



**American Camp Association, Northern California
Board of Directors Meeting
October 28, 2006**

Held at San Ramon Community Center in San Ramon, CA

Present: Andrew Townsend, Denise Thomson, Sharon Kosch, Amy Woods, Terry Bolton, Dan Gelineau, Jennifer Young, John Chakan, Mike Spain, Heidi Truitt, Tracey Weiss, Kamren Johnson, and Sari Van Otegham. Section Executive Sarah Meacham was also in attendance.

Not present: Jennifer Selke

The meeting came to order at 10:02 a.m.

1. Minutes. The minutes of the May board meeting were unanimously approved as presented on a motion by Dan Gelineau and second by Denise Thomson.

2. Financial Reports. Sharon reported several changes to the accounting system since the May Board meeting. A significant difference in cash flow has resulted since hiring a Section Executive. ACA National collects program fees and dues and disburses the net amount after Sarah's wages and payroll taxes have been paid. Although this practice will not affect cash flow in the long term, the section has not received any significant cash infusions since June. Sharon also reported several unexpected expenses this year to include accountant fees to prepare two years of tax returns, penalty for unpaid back taxes, and Standards revision (manuals for members, materials for visitor training, projector, and laptop). The section is still under budget, but Sharon stressed the importance of developing accurate committee budgets for FY07.

In preparing the FY07 budget, committee chairs need to create their work plan and a draft budget. Committee budgets and work plans are due by December 15 and will be reviewed over a conference call. Budget assumptions will be reviewed by the Finance Committee and then presented for Board approval. Once the FY07 budget has been approved by the Board, committee chairs will receive monthly budget line item reports to monitor performance.

Sharon also reported that the section has opened a FedEx Kinko's account and transitioned the accounting system to Quickbooks Online (annual cost \$192).

The Treasurer's report was unanimously approved on a motion presented by Denise Thomson and seconded by Kamren Johnson.

3. Correspondence. Andrew presented Southern California/Hawaii's annual events calendar as a communications model the section may want to replicate. In addition to ACA section, regional, and national events, Southern California has compiled event and training information offered by other associations and organizations that serve ACA members.

4. Standards. Sharon reported that 27 camp visits were conducted over the summer. Nine visits were cancelled because the camp was either not ready (2), not interested (1), camp was changing focus of operation (2), had site issues (1), or have lapsed/not renewed (3). Sharon was proud to report there were no scheduling problems this summer. However, in alignment with the national trend, call backs continued to increase.

The section currently has 39 visitors with the ability to borrow a visitor from another section. Not all visitors are active so the section will need to retrain and recruit more visitors for next year. All instructors will be attending instructor updates this fall.

In order to help with the transition to the new standards, newsletter and website articles will be planned around new subjects to help educate camp directors on specific issues. The new Standards curricula are designed in PowerPoint so the section will be purchasing an LCD projector and laptop for use by Standards instructors.

The Standards committee will also begin a new visitor management system that will be used in the recruitment and professional development of our visitors. Sarah will develop marketing materials to promote the benefits of being a visitor both for the visitor and their organization. The visitor program will be positioned as a leadership development training program. Visitors will be placed in coaching teams from the time they complete an associate visitor course and these teams will be an important part of the total education process.

Action items:

- a. On a motion from Kamren and second from Terry, the Board unanimously approved all visited camps presented for Board consideration for accreditation.
- b. On a motion from Terry and second from Jennifer, the Board unanimously granted one camp an accreditation extension for one year.
- c. On a motion from Terry and second from Jennifer, the Board unanimously declined to grant two camps with accreditation that failed to meet standards.
- d. On a motion from Dan and second from Terry, the Board unanimously agreed to continue accreditation for all camps currently in compliance with accreditation standards.

5. Camp West. Camp West will be held March 14-17 in Las Vegas. The theme of the conference will be "The Social Landscape of Camp: *Building Positive Relationships*. The Camp West committee has experienced some turnover and new committee members are needed. There are still outstanding financial reporting issues from last year, but Sharon reported that she is working with Southern California/Hawaii to resolve the issues. A sponsor had pledged and received benefit from participating in the conference but has still not paid. The Camp West committee is exploring possible legal action in small claims court.

In order to prepare for this year's conference, the Camp West committee is developing a budget and seeking sub-committee members. The committee is also looking for hospitality events and developing a tentative schedule.

6. Strategic Initiative. In order to advance the goals established in the Strategic Initiative to grow and develop the membership, the section will host a camp professionals networking event on November 8th in Walnut Creek.

Kamren offered to work with Sarah in order to develop membership cultivation strategies and meet our strategic initiative goals.

7. Sponsorship. Andrew opened a discussion on how the section should handle pursuing sponsorships for events. The following suggestions were presented:

- Companies operating around the geographic area of the event that serve camp professionals will be offered display space for a small donation.
- Sarah and the Finance committee should present the Board with a proposal of how other sections are handling sponsorships and the effect they would have on the section's finances.
- Several sponsorship approaches were discussed, but Sharon recommend the section consults with national due to accounting and tax implications.

8. HR Committee. The Executive committee will assume the responsibility to oversee all HR activities. The group will meet every six months to review the Section Executive's performance.

9. CCAC & CCFY. Andrew reported that at the last CCAC meeting, Rick Benfield resigned as President. Andrew was elected to the position. Currently CCFY is very heavily represented by camps, although this might not always be the case. CCD has left CCAC and has directly joined CCFY. CCFY evaluates legislative issues that affect the entire youth service field. CCAC could still exist as a dormant organization that could be resurrected if needed in the future. The section would not incur any fees or need to attend any meetings. On a motion presented by Dan and seconded by John, the board unanimously decided that the section should join CCFY as a direct member. Furthermore, on a motion presented by Sharon and seconded by Denise, the board unanimously moved that CCAC should continue with all its legal status, as a communication vehicle and that it will be

dormant (i.e. no dues or meetings) unless an issue arose that needed the camp committee to have a unified voice.

10. Nominations Committee. With much confusion over the status of terms and Board position types (elected or appointed), the Nominations committee and Section Executive will meet to update the Board term roster and evaluate what positions need to be filled for the upcoming election. Board members were encouraged to forward nominations to Terry.

11. Public Relations. Jennifer suggested that the section adopt a formal newsletter distribution schedule. She recommended sending out six newsletters per year (rather than four) that are not as long but have more timely information. Each committee chairperson will be asked to submit something. In addition, Jennifer suggested that one printed newsletter be sent to members and prospective members per year.

Jennifer also reported she spoke with Kay, the section's PR consultant, to discuss her new contract. Kay reported to Jennifer that she believes the mergers and feature coverage that is occurring in the local media may negatively affect ACA article placements. The board wants to discuss with Kay ways to post articles online, use radio public service announcements, and find outlets for speaking engagements. Kay will no longer need to draft the articles to be submitted to the media. She should use the articles posted on the national Media Center website. Jennifer, Andrew, and Sarah will meet with Kay within the next month to discuss upcoming opportunities and renewal contract stipulations.

12. Education. Amy Woods discussed the first Networking lunch to be held in November. If successful, the event will be replicated in other areas (Santa Cruz, Sacramento, Peninsula, San Jose). The events require very little planning and/or expense yet have a high impact to engage members.

Amy also discussed progress made on the Winter Conference scheduled for January 18 at the Crowne Plaza hotel in Concord. Bob Ditter will be the featured speaker. Marketing materials will be sent out by the end of November. The Education committee will submit a formal budget to the Finance committee before any contracts are signed.

The meeting adjourned at 3:12 PM.

Minutes respectfully submitted by Sarah Meacham, Section Executive.