

Board Meeting
Mt. Norris Scout Reservation Alumni Association Inc.
March 7, 2009

Location: Flynn Lodge, Mt. Norris

Present: Bill Baron, Brian Allen, Dick Simays, George Beach, Gordie Moulton, Chris Macaig

Agenda:

1. Minutes, Annual 2008 Meeting.
2. Secretary's Report
3. Website
4. Treasurer's Report
5. Endowment, advice from accountant
6. Five Year Action Plan Review
7. Work Projects 2009
8. Work Days 2009
9. Annual Meeting 2009
10. Annual membership renewal letters
11. Recruitment and retention
12. Brochure
13. Camp Master Program
14. Other Business

Minutes

1. Minutes to the Annual meeting

Minutes to the Annual meeting are posted on the council website are posted on the council website (<http://scoutingvermont.org/Camping/MNAlumni/Files> and then "Annual Meeting Minutes 7 12 2008).

2. Secretary's Report:

Relatively little has happened since the Annual meeting. The annual newsletter is in draft form for review. Chris has been working with a new program to get the newsletter to look more professional and include photos (Microsoft Publisher). The advantage is that this program makes many "slick" looking layouts easy and the end result can be converted to a .PDF file for placing on the website. The drawbacks are that the files are very large – much larger than in Word and so can't be emailed until it is in PDF format. Currently there are 4 pages of content. The aim is to put the larger version on the web for people to view and for members to get a condensed 2 page version.

Other projects that are in the works:

2009 tri-fold pamphlet (very similar to previous year's) and a postcard sized mailing. George Beach has graciously shared 30+ Scouter's names and addresses from the 2008 camp season. This postcard will go to those Scouters.

We could also create a semi-form letter to send to local media for members to make contact in an attempt to publicize the Association. Chris will work on this.

3. Website

Karl Grupe is working with Rich Stockton (CEO & Scout Executive, Green Mountain Council) on the website. Karl has asked for a "clearing house" to be set up for decisions about web content and changes or a decision making process. He doesn't want to be the only one in charge of web content.

4. Treasurer's Report

Brian handed out the Financial Report (all numbers rounded to nearest dollar for the minutes):

Beginning Balance: 4,535

Income

Dues 2,825

Donations 3,130

Dave Allen Education Center 1,705

Refunds 172

Total Income: 7,832

Grand Total (before expenses): 12,367

Expenses

Building materials 4,718

Postage 133

Delivery Fuel 123

Total Expenses \$4,975

Ending Balance \$7,393

This places us in a very good position for the coming camp construction season. Challenges are that only 45% of current members are not responding or paying dues.

Membership stands at 167.

The IRS has changed some of the reporting requirements – the Association must use the "e-file" to submit the financials. Brian will work with Carol Tremble to get this accomplished.

5. Endowment, advice from accountant

Carol Tremble is an accountant and has been acting as an advisor to the Association. For the past several years, the idea of an endowment fund has been brought out and debated. Carol's advice is that such a fund not be pursued. The primary reason for this is that a separate account would have to be created and tracked for all money in and out of such a fund. Most endowment funds don't generate much in the way of income and are very restricted in how the money can be spent. In short, there is much bookwork with little financial return.

Instead of an endowment fund, Carol suggests a "Board Designated Unrestricted Net Asset Account." The charter of this fund would list the proper uses of any expenditures but could be broad enough to allow the Association to really use this fund.

6. Five Year Action Plan Review:

We currently have no Mission Statement. This will be one of the first steps when the new 5 Year Action Plan is devised.

GOAL 1: FRIENDSHIP:

1A1: Establish a data base of former camp staff – Done and updated as new names come to us. Problems with this are that we do not have current addresses for the majority of people on the list which makes contacting them difficult.

1A2: Establish a data base of former campers & leaders – This is included in the database of former camp staffers.

1A3: Develop a format for recruiting current camp staff and Leaders into the Association at camp – there has been some outreach – all of 2007's and 2008's staff members were made honorary members and at least two of those have joined as full members. George Beach is the Camp Director this year and as such will not be able to spend as much time on outreach. George has suggested a "Scoutshow at Camp" day in which the Association might be able to present itself to leaders.

1A4: Produce a semi annual newsletter – Successful in producing an annual newsletter each year thus far. 2009's is under production and will be ready for the spring mailing.

1A5: Establish a website w/links, forums, etc. – At this time, GMC has allowed us to share space on their site and Rich Stockton sees the Association as an asset. Currently we have photos from the 2008 work day posted and minutes to meetings posted on the site as well as the 04-09 Action Plan.

1A6: Produce an email newsletter 4/year – This has not been accomplished. An annual newsletter may be the best at this point.

1A7: Use local newspapers, television, & radio Stations to promote Association – The first attempts at this have not been successful. The media wants stories about local people and their activities. Chris will work on a semi-form letter to give to members to solicit local media stories.

1A8: Host an Association Day at Mt. Norris at camp – Successful each year.

1A9: Develop a historical display about camp at camp – Not accomplished at this time. This could tie into George's idea of a "Scoutshow At Camp" if we created a mobile display. This can also be used to publicize the Association at the annual IBM camp promotion day.

1A10: Promote the Association through the Professional Scout Staff & Scout Volunteers – Successful. Dave Allen was our liaison and George Beach has taken over.

