**Board of Directors Meeting**

April 9, 2022 1-5 pm

Via Zoom

**Present: Ildi Laczko-Kerr, Seth Zimmerman; Pamela Lang; James Walker; Harvey Bedolla, Lindsey Gray, Katy Cavanagh, David Stuempfle (Interim Camp Director)**

1. **Call to Order/Roll: 1:04 pm. Brief update from Ildi re absences of Ashley, Debbie and Craig.**

1. **Consent Agenda: Motion to approve consent agenda by Katy Cavanagh; second James Walker; unanimously approved.** 
   1. Approval of prior Board meeting minutes
      1. March 3, 2022
   2. Approval of Matt Anderson as pro bono legal counsel for WHR contract. **James wanted to confirm counsel was qualified in this area. Per Ildi, yes and explained experience.**
   3. President’s Report
2. **Discussion/Action Items**
   1. Chair’s Report
      1. Update Whispering Hope contract. **Per Ildi, discussion regarding the contract with Ashley and Matt Anderson. WH accepted most of the revisions, except for rolling over deposit, still working on indemnification. They are going to try and get on a call with WH legal team this week. Per Ildi, Matt’s recommendation is that unless we want to not sign the contract, it is at a place that the board can sign.** 
         1. **Motion for board to follow Ashley Larson to execute contract upon legal advice and recommendation from counsel regarding same by Ildi Laczko-Kerr; second James Walker; unanimously approved.**

* + 1. Board self-assessments. **Per Ildi, summary of results has been circulated to all board members. Discussion re summary of results – three main areas to improve relationship building, review the performance of CEO/annual and have succession plan in place, ongoing board member recruitment. Per Ildi, should there be other areas that we need to be concerned with. Per Katy, is there a preferred number for board members. Per Ildi, bylaws allow a large range. There are some key community roles/relationships that are missing on the board. For example, it would be nice to have a medical professional on the board. Per Lindsey, some other large business owners and other individuals that have connections. Per Katy, people that have larger connections in the community. Per Pam, she knows some individuals, wants to know if they need to be in Arizona. Per Ildi, not particularly, but there are some logistical issues that may be an issue.**

**Discussion re: board recruitment. Per Lindsey, have we talked to anyone at the golf tournament. People that come to events are an untapped resource for being on the board. Per Ildi, her strategy is to find awesome people that she likes to work with. Personal relationships are important. Per Katy, willing to make some cold-calls to potential board members. Another strategy is to go through our list of known people. We could use more parents/grandparents as potential board members. Per Ildi, have we ever had a young adult/child/LIT on the board? Per David, may not be the best environment based for that age range for a variety of reasons; very role dependent. Per Katy, she was thinking a caregiver of the LIT not the LIT. But, maybe there is a spot on the agenda for the LIT to participate. Per Seth, there may be value from having information form campers and LITs – perhaps an advisory committee.**

**Discussion re: annual review and succession plan. Per Ildi, we do have a plan for evaluations. We do not have a succession plan. Per Lindsey, smart goals need to be more specific with attainable goals. Per Harvey, because of the pandemic a lot of things have not been able to be measured, but now they can be seen. Per Katy, mid-year reviews would be a good idea to have conversation re what goals could and should be and then attainment at the year mark. Per Ildi, she will have revised goals. She likes the idea of a check-in. She can put it in the president’s report – at least quarterly. This will show she is on track, but also that she may need assistance from the board. Per Katy, this will build trust and relationships. Succession planning will need to be added to the agenda. Per Katy, she has some bad examples of succession plans. Per James, the job posting is likely the backbone of the succession plan. Per Ildi, discussion re procedural documents, and other information that is related to succession plan. Ildi will be working on this.**

**Discussion re: team building. Per Ildi, what does this look like? do we want icebreakers, meetings with people, etc. Per Pam, in person, at least, occasionally is important. Would also be a good chance for recruitment to invite new people. Per Lindsey, the in person board meeting was a good team builder, we should have at least 2 quarterly board meetings in person. Seth agrees. Per Katy, in person meetings will provide a good touchstone for building relationships and trust. Discussion on how to make in person meetings at camp. Seth offered to host a quarterly meeting.**

* + 1. Board development. **Per Ildi, update on other takeaways from the board survey:** 
       1. Committee Reporting Out – **will be in consent agenda. The board can except to receive committee slides prior to meeting. If there is an important topic, it will be added to the agenda.**
       2. Give/Get- In Kind Donation Policy. **We didn’t have a policy or procedure in place prior except for the golf tournament. Will allow for credit to be obtained to meet financial donation component. Seth hasn’t had a chance to review it, but is overall in favor of having it.** 
          1. **Motion to approve Give/Get- In Kind Donation Policy as presented by Katy Cavanagh; second Pam Lang; unanimously approved.**
       3. April 14 fundraising training. **Reminder that we have a fundraising training meeting.**

