



American Camp Association, Northern California
Board of Directors Meeting
November 2, 2005
Held at 2333 San Ramon Valley Blvd., San Ramon, CA

Present: Denise Thomson, Mike Spain, Jennifer Selke, Teresa Tucker, Sharon Kosch, Jennifer Young, Sari Van Otegham, Amy Woods, Tim Holland, Terry Bolton, Dan Gelineau, Mike Carr, Tina Marchetti

Not present: Andrew Townsend, Ann Woods, Kennerly DeForest

The meeting came to order at 10:10 a.m.

1. **Board Update.** Sari reported that she has received letters of resignation from board members Clarke Hall and Sheryl Petersen. Sari shared the correspondence with the group.
2. **Minutes.** The minutes of the May 5, 2005 board meeting were approved as presented (M/S/C; Holland, Selke).
2. **Financial Reports.** Sharon presented current financial reports and reviewed service fees received year to date, noting some dropped camps. She reported that it is difficult to project final numbers as some camps may not operate in 2006 and some have dropped accreditation. Nothing has been done to reach out to new camps, so a fee increase may need to be considered to balance the budget for next year. Sharon reported that she has been working on refining the financial reports, and that sponsorships will be reported separately from event income. Sharon reported that she recently attended the Fundraising training at National, and that our section needs to revise its protocols around donations, acknowledgements, and sponsorship guidelines. Sharon reported that she is working on the budget for 2006 and the preliminary figures were discussed by the group. Sharon reported that the finance committee will be reviewing budget requests, and that committee chairs need to submit detail reports when presenting budget requests. There was discussion regarding our section's support of the J. Wendall Howe fund and how to use the silent auction funds. There was discussion regarding the section reserves and whether a policy exists. Sharon

reported that the finance committee will develop a policy for reserves to be approved by the board. Tina will check for an existing policy. M/S/C to accept the financial reports (Thomson, Young).

3. Correspondence. Sari reported that she has received emails from Susan Yoder regarding the Public Policy Committee and ACA's position statement on background checks, and shared the information with the group.

4. Updates on Committee and Program Goals.

Standards. Sharon reported that a pizza party was held in January for the section visitors, and that the committee also sent thank you cards with Starbucks gift cards to each visitor at the beginning of the summer. She reported that four new visitors were trained this year, and that the next Associate Visitors' course will be held in December as there are currently about a dozen prospects. Sharon reported that 100% of visits were completed this summer with two visitors. She reported that the standards committee has been providing articles for the section newsletter. She also reported being interviewed by Bay Area Parent for an article on accreditation.

Directory. Tina reported that per Andrew's instruction she has ordered 1,500 copies of Camp Magazine at \$0.50 each. She reported that national subsequently announced that the actual charge would be \$0.25 each so we will have a smaller expense. She reported that some sections did not order a new supply and have since learned that the 2006 supply has already been exhausted. As our section has about 1,500 copies left from last year, she asked the board if we would be willing to sell or give some copies to the Heart of the South Section who did not order any this year. The group agreed that we could offer the HOS section 300 copies of our 2005 edition. Tina reported that national recently reported that there are approximately 10,000 hits per month on the CampParents.org website. She reported that this enhanced web presence is directly related to the diminishing number of requests for a printed/mailed version of the directory and magazine.

Public Relations. Jennifer reviewed and presented a summary of placements for 2005 that Kay Paumier has provided. She reported an increase in placements/circulation by nearly double over 2004. She asked for direction for Kay and reported that she has been trying to coordinate a meeting between herself, Kay and Tina to review direction from national and use of key messages in articles. She reported that she has forwarded a new contract to Andrew for review.

Newsletter. Jennifer reported that there will be one more issue this year, deadline is November 15th. There was discussion regarding increasing circulation and identifying prospects to add to our mailing list. There was discussion regarding articles from the education committee.

Education. Amy reviewed the education events which were held in 2005. She reported that the education committee has discussed the former 'Camp Kickoff' event and has agreed to focus on the three major section events, Fall Conference, Winter Conference, and Spring Certification Day. She reported that the committee has set the dates for the next two years, and that they will continue to search for donated facilities from within the membership to keep costs down. She reported that her committee is seeking sponsors for events, and that they look forward to receiving guidelines for sponsorships from national and/or the finance committee. She reported that the committee currently has four members.

Camp Fairs. Sari read a report from Ann which reflected attendance at the Seven Hills Fair decreased to about 150 families; all other fairs serve approx. 250 families. Ann is requesting subsidy for camp fairs as a benefit to our accredited camps. There was discussion regarding the Bonfante event and whether that should be classified as a camp fair or as a separate event. Tina reported that presently the majority of the expenses for Bonfante are running through camp fairs, although some of the expenses were paid from the PR budget. Tina suggested that this be recorded separately from camp fairs going forward.

Complaint Resolution. Dan reported that he has provided two newsletter articles, and that the current complaint resolution/multiple offender policy was communicated to the membership. Dan reported that he feels there is a good understanding of the policy among the members. Dan reported that there were no official complaints this summer.

Legislation. Tim reported that he is having difficulty recruiting committee members. He has provided two newsletter articles and will do one more. There was discussion regarding the link to national's legislative/California page. Tim reported that there have been problems with the website links for CapWiz and CCFY. He reported that presently CCAC has no items on their agenda, and that they do not plan to continue operating the Legislative Workshop.

RAC. Terry reported that he has reached out to RAC members and encouraged them to attend section events. Terry has provided articles for the newsletter.