GOAL 2: ASSISTANCE:

Objective A: Encourage Volunteerism in program planning, delivery, facility improvements & camp maintenance.

2A1: Via newsletter, website, emails, maintain a list of camp projects requiring volunteer assistance – Currently, the Camp Ranger provides a list of projects to the Association. Discussion: Having individuals come to camp to do projects on their own can be problematic. One project that a private individual completed that was not placed in the optimal location and the need for Gordie to be the clearing house or at least have an approval role for projects to assure their need and the location. For that reason, the list of projects should not be publicized but the selected projects that the Association will take on will be made available to the members.

2A2: Develop a resource list of Association members with specialized skills and program interests – A "Skills" section was added to the membership application. This has not been widely used but Chris will provide a list of the skills and members listing them to the Board.

2A3: Provide a link between the volunteer(s) and Camp – Successful thus far within the Association.

Objective B: Provide direct financial assistance to the benefit of the camp program, infrastructure, and facilities.

2B1: Secure a prioritized list of program, infrastructure, & facility needs from Professional staff, Camp Director, Maintenance Director, & Mt. Norris Committee – The list of projects is in hand for 2009. See 2A1. This item was the product of good intentions but the Association has operated on a shorter time horizon and will continue to work primarily with the Camp Ranger.

2B2: Select and accomplish at least one item from priority list, (annually) – Successful thus far.

2B3: Via newsletters, webpage, emails solicit the donation of project specific funds – To date, only the direct mailing and the appeal from the Allen family have been successful in gaining donations. Discussion about the Association including memorial donations on the literature.

2B4: Provide an endowment for the hiring of a seasonal maintenance assistant - Not accomplished.

GOAL 3: ORGANIZATION:

Objective A: Provide a structure for the operation of the Association.

3A1: Establish a three person sub committee of the Mt. Norris Committee to oversee the Association – Four officers and eight board of Directors members have been elected and continue to serve.

3A2: Develop Association Bylaws – Accomplished in 2004.

3A3: Explore legal requirements for the establishment & operation of the Association – Accomplished.

3A4: Establish Association as a non-profit entity, with 501 C3 status – Accomplished.

3A5: Implement appropriate accounting practices for the collection, maintenance, & distribution of funds – Accomplished and continuing to evolve with IRS requirements.

3A6: Identify similar Alumni Associations, and explore their operations – Accomplished.

GOAL 4: PLANNING & POLICY:

Objective A: Provide Association representation in planning & policy initiatives affecting Mt. Norris.

4A1: Establish a liaison with the Professional Scouting Staff – Accomplished and ongoing.

4A2: Actively participate in the Mt. Norris Committee – This item is no longer relevant with the dissolution of the Mt. Norris Committee. For the record, the Association has a large representation on the successor Mt. Norris Strategy Committee formed by Scout Executive Rich Stockton. Rich Stockton wants to form a Facilities Committee. The Association should have representation on that committee to stay informed on developments and any priorities that the Council may have.

4A3: Meet with the Camp staff, (1/season) – This will be carried out in 2009 by George Beach with assistance from others on the Board of Directors or Association officers.

4A4: Meet with the Maintenance Director, (4 meetings/year) – The Association or officers meet with Gordie on an irregular basis.

4A5: Identify other parties, committees, etc. having an interest in Mt. Norris – There are other individuals who may be interested in the Association who have not been reached thus far. Groups that may contain individuals are fraternal organizations. The Association should try to contact organizations such as (but not limited to): The American Legion, Veterans of Foreign Wars, Rotary Clubs, Lions, Elks and others who may offer assistance and from which we can recruit members. The Association needs a marketing approach to contact these organizations and must work carefully with Council to be sure that there are no conflicts.

7. Work Projects 2009

Gordie has several new projects but a conversation between Rich Stockton and George Beach indicated Rich's desire to see any projects that have been started be completed by the Association before any new projects are attempted. These include:

Visitor's latrine – vents, drainage, new outside lighting.

Shower house – more appliances and shelving.

Scoutcraft – South window and siding.

Dave Allen Educational Center – painting & finishing the building.

Other items that are high priorities for Rich:

Barn – 3rd floor to include secure storage areas to store Jamboree equipment, Winter Trek equipment.

Barn – roof replacement & insulation. This project will need professionals due to the pitch of the roof and estimates for the removal and replacement.

Discussion

Other projects that are on the horizon (listed by priority):

Shotgun Range Shed replacement.

Bathroom in 1st floor of Barn – needs floor, shelving and a secure door to lock Shooting Sports equipment.

Office – sub floor and floor repair / replacement.

Other needs of the camp:

Winter Trek staffing. Resolved to add a line to the dues letter to solicit Winter Trek staff members.

8. Work Days 2009

Work Day set for June 13th, 2009.

9. Annual Meeting 2009

Annual Meeting date set for July 11th, 2009.

10. Annual membership renewal letters

The letters are due to be mailed in March.

11. Recruitment and retention

As mentioned above, 45% of the membership is not paying dues. On the positive side, some members are paying for more than one year at a time.

12. Brochure

A brochure is in the works and will be very similar to the previous year's. This will also be done on MS Publisher and converted to .PDF and included on the website for people to download and print.

13. Camp Master Program

At this time, the Camp Master Program remains a noble goal for the future.

14. Other Business

Question regarding a "Camp Setup" weekend to help staff set the camp up, connect with former staff members and as a social event for the Association.