board meeting to be a strategic planning session, hopefully with Susan Yoder. The group discussed the need for a structured process. There was discussion regarding dates for board meetings and events for 2005. The following dates were set:

***Board meetings: January 13, 2005; March 15, 2005; May 5, 2005; October 27, 2005  
Winter Conference: January 20, 2005      Fall Conference: October 10, 2005***

**3. Budget.** Sharon asked the committee chairs to review their past activity and future plans, and set a deadline of November 15 for budget requests. Sharon will work with

Tina and prepare a proposed budget in December. Sari pointed out that she has goals and objectives from last year from each committee. She will distribute to committee chairs so they can respond regarding their goals. Goals will be sent at same time to get feedback for use in charter report. Tina reported that as part of the website re-design, she will be developing a board resource page, where there will be the section charter, board meeting minutes, expense forms, bylaws, etc.

**4. CampWest Proposal.** Sharon presented the proposal from the new CampWest committee, which includes representatives from six western sections of ACA. Sharon gave background on the development of the new committee and conference structure. There was discussion regarding the choice of Las Vegas for 2006. M/S/C to accept the proposal as written, and endorse the concept of moving to a regional conference model; Sari is authorized to negotiate with the hotel, and Sharon is authorized to move forward and go to the next step in designing the relationships for the future of the conference (Bolton, Young).

**5. Strategic Plan.** The group agreed that this is a priority, and Andrew and Sari will work on moving the process along.

**6. Kids to Camp Foundation.** Andrew reported that the Kids to Camp Foundation was started several years ago to raise money for camperships. Ann reported that bylaws are in place, registered as a foundation with state government. As founding members have moved on for various reasons, there is indication that the group wants ACA to take over management of the foundation. Andrew asked the group whether they would like him to pursue learning more about the foundation. Sharon pointed out that the NY section runs a separate foundation (SCOPE). Andrew will research the information from Sam Cocks and report back to the board.

**7. Board Elections.** Andrew reported that there are several expiring terms coming up, and that we need to look at board member prospects. Andrew reviewed how the nominations process has gone in the past, and proposed a section development chair position. They would handle nominations, and new membership outreach. Sari's current membership position/committee would handle member retention and recognitions/awards. Andrew reported that Bertram is ending his term this year, and that he indicated that he would be interested in doing outreach to camps. There was discussion regarding terms, ballots, and the responsibilities of the nominations committee. The section bylaws were referenced.

**8. Cal-West 2003.** Sharon reported that an audit of the CalWest books from 2003/Riverside has concluded that the conference lost \$3,760 per section and that our two sections are responsible for the shared loss. M/S/C to pay the bill and send a letter to the Southern California Board expressing our concern and displeasure at the loss and length of time to reconcile the books, and requesting a regular report from the conference committee to the board so that we may monitor their progress on resolving the administrative issues (Kosch, DeForest).

**9. Section Directory.** Andrew reported that national has produced a new publication called CAMP Magazine and a new website for parents called campparents.org. He reported that CAMP is a very nice publication and that we can use it in conjunction with a list of our accredited camps to provide information to the public. The group agreed that a printed listing is preferable, sorted by region, as we will have to include the camps in Nevada and Southern California. There was discussion regarding distribution. Andrew feels we should order 10k magazines. Tina will check into an additional order – currently we are to received 5,000 copies. Tina will send some to Kay for press releases.

**10. 2004 National Conference Correspondance.** Andrew reported that the response he got from Peg was an acknowledgement that it was a difficult situation, and that national is looking at different ways of partnering with sections, and that we received a check for the amount we had anticipated. Andrew reported that the conference in Orlando will be done differently.

**11. Standards.** Sharon reported that the committee met in early October, that 40 visits were completed this summer, and 39 scored (one camp was visited twice). She gave background on various reasons for camps did not get visited. She stressed the need for more visitors and for greater visitor commitment. Sharon explained that the standards committee is taking steps to increase reliability and education of visitors, including mandatory visitor updates, reassignment of status, etc. She reviewed the schedule of courses and trainings for this year. She also reviewed articles and references available. Sharon made the following motions based on the recommendations of the standards committee:

M/S/C that 38 camps visited this summer be accredited pending signed statement of compliance (Kosch, Bolton).

M/S/C that four camps be granted an extension for 1 year pending signed statement of compliance (Kosch, Bolton).

M/S/C that one camp that was visited not be accredited (Kosch, Bolton). Sharon reported that there is a plan in place to work with this camp.

M/S/C that the following camp not be accredited, and that the camps request for extension be forwarded to the national standards board for review (Bolton).

M/S/C to continue in their current status of Accredited Camp pending fees and statements of compliance all other accredited camps in the section (Kosch, Bolton).

**12. Education.** Amy reported that the Winter Conference is set for January 20, 2005, and that she is soliciting proposals for presentations. The event will be held at the Headlands Institute in Sausalito.

**13. Complaint Resolution.** Dan's presented his report reflecting only one complaint this summer. He reported that he expects this complaint to be rectified on a local level.

**14. Public Relations.** Jennifer passed around a proposal from Kay Paumier. Jennifer summarized the proposal, reporting that it basically continues on with the same plan as in the past. She welcomes suggestions for new PR outlets or distribution methods. Sharon suggested that Tina work with Jennifer and Kay to coordinate national PR efforts with local plans. M/S/C to accept Kay's proposal for \$7,800; and ask Kay to define what the percentage of increased exposure is (Young, Woods).

**15. Approval of Minutes.** The minutes of the March 25, 2004 board meeting were approved as presented (Bolton, Kosch). The minutes of the May 6, 2004 board meeting were approved as presented (Gelineau, Young).

The meeting was adjourned.

*Minutes respectfully submitted by Tina Myers, Section Executive.*