

WALH BOARD OF DIRECTORS MEETING

Saturday, February 1, 2020, 3:00pm

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, Lauren Oftedahl

Members Absent: None

Meeting called to order: 3:05pm

1. Secretary Report from November 11th Meeting

- Meeting minutes were accepted

2. Treasurers Report

- Working on switching over donations and documenting them
 - All the CDs mature this year
 - Down \$300 from last year
 - We have \$944 in our PayPal account
 - Therefore, we are actually up in money for the year
 - Check the date discrepancies on the report
- A. Update on service charges from previous report?
- Still getting service charges → need to email them again
 - This should be covered since we are a nonprofit organization
- B. Do we have budgets in place for events?
- Tyler will work on creating a budget
 - Starting with the spring dinner and marketing budget
 - Should we boost posts on Facebook?

3. 2020 Spring Camp (Apr. 3rd-5th, Camp Wawbeek)

- A. Discussed cost is \$500 – is this covered?
- Facility cost is \$22/person
 - We charge \$30/camper
 - Approximately costed \$1,200 last year
- B. Insurance Policy

- West Bend Mutual is not renewing our insurance policy due to the issue from last year about the tractor accident with Jen. **Our coverage ends April 1st.**
 - Should have went after Easter Seals instead of WALH
- We need to find a new policy before Spring Camp
- Does it only cover during camp? Or at all WALH activities?
- Talk to Mary Kay, she might know more about insurance information
- Add a waiver at the end of the application saying that you cannot sue WALH if you don't have insurance
 - While on the topic of changing the application:
 - Can we question on the application about mental health? Liz is looking into this.
 - Exchange information for matched campers and volunteers that don't know each other before camp?
 - Start a relationship prior to camp.
 - Hopefully this will avoid issues we had last year.
 - Add to application: Do you give WALH permission to share your information with your camper/volunteer?
 - All campers and volunteers must be at least 18 years old.
 Change this on the application.
 - Minors can visit but cannot stay overnight.

C. Theme, activity planning and food

- Can we get a portable firepit to use in the parking lot?
- Grill out Saturday
- Food is covered
 - Julie has gift cards to multiple places
 - Still need snacks
 - Especially if there is a movie night

4. Summer Camp Review

A. Theme – Field of Glow

- Create a poll for color of shirts (all neon and bright colors)
 - Lauren will plan this and send it out over email and on Facebook

B. Must have activities and who will work on them

- Activities offered through Easter Seals
 - Archery, ropes course, ziplining, pontoon boat rides
 - Does this cost extra money? If so, how much?
- WALH Activities
 - Baseball
 - Escape room
 - Movie night
 - Comedy sports

- Board game night
- Scavenger hunt
- Poker, cribbage, (Yahtzee?)
- Arts and crafts
- Bingo
- Kegger night by the boardwalk
 - All-nighter?
 - Monday night?
- Family Feud
 - Monday night? Tuesday night?
- Dance on Wednesday
 - Have people bring a white shirt
- Cookout dinner Thursday night (earlier than last year)
- Photo scavenger hunt throughout the week
 - To interact more with the camp
- Julie emailed out the tentative schedule for Summer Camp

5. Fundraisers

- We need another video showing what we actually do at camp
 - Look into getting a technology grant or donation of a GoPro

A. Holiday fundraiser recap

- i 44 people donated, \$2,450 raised
- ii Count Lauren's birthday fundraiser as well, 15 donated, \$420
- iii Total: 59 people donated, \$2,870 = **7 campers funded!**
- iv Last year: 35 donated, \$2,165. Up 13% to last year!! (only WALH Facebook donations) Why? Because people SHARED IT!! 44 vs. 32 shares last year. HUGE learning.**
- v Nov. 25th – 4 donors; \$210
- vi Nov. 30th – 9 donors; \$240
- vii Dec. 3rd – 13 donors; \$400
 - This was Giving Tuesday
- viii Start Monday before Giving Tuesday and run until the Friday after Christmas.**

B. Update on Spring Dinner/Casino Night – Joe

- Reached out to Vegas On Wheels
 - They have blackjack and other tables to rent.
 - They have experience with fundraising.
 - They help set up and can staff if needed.
 - Is this extra cost?

- i. Cost
 - \$1,600-\$5,000?
 - 12 tables
 - Companies buy a table for a set amount of money
 - They run the table, can advertise their company
 - 50/50 raffle, raffle baskets
 - Kenzie will look into asking Charlie's On Main for catering food
 - Venue: Harley Davidson in Oconomowoc?
 - Saturday night
 - 80-100 people (8-10 tables)
 - No cash payout
 - So many tickets = one raffle ticket

- ii. Sponsors
 - Personal connections to companies
 - Reach out to them
 - Set up a sponsorship level
 - If you don't want to sponsor, give a raffle item?
 - Silent auction
 - Wine pull

- iii. Timeline
 - Talk more after February

C. Spring Kick Off Party – Haley

- Tied in to the Brew City Marathon

D. Brew City Marathon – Haley

- April 25th
- Each runner will fundraise prior to the run
 - Ideally \$500
- A place for all of us to get together and hang out
- Haley will keep us posted on this

- i. Have 4 counselors willing to do

- ii. Can we send out and ask more if they'd like to?

- iii. Shirts
 - To help advertise WALH
- iv. Get together after
 - Haley has a contact for this

E. Dip Fundraiser – Julie

- Have to order through someone
- Is there a company who we can do it through online?
- When to launch?
 - Worry about impacting sales of raffle tickets

F. Raffle – Tyler

- i. Need to have them printed by beginning of March for kick-off party and spring camp distribution
 - Distribute to point people in specific areas for distribution (since we cannot mail them)
 - Madison area → Tyler
 - Milwaukee area → Haley
 - Illinois → Michael Meyer?

G. Events Calendar Discussion

H. CRM Database Discussion

6. Committees

7. Sunshine Committee Report

- It has been a rough few months
 - Amber passed away
 - Flu is going around really bad right now
 - Simmie is in the hospital
 - Kevin's dad passed away
 - Jenny is in a nursing home with various problems
 - Jen Onsum is feeling better

8. Future Meetings

- Saturday, April 11th, 2020 at 3:00pm

A. At Spring Camp? April 4th?

- Not enough board member will be at Spring Camp to have the next meeting there

Meeting Adjourned: 5:25pm