



WALH Board of Directors Meeting Agenda

Saturday, November 7th, 2020 1:00pm via Google Hangouts

Call in Number: (515) 603-4902

Access code: 894543#

Called to order: 1:05pm

Members present: Haley (President), Joe (Vice President), Julie (Camp Coordinator), Tyler (Treasurer), Kenzie (Secretary), Kami (Intern), Nicole, Jenny, Mike, Erica, Sam

Members absent: Lauren

1. Secretary Reports from Sept. 12th Board Meeting (Kenzie)

- a. Meeting minutes accepted
- b. Haley will send Kenzie the strategic planning meeting video so that she can type it up

2. Treasurer Report (Tyler)

- a. Follow up on Paypal for shipping
 - i. Problem is that we have a PO Box and not a physical address
 - ii. Open a UPS Box address only for PayPal
 1. Julie and Tyler will look at this problem and come up with a solution
 - a. Possibly a FedEx account?
- b. Total Value is \$128,090.49
- c. Create a new system to itemize donations
- d. Follow up on raffles to make sure they tie out
- e. Send PayPal gifts so we can send thank you cards
- f. Follow up on CDs

3. Spring Camp Update (Julie)

- a. Dates are April 9th-11th
 - i. If infection rate is still high like it is now, we should not have it
- b. COVID-19 liability waiver
 - i. Requires masks
 1. This would be an issue for our campers to wear masks 24/7
 - ii. Attach waiver to our application
 1. Everyone should sign it and read it
- c. We should have our own COVID-19 liability waiver too on our application
 - i. 14 day screening leading up to camp
 - ii. Make medical clearance REQUIRED by doctor
- d. Have only been holding small camps (less than 10 people)
- e. Have activities for both virtual and in person camp just in case
 - i. Plan on virtual but make it so we can switch to in person if needed
- f. Start planning in January
 - i. Start brainstorming some ideas for spring camp

4. Slack

- a. Update on using

- i. Everyone seems to like it
 - ii. ASANA
 - 1. Jenny has trouble marking things as done
 - iii. Great tool as messaging board
 - 1. Rather than Facebook Messenger
- b. Switching board to Slack as well?
 - i. Yes, move away from Facebook group and switch to Slack
 - ii. Meeting reminders on Slack

5. Committees

- a. Review of committees
 - i. Bylaws Review
 - ii. Camp Planning
 - iii. Social Butterfly
 - 1. Halloween party was very fun
 - 2. Game night on Nov 14
 - 3. Next meeting is Nov 22nd at 4pm
 - a. Will discuss the possibility of doing secret santa
 - i. Need to discuss logistics
 - 4. December game night will be holiday themed
 - 5. Jan 9th - New Years Eve party/game night
 - 6. Book club is going greata, very fun
 - a. Great turnout
 - 7. Even after we go back to in person camp, we should keep up with virtual activities
 - 8. Have a wide array of activities to attract more people
 - a. Craft night?
 - iv. Marketing
 - 1. Lauren is working on a camp flyer for recruitment
 - 2. Will start working on holiday fundraiser that will take place after Thanksgiving
 - 3. Emma is point person for all Facebook events
 - v. Recruitment
 - vi. Fundraising
- b. Appoint chairs and schedule meetings
 - i. Schedule meetings in the next few weeks
 - ii. Any goals that committees start should have an end date of camp
 - iii. Every board meeting the chairs will come on and report what their committee is working on

6. Strategic Goals

- a. How would we like to proceed in achieving/tracking goals?
 - i. Assign goals to committees first and then see which ones are leftover (possibly form a committee after that)
- b. What goals can be part of committees?
 - i. Haley will consolidate the list and then we will go from there and see which ones can be part of committee

7. Fundraising

- a. Holiday fundraiser
 - i. End of November (right after Thanksgiving)
 - 1. Push on Giving Tuesday
 - 2. Run through the end of the year
 - ii. Holiday mailing asking for donations
 - iii. WALH is a family
 - 1. Kami will interview the Van Haren family
 - iv. Facebook fundraiser as well
- b. Logo fundraising opportunity (Erica)
 - i. One Mission
 - 1. Give them your logo (\$100 per color and logo) but then you get an \$100 credit to buy products
 - 2. They put it on products (tshirts, sweatshirts, mugs, bags, onesies, hoodies, etc.)
 - a. 40% of what you buy goes back to the organization

- b. Runs small (on sizes) but very nice quality
 - c. Even if you buy their products (without our logo), we still get 40% of sales
 - 3. Suggest having an end date to make people buy it (strategically)
 - a. Christmas would be a good test
 - b. Around Summer Camp as well (before, during and after)
 - c. Ask if we can do it year round
 - i. With strategically pushing it throughout the year
 - 4. You can also send in a cash donation (we get 100% of those donations)
 - a. They only charge us for the credit card fees
- c. Other ideas
 - i. Reaching out to different sororities and fraternities

8. Summer Camp 2021

- a. Dates are July 31st - August 6th
 - i. Address virtual/in person after Spring Camp and then make a decision in May
- b. Look into renting things at camp
 - i. Golf cart
 - ii. Archery
 - iii. Zipline

9. Rogue Topics

- a. Recruitment Update
 - i. Went and talked to 4-6 student organizations
 - 1. 45 people expressed interest in camp (spring and summer camp)
 - ii. Interested in other opportunities as well (besides caregivers) as a path into WALH
 - 1. Such as strategic planning like Kim did
 - 2. Advise us on events and opportunities (Catchafire)
 - a. Finding professionals and then draw them into WALH
 - b. Use personal connections as well
 - i. On social media
 - c. College students could get experience with us depending on major
 - i. Reaching out to professors and graduate students
 - ii. Volunteer newsletter
 - 1. College students could help with that
- b. Website
 - i. Kami is looking into this
 - 1. Comparing to other non-profit organizations
 - 2. Created tabs of what we should include where
 - ii. Haley is looking into hiring someone to create/revamp our website
 - 1. Teach us how to maintain it for the future
 - 2. Look at it together as a board and then decide if we want to hire someone or not
 - 3. Create a committee for this?

10. Next Board Meeting

- a. Timing?
 - i. Sunday January 24th, 3pm

Meeting Adjourned: 3:03pm