* 1. Finance Report (Obj #3, Goal #1)
     1. Revenues & Expenses. **Discussion on financials per Craig’s slide. Clarification on expense in February for camp website. Ashley’s report provided summary of revenue sources for the past three years. Per James, what encompasses fundraisers? Majority is golf tournament. Discussion on possibly extending golf tournament to 18 holes. General discussion on whether information and how presented is helpful. Discussion on making sure Ashley has access to complete financial information.**
  2. Camp Update **(Per David, he also does live with unicorn (his wife))**
     1. **Planning meetings scheduled on April 24 and May 26 from 12-4 pm at KOI at no cost. At first meeting, the theme will be chosen. Top three: pirates, in the game and color me crazy. Bob Wallace will be leading training. Lit Training May 12. All staff training is in June at Rio Salado at no cost.**
     2. **Per Seth, will we have time to get shirts made? Per David, yes. Per Harvey, it is a big process. Per Seth, will marketing be involved in the shirts. Per Ildi, the board doesn’t need to get involved with camp t-shirts.**
     3. **Per David, moving in a different process. Every volunteer will be interviewed. Will start after April 15. Update on staffing. Will only be virtual. New staff will require completed applications for an interview.**
     4. **Opened up staff portal for sign-ups. We have 30 volunteer applications and/or availability. 19 have requested sidekicks, 13 for sunrise. Some are interested in both week. Staff is only allowed to do one week this year because of the lower levels of staffing, but if not enough staff, some may be able to do both weeks. Discussion re camp operations and allocation of funds for same.**
     5. **Camper registration is open. 33 campers approved. 2 more pending. 27 sidekicks, 8 sunrise campers.**
     6. **There have been concerns and questions regarding the vaccine mandate from volunteers and families. Per Seth, people at today’s CCN event were very much pro mandate. Some families and staff will not be participating because of the mandate.**
     7. **Working on accreditation process. In trying to make is a more sustainable process moving forward, we are working off another camp’s process with forms. The deadline for most of the information is May 1, 2022. June 22 is a site visit. Per Katy, is there anything that the board will need to do – like interviews for accreditation. Per David, no. If we don’t get accredited this year, we can get accredited next year.**
     8. **Logistics and planning – Bob Wallace is in charge. He is putting together the schedule – the schedule will be different than before based on services offered by WH. Discussion on limitations in cabins, programming per question from Seth.**
     9. **Per Ildi, thank you for the information you are providing, the consistency and transparency. The board is interested in possibly coming to camp. But understands Covid limitations. Per David, there may be an issue with hosting a board meeting at camp re space and all board members that came to participate would require background checks. There will be expectations if we do attend.**
  3. **Committee Reports**
     1. Fundraising Committee (Obj #3, Goal #1)/Marketing (Obj #4, Goal #1)
        1. **Brief summary of prior meeting. What is the best ROI?**
        2. **More discussion will be had at the next fundraising meeting on options for fundraising, how to get the best ROI, how we can expand the volunteer base.**

* + 1. Community/Family Outreach (Obj #1, Goal #3) per Seth Zimmerman
       1. **Three main focuses: volunteers for camp, fundraising and non-flagship programs (i.e. movie night)**
       2. **Working on rebuilding relationships with ASU/UofA/NAU. Per Lindsey, let’s add GCU.**
       3. **Discussion on big ideas from committee, including social credit system and working with Camp Kesem volunteers. Per Ildi, constant contact with volunteers will be helpful. Discussion on social credit issue. Per Lindsey, wouldn’t it never be fair to newer volunteers to earn enough social credits as older, more established volunteers. Discussion re same. If we don’t provide enough volunteer activities – it will be hard to earn credits. It may just be too soon for this development. Per Pam, credits for working with kids? Possible. Per Katy, discussion with cancer treatment centers marketing – in kind service could be tracking tool from cancer treatment centers. Hopeful that campsite – may be able to help with volunteer organization.**
       4. **Discussion on working on calendar to have events available to share with volunteers when they are camping. The more we can calendar the better.**
  1. **President/CEO evaluation** 
     1. **Discussion re general review process.**
     2. **General summary – consistent in her review and board review. Recommends she takes opportunities for improvement and organize them into goals and/or strategies for the year.**
     3. **Per Ildi, there is a struggle between expectations and whether those expectations are something she actually has the tools to do. For example, the financials. We want complete financials, but she does not have access to all the financials yet. Once she has the tools, then our expectation should change. Per James, how can we make sure we get her the information she needs? Discussion on how to get her the information.**
     4. **Per Katy, a calendar is a measurable type of goal for Ashley.**
     5. **Ildi will work with Ashley re revising smart goals and include a finance goal.**
     6. **Discussion re budget and salary adjustment. Per Seth, there is her main compensation and health care stipend. She gets a stipend for Health Care but she can do with the funds as she chooses. Per Katy, has there been discussion regarding merit/bonus structure? Discussion re same. Per Harvey, there should be an incentive if she brings in a ton of money then she should get a raise, but if the funding is not coming in, that creates a problem. Per Seth, incentive method is a good idea, but the devil is in the details. Per Katy, it is a delicate balance. You have to find that incentive. Per Lindsey, we need to set the target and not keep moving it around. Discussion on work achieved and how to establish clear expectations. Per Seth, have her create a 5-point summary for the year that can be used to market and explain to volunteers and donors the**
     7. **Will re-discuss incentives after fundraising meeting.**

1. **Future Agenda Items -**
   1. **What are some expansion on investment decisions? Diversifying revenues**
   2. **Clarification on what Ashley does or does not have access to?**
   3. **Board/camp visitations.**

1. **Meeting Closing** 
   1. Next Board Meeting:
      1. April 14, 2022 6-8 pm Fundraising Training
      2. May 5, 2022 6-8 pm regular meeting
2. **Adjournment: 4:13 pm by Seth Zimmerman**