

Camp Sweet Life Adventures Minutes - Annual Strategic Planning Meeting

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| Date: | Sunday, November 10 th | Facilitators: | Vickie Parsons |
| Location: | Twin Valley Council Office-Madison Ave, Mankato | Recorder: | Robin Jordan |
| Attendees: | Vickie Parsons, Melissa Lembke, Mary Powers, Robin Jordan, Jocelin Reynolds, Cathy VanHove, Val Koch, Rene Maes, Rob Larson | | |

Strategic Planning Meeting

- Finance – True Cost of Camp – Approximately \$540/week per camper. Gradual increases to happen in the coming years.
 - In review of the true cost for camp, it was agreed upon all board members to have the following structure to cost:
 - Overnight Campers – Early bird pricing \$200; \$250 late registration (DATE TBD)
 - Daycampers – Early bird pricing \$100; \$150 late registration (DATE TBD)
 - Financial Assistance – Discussed possibilities of process for requesting financial assistance. Formal process to be determined at a future meeting.
- Strategic Planning – Reviewed the 5 Year Strategic Plan
 - Board of Directors will be updated with current information along with the sponsor listing.
 - Decision made not to update plan each year, rather review objectives and goals in the plan.
- Organizational Structure Review –
 - Update to be made to organizational chart. Revised copy to be sent to board of directors.
- Marketing –
 - Brian Koch will develop a list of potential donors. Cathy VanHove will schedule meetings to visit these donors.
 - Where can we market camp?
 - Community Education – advertise camp there
 - Schools – SNOMN – School Nurses of MN
 - Clinics
- Camp Director Position – What are the job duties of the Camp Director vs. President?
 - Rene to contact Camp Director at Hertko Hollow to review that position description and get back to the group.
 - Duties need to be evaluated and distributed correctly among staff.
- Nominating Slate of Officers:
 - Nominating committee nominated the following for officers:
 - President – Melissa Lembke
 - Vice President – Jocelin Reynolds
 - Past President – Vickie Parsons
 - Secretary – Robin Jordan

- Treasurer – Rene Maes
 - Executive Board all in favor of slate of officers as presented.

- Misc –
 - Holiday Party – Thursday, December 12th at The Loose Moose in Mankato – 6:30pm
 - Guest list made and invites to be mailed in the next couple weeks.
 - Kiwanis Lights/Parade – CSLA will not be participating in the parade this year.
 - November 23rd – 2pm board of directors will be decorating our non-profit tree
 - December 29th – Camp will be working the festivities at the Holiday Lights display at Sibley Park. Decided to have a shift change at 7pm.
 - Camp 2014 Dates – Save a Date –
 - Staff Training will begin Monday, August 11th at noon
 - Camp session to begin Tuesday, August 12th at 11am and end 4pm on Friday, August 15th
 - Save the Date cards will be produced and sent to past campers, clinics, staff, and volunteers.