

**American Camp Association, Northern California
Board of Directors Meeting
January 13, 2005**

Held at the Girl Scouts of Santa Clara County offices,
1310 So. Bascom Ave., San Jose, CA.

Present: Andrew Townsend, Sari Van Otegham, Terry Bolton, Sharon Kosch, Tim Holland, Kennerly DeForest, Jennifer Young, Tina Myers, Amy Woods, Teresa Tucker, Bertram Chatham, Lisa Shaffer, Denise Thomson.

Not present: Clarke Hall, Dan Gelineau, Jennifer Selke

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

1. Minutes. The minutes of the October 28, 2004 board meeting were approved as presented (M/S/C; DeForest, Young).

2. Financial Report. Andrew reported that Sheryl Petersen has relocated and is not able to continue serving as Treasurer. Andrew reported that her term is due to end in January 2005. There was discussion regarding appointing an interim Treasurer. Andrew reported that it will be sorted out as we go through the nominations process. The group reviewed the preliminary year-end financial statement. There was discussion regarding the income from the national conference, and it was noted that allowed the section to meet its budget for 2004. There was discussion regarding PR expenses, which exceeded budget. Jennifer and Tina will look in to the reasons, possibly an overlap between contract dates and the fiscal year. There was discussion regarding Tina's role as section exec. and budget accountability. Tina explained that although her employment situation has changed, the administrative service contract was carried forward basically status quo and it is yet to be determined by the board what changes to the section exec.'s job description will need to be made. There was discussion about insurance, and whether national's umbrella liability insurance includes Directors & Officers insurance. Tina will check on this. Andrew thanked Sharon for her work on the proposed budget and for her recommendations to improve the budgeting process and accountability. There was discussion regarding the opening balance equity, and how to reflect the reserve balance. There was discussion regarding the need for a policy manual. Tina will work to develop this and research existing policies. Tina presented the CPA's contract for doing the 2004 financial review. M/S/C to accept the contract from Sandra Reinhardt, CPA for the 2004 financial review. (Holland, Bolton).

3. Correspondence. Sari presented a flier for an upcoming IEEE conference, suggesting that we promote the conference to our members and consider partnering with them in the future. Sharon suggested that the Education Committee follow up with IEEE regarding future partnerships.

4. Section Day. March 15. Andrew reported that he and Sari will be working together on the plans for this event, and that he hopes to have details next week. Andrew reported that the day will include an annual meeting, committee fair/volunteer opportunities, and a short board meeting in the afternoon. There was discussion regarding a leadership component. Sharon recommended that Andrew & Sari convene a committee to assist with this event.

5. Bonfante Gardens. Andrew reported that Saturday April 30th will be the 2005 Camp Day at Bonfante Gardens. There was discussion regarding Bonfante's expectations. Sharon reported that this type of event is directly in line with the first ACA end statement that there will be a greater understanding of the Camp experience. Tina suggested that a committee be formed under Public Awareness to coordinate and staff public events. There was discussion regarding Marine World and other possible opportunities to reach the public.

6. Board Terms and Elections. Denise reviewed the current board structure, which calls for nine elected positions and six appointed positions. All are three year terms with officer rotations staggered. There are three openings for elected positions for 2005. There was discussion regarding the bylaws and what are the mandates from national. The bylaws were referenced. Sharon suggested that we put together an application process for board of directors. Andrew and Denise will follow up with board candidates and put together the ballot information. The election will be held at the Annual Meeting.

7. Section Delegates. Andrew reported that we have four section delegates, and that the delegate meetings will be prior to the national conference. He reported that the executive committee discussed how that impacts the responsibility of the section to pay the expenses of the delegates. They concluded that the section only needs to pay for the portion of the conference that involves the delegate meetings. It was agreed that delegates will receive up to \$600 each in expense reimbursements for participating in delegate meetings. Andrew reported that all current delegates have agreed to continue on if there are no other volunteers. He also reported that Dan is willing to give up the delegate position if someone else is interested. Teresa Tucker volunteered and a motion carried to appoint her as a delegate for 2005 along with Andrew, Sari, Jennifer and Denise as the alternate (M/S/C; Shaffer, Thomson).

8. Board meeting dates. The group discussed and agreed upon the following dates for board meetings: March 15, May 5, October 27 for 2005; and January 20, 2006.

9. Budget. Sharon reviewed the proposed budget, and gave background on each line item. She noted that the service fee income budget was conservative based on the pending new member outreach initiative. Sharon reported that programs are budgeted to break even. Sharon reported that Camp Fairs need to be discussed, and that Ann proposed a budget which includes an ACA booth at each camp fair. There was discussion regarding the cost of the school fliers and advertising for the Seven Hills School fair, and the group felt it was a low return on investment for ACA. There was discussion regarding different camp fairs and partnering with other organizations. The group agreed that organizations which already producing successful fairs do not need our partnership. Tina suggested looking at areas not covered by fairs, such as Sacramento. Sharon reviewed expense items, noting standards committee plans and intentional subsidy for a new outreach initiative. There was discussion regarding sending Tina to national events and budgeting for that. There was discussion regarding the budget and which expenses are covered. There was discussion regarding Tina's contract, and Andrew reported that he and Tina discussed recently and agreed that neither party was ready to make a change, so therefore the current management contract would continue forward until the strategic planning process is further along. The group agreed to add a line to the budget for Executive travel, with \$750 budgeted in expenses for Tina's participation in National conferences. Sharon reported that events have not been making their budgeted income, and that this needs to be addressed by the Education committee. The group reviewed administrative costs, and reviewed pros and cons of phasing out the 800 number.

Upon making adjustments based on feedback from the group, it was voted to accept the 2005 budget at \$114,800 for income and expenses, with contingency set at \$809 to balance the budget (M/S/C; Kosch, Van Otegham).

Sharon noted that we need to start this process in September 2005. The group discussed the mileage reimbursement rate, which has been traditionally been the IRS rate. Tina asked whether the group wants to change this. After discussion, the group voted to leave the rate at the current IRS rate of \$0.405 per mile (M/S/C; Young, Shaffer).

10. Section Goals. Sharon presented draft section goals, which she put together based on the feedback that she received from different committee chairs. Sharon reminded the group of our obligation as a 501(c)3 to provide services to the public.

Sharon reviewed how each goal relates to the national ends statements. The group reviewed the draft goals under each end statement and made some additions and corrections, and voted to approve the section goals (M/S/C; Kosch, Bolton). At this time, subgroups were formed to further review each goal and its relation to the national ends statements and objectives for the remainder of the meeting. Feedback was given to Sharon and Sari, and Sharon will distribute the revised goals to the board once the new ideas and feedback have been incorporated.

The meeting was adjourned.

Minutes respectfully submitted by Tina Myers, Section Executive.