

WALH BOARD OF DIRECTORS MEETING

September 28, 2019, 2:30 PM

Members Present:

- Board Members: Pres. Haley Frieler, VP Joe Fortuna, Treasurer Tyler Engel, Secretary Kenzie Damon, Camp Coordinator Julie Chaloupka
- Members: Nicole Cardarella, Jennifer Chaloupka, Liz Jonuska, Biff Martinkoski, Sam Van Haren

Members Absent: Lauren Oftedahl

- I. President's Remarks
 - II. Secretary Report from July 30th Meeting
 - Meeting minutes were accepted
 - III. Treasurers Report
 - Checking account balance ended with roughly \$2,500
 - Camp was \$2,000 more this year
 - IV. BMO Account Signatories
 - Sam, Tyler, Mary Kay, and Haley will coordinate a time to meet and complete this.
 - V. Summer Camp Review
 - Camp went well. We were up counselors and campers
 - Every camper had a volunteer.
 - Recruitment at UW-Madison helped a lot. We should look into more universities and colleges. Create a promo video and structure to recruiting volunteers.
 - Recruit more campers through MDA in Brookfield and the Twin Cities.
- a. Reviews (Julie)
 - 10 people took the surveys. Confusing because there were two surveys.
 - Pros: Enjoyed hanging out, pool time, nature walks, campfires, drag queens
 - Cons: Too much dead time, want to have a petting zoo, more pool time, need more night and rain day activities
 - People said they were very likely to attend spring camp.
 - Suggestions
 - Karaoke, skit night, petting zoo, dress for theme dance, pizza that is easier to chew, no dinner that is late (8pm), more clarification for tournaments, campfire down by the boardwalk once in the week, ziplining
 - b. Wins
 - Baseball, scavenger hunt, pool time, family dinner around the fire (change time to earlier), dance on Wednesday night

- Jim made about \$200 from selling leftover snacks
 - Glad we invited families (hard invitation) to memorial service—more personal
 - Escape room—more time dedicated to it. Smaller teams so people can be more engaged.
 - Yahtzee did not have a lot of interest. Or maybe just not the first night
 - Try to avoid activities on the first night.
 - Food was not complained about as much this year.
 - Suggestions:
 - Movie back-up for rain. Or movie night at four corners.
 - Board game night
 - Pizza contest—buy cheese pizzas to add toppings
 - Make activities last longer at night
 - Kick the can or ghost in the graveyard
 - Wheelchair square dancing
- c. Opportunities for next year
- Stress the importance of completely filling out application
 - If you don't fill out medical form, you can't come
 - Avoid potential problems
 - Medical form become available on January 1st
 - Ice cream bars
 - Dilly bars at dairy queen??
 - Water mix-ins
- VI. 2020 Spring Camp
- April 3-5
 - \$25 fee
 - July 25-31 Summer Camp 2020
- a. Contract
- April 3-5
 - Nicer weather, hopefully have a campfire
- b. Applications due date
- Feb 1st
 - Available Dec 15th
 - Measles shot required
 - Add to application and medical form
- c. Activities
- Talk about in November meeting
- d. Donations
- Talk about in November meeting
- e. Meals
- Are Mary Kay and Linda coming?
 - If not, who is cooking?
 - Just know ahead of time to figure out a menu

- Julie will contact them
- VII. Fundraisers
 - Committee??
 - a. Review of previous fundraisers; do we want to continue?
 - Spring Kick-Off
 - Best location?
 - Made \$100
 - Low attendance
 - Dinner
 - Beginning of summer
 - Hard to sell tickets
 - Something to do during dinner to attract people? Not just friends and family
 - Speakers? Comedian? Entertainer?
 - Direct mailings to organizations to try to make it more personal so they are more likely to come
 - Something to do after dinner
 - Show, comedy sports (??)
 - Make more money on drinks
 - Raffle
 - 50/50, raffle items, silent auction (worth it?)
 - Raffle
 - Start selling before spring camp
 - More people helping distribute tickets based on location
 - We made \$3000 last year
 - If we can get them to campers, they usually sell them
 - Requirement? Incentive?
 - Get people more involved
 - Marketing strategy
 - Price per camper to attend camp
 - Holiday fundraiser on Facebook
 - \$500/camper
 - Before giving Tuesday-Dec 31st
 - Get WALH accredited before Giving Tuesday (Tyler and Haley talk to Michael Meyer)
 - Made \$3,000
 - Board member to share it, general members too
 - Anyone help Haley and Lauren?
 - Sam, Jenny
 - Content calendar
 - Everyone on the board shares it
 - How does Horizon raise money?
 - Haley will talk to Erica

- Direct mailings to organizations (spring dinner)
 - More personal
 - Sponsor a camper
 - Target organizations?
 - Find corporations
 - Make it personal with campers and people/organizations they know
 - Buy a table?
 - b. Additional ideas for this year?
- VIII. Committees
- a. Recruitment
 - Haley is in charge of recruitment
 - Kenzie and Liz will help
 - b. Camp planning—Julie
 - Nicole
 - c. Fundraising
 - Joe is in charge of fundraising
 - Raffle—Tyler is in charge of the raffle
 - Spring Dinner—Julie is in charge of the spring dinner
 - Julie, Haley, Biff
 - Donated entertainment→dinner provided but not paid is IDEAL
 - Grill out at the beginning of summer?
 - Pot luck
 - Start a google sheets for sending out to organizations people know
 - Try to find little fundraisers to sprinkle in throughout the year
 - Everyone come up with 2-3 ideas
 - d. Marketing/Social Media
 - Sam is in charge of marketing/social media
 - Graphic designers
 - Support other committees
 - Lauren and Jenny will help with this
 - e. Sunshine Committee
 - Biff and Jim Coin are in charge of this→need more help
 - Hard to visit people in hospitals
 - Flowers and cards when people pass away
 - More personal?
 - Post it on our website
 - Photos from camp (set format and personalize it with pictures)
 - Add referral to sunshine club on our website
- IX. Future Meetings—Please bring your calendars
- November 17th at 1:00pm

- February 1st at 3:00pm
- X. Additional topics?
- Discussed issues involving campers and behavior at camp
 - Reminder: sensitive issues are private among the board

Meeting adjourned: 4:46pm