



Board of Directors Meeting

March 15, 2005

San Ramon Community Center, San Ramon, CA.

MINUTES

Present: Andrew Townsend, Sari Van Otegham, Terry Bolton, Sharon Kosch, Tim Holland, Kennerly DeForest, Jennifer Young, Tina Marchetti, Teresa Tucker, Denise Thomson, Jennifer Selke.

Not present: Amy Woods, Ann Woods, Sheryl Petersen, Mike Spain, Bertram Chatham

Action Items

All:	Send action steps for your committee's goals to Sari
Andrew:	Contact Peg regarding PR Consortium
Jennifer/Tina:	Coordinate PR guidelines with Kay
Sharon:	Financial policies/guidelines proposal for May meeting

The meeting came to order at 12:55 p.m.

1. Minutes. The minutes of the January 13, 2005 board meeting were approved as presented (M/S/C; Bolton, Hall).

2. Financial Report. Tina presented 2004 year end statement, and current statement through March 15. Tina noted that service fee and membership income is down compared to last year, however we have not yet received the March payment. There was discussion regarding educational events. Jennifer suggested that ACA partner with UCCR on certification trainings being offered May 12-13 at Enchanted Hills. Tina reported that Amy and her committee are working on expense control and meeting budget. Sharon suggested that sponsorships be coordinated with other ACA events and association partnership efforts so that we are not asking the same companies for funds repeatedly. There was discussion regarding having a committee to set a section policy on sponsorships. Jennifer reported that the Fall Conference will focus on marketing,

and will feature a representative from LERN. There will also be an opposing track that is program based and we will be using a free facility. There was discussion regarding other plans for the year, and whether service fees will come in as budgeted. Sharon reported that some agency camps have lapsed and that is unusual. As they are due for a visit this year, Tina is going to follow up with them directly. Tina reported she has asked national regarding Directors & Officers insurance and is awaiting an answer. The financial reports were accepted by unanimous vote (M/S/C; Thomson, Bolton).

Sharon asked for the group to consider the timing of reimbursements, especially how checks are processed and who can sign. She reported waiting up to six weeks for a reimbursement check. Sari suggested a threshold of maximum expense for single signature as a solution. There was discussion regarding check signing machines, other methods of expediting small amounts. There was discussion regarding a section credit card. Sharon will address this issue with her finance committee and bring recommendations to the board in May.

3. Correspondence. Andrew reported that he has received a letter of resignation from Lisa Shaffer, who regrets not being able to continue on the board. He shared the letter with the group.

4. Old Business.

Bonfante Gardens. Jennifer reported 'Lariat Larry' is on board, press releases and calendar announcements are set. Kay Paumier and Bonfante Gardens did press releases together, and Kay will be distributing the info on the wire. Camps will have booths, activities will be provided for the kids. Andrew reported that Kennolyn will be hiring a charter bus, and offered space to others. Andrew and Jennifer are working on the camp fair portion of the event, and discount ticket fliers have been sent to the membership and are on the web.

Elections. Tina reported that 27 ballots were received in the uncontested election. The following people are therefore elected to the board for three-year terms: Tim Holland, Sheryl Petersen, Mike Spain, Denise Thomson. The following people are elected to the nominating committee: John Jeffery, Bob Field, Joan Fincutter. Andrew will follow up with the newly elected members.

CampWest. Sharon reported usually 90 groups have registered, and this year around 40-50 are currently registered. Sharon reminded the group that a shortfall in attendance will result in not meeting our room guarantee at the hotel, which will drive up costs significantly. Sharon reported that the program is strong but that some facility changes have been made and have therefore shifted the schedule. The 2006 conference will be in Las Vegas, booked at the Alexis Park hotel from March 29 – April 1, 2006. Sharon reported some speakers who were at the national conference will be at CampWest. There will be open hearings on federal public policy, use of public lands; the forest service will be represented and hopefully the national park service. Keynotes include Bob Ditter, Chris Thurber, Peg Smith. Sharon reported that the new operating

code for the conference's administration will be finished in time for the May board meeting. Andrew reported that he received a call from Brian Crater, who said that in negotiating with the Las Vegas hotel, there was a required deposit which has been paid by Southern California ACA, of \$5,000. He is asking other sections to each contribute a portion of the money. M/S to use \$1,000 from reserves to assist with the deposit as a loan to be repaid in 2006. (Thomson, Bolton). There was discussion regarding the repayment and who would receive the check. Motion amended: to change the amount to (Thomson) \$2,000 (Thomson, Van Otegham) amendment passed. Final motion to loan \$2,000 to Camp West voted upon and passed. (11 for, 1 against).

5. Complaint Resolution. Dan reported one complaint was filed against an accredited camp, regarding a disgruntled staff member, and that through discussion and mediation the employee withdrew the complaint.

Dan also reported that one camp who did not complete a visit this year and is not current in their accreditation status was found to be still advertising the accredited camp logo. Dan followed up on the situation and the logo use was discontinued within an appropriate time frame.

6. PR Consortium. Sari reported that she attended a meeting at national regarding a PR consortium between ACA National and several local offices. Tina gave background on the situation, that national is working to partner with local PR efforts to maximize exposure on shared messages, and create a vehicle that would effectively get a consistent message out. National's PR firm will be working to set this up. Sari reported that other sections participating in the pilot are New England, New York, Virginias, Chicago. The meeting was regarding what protocols need to be developed. Andrew will contact Peg to let her know that we are definitely interested in participation. Sharon reported that she is concerned about local PR, as she recently saw an article in Leshar papers with the wrong association name, and no mention of ACA's key messages. There was discussion regarding new initiatives, Kay's contract, misinformation. There was discussion regarding timing of article writing, media center. Jennifer and Tina will work to develop PR protocols and manage the information provided by Kay.

7. New Business. Kennerly reported that Max Caldwell passed away on December 20th, and asked if the board would make a contribution to the Caldwell foundation. The board approved a motion to make a \$250 contribution to the Caldwell Foundation (M/S/C; DeForest, Thomson).

8. Section Goals. Sari will be sending the updated section goals to the group, and asked for feedback on action steps to be incorporated by the May board meeting.

The meeting adjourned at 4 pm.

The next board meeting will be held May 5, 2005.

Minutes respectfully submitted by Tina Marchetti, Executive Director.