Special Populations. Teresa reported that she gave a presentation at the Fall Conference on working with special needs campers, and will be providing an article for the newsletter.

5. Budget. Sharon reported that she is still awaiting some committee budget information before a final budget can be approved. She anticipates approving a final budget in early January by conference call. Sharon reviewed the budget assumptions used in developing the draft budget. She asked that committee budgets be in line with goals and action steps. She reported that National is developing guidelines for sponsorships, speaker agreements, and volunteer agreements. Sharon reviewed the role of the finance committee and encouraged the board to consider them a resource for developing budgets and other financial tasks. She asked that plans of work and budget requests be finalized and given to her by November 21st, to incorporate goals and discussions of today.

6. Section Executive Job Description. Sharon reported that the Executive Committee has committed to refine the section executive job description and review the current contract with Lotus Management by the end of this month.

7. Other Business. There was discussion regarding changing banks and updating the signature card. A motion was approved to authorize the finance committee to approve changing banks (M/S/C; Holland, Bolton). The finance committee will make a recommendation on a new bank. There was discussion regarding the J. Wendall Howe award and our section's support. A motion was approved to contribute \$250 as part of this year's budget to the J. Wendall Howe Award fund (M/S/C; Kosch, Gelineau).

8. Calendar for 2006. There was discussion regarding dates and the following meeting dates were set for 2006 board meetings: January 26 (2-6 PM), March 9th, May 11th, October 25th. The following event dates were also set: Winter Conference and Standards Courses, January 19th; National Conference, February 6th – 11th; Standards Documentation Workshop, May 4th; CampWest, March 29th -April 1st; Fall Conference, October 9th.

9. Report from Field Service Meetings and Leadership Training. Sharon reported that this year's national leadership training focus was on fundraising and that she attended on behalf of our section. She reviewed some of the material presented at the conference and reported that the training covered product placement, time management, sponsor guidelines and the board's role in fundraising. She also shared an organization health worksheet with the group. Tina attended the Field Service Meetings in Indiana and presented a summary of the information to the board.

10. Delegates. There was discussion regarding the current delegates who are Andrew, Denise, Jennifer Young, Dan, and Sari is the alternate. Last year Teresa substituted for Dan, Dan wants to step down. Mike offered to be a delegate. M/S/C to have Mike Spain as the 4th delegate. There was discussion regarding the upcoming standards revisions to be voted on by the delegates.

Sharon asked the group to provide subsidy for her participation in the national conference, as she will be there in her capacity as Public Policy Chair. The group supported her request.

11. Strategic Planning. Sari reported that she has met with Andrew and discussed challenges with moving forward in the strategic planning process. There was discussion regarding involving the section executive in the strategic planning process. The Executive Committee will incorporate this into their work on the Executive's job description. Sari proposed that while we are a bit on hold with the strategic planning process, the group consider adopting a strategic initiative towards membership growth. Sharon gave some background on the proposal, and suggested that a task force be assigned to focus on membership growth working in conjunction with the section's strategic plan. The group discussed objectives for the initiative and agreed that a lead person needs to be identified for this initiative. Sari will discuss finding a task force chair with Andrew. The group discussed the ideas and the following motion was approved: In 2006, to develop and implement a strategic initiative for membership growth which will involve all board members, promote internal and external growth, increase the understanding of the value and benefits of membership, position the section as a knowledge center, and increase participation in ACA (M/S/C; Holland, Gelineau).

12. CampWest. Sharon reported that a proposed operating code was distributed to the six section boards in May for input. She plans to have a revised draft in January, and a new agreement in place by April 2006. She reported that the 2005 conference financials are nearly complete, and she anticipates a minimal net loss. She reported that some new protocols are already in place, such as separating the conference's finances from the Southern California Section's. Sharon reported that she has done research on models from other ACA regional conferences regarding finances, liability, and contracts. Sharon asked the group to review the current draft operating code and provide feedback to her by December 1st. There will be a conference call held after that date with the other sections.

13. Directory. The group agreed that it was preferable to continue to provide Camp Magazine along with a listing of accredited camps in California. There was discussion regarding including some information on ACA and accreditation. Tina will modify the layout to be slightly larger and include some information.

14. Complaint Resolution. Dan reported that there were no complaints regarding staff or from parents this summer. He reported that he has been involved in resolving a complaint from a camp regarding the accreditation process, and that the camp is very eager to work with ACA towards a solution. The issue has to do with documentation that a camp has presented and had approved in the past, and was not approved on their latest visit. Dan reported that the review will look into visitor discrepancies and help improve the standards process for the future.

15. Education. Amy reported that there will be three events in 2006, the Winter Conference on January 19th, the Fall Conference on October 9th, and a Certification Training Day to be held sometime in May or early June.

16. Legislation. Tim reported that the Camp Regulations revision is stuck in financial review and that the DOJ claims the changes to be cost prohibitive. He reported on new Federal Legislation supporting a national sexual predator registry program; currently this is done state by state. Tim reported that he has been participating in the CURFL committee who is reviewing proposed revisions to SB144 regarding food service. Tim reported that camps in his county are being charged a transient occupancy tax, and that he will be working getting an exemption for organized camps.

17. Public Relations. Jennifer reported that she has a preliminary outline from Kay but needs some direction from the board. She reported that Kay has been working with national to get copies of the articles in the new edition of CAMP Magazine. Jennifer reported that the current contract with Kay could carry forward if the board requests no changes.

The meeting adjourned at 5:07 PM.

The next meeting will be held January 26, 2006.

Minutes respectfully submitted by Tina Marchetti, Section Executive.