



Minutes

- Present:** Jonathan Nyquist, Vice President
Craig Perlmutter, Vice President
Leon Muszynski, Secretary/Treasurer
Jeff Brown, Director
Rob Carmichael, Director
Mark Diamond, Director
Julie Gallie, Director
Karen Hartnett, Director
- Regrets:** Adam Kronick, President, Eric Shendelman, Director, Mike Stewart, Director
and Stu Saunders, Director
- Staff:** Heather Heagle, Executive Director
- Guest:** Jodie Marc Lalonde (Marketing Taskforce – by phone)

1. Welcome & Introduction

Jonathan welcomed everyone to the meeting.

2. Confirmation of Agenda

The Agenda was confirmed by the Board.

3. Approval of March 29, 2016, Board Meeting Minutes

Motion #1: Recommend, That the March 29, 2016, Board Meeting Minutes be approved as presented.

Moved by: Julie Gallie

Seconded by: Karen Hartnett

CARRIED

4. President's Report

There was no report presented at this meeting as Adam was unavailable.

5. Treasurer's Report

Leon Muszynski

. March- Financial Report

The Association is going to be significantly over budget for government lobbying. The estimate for this year is \$30,000. The OCA can manage the expenses this year; however, the question is what do we do for next year?

The Association foresees a two prong approach to the expenses. The first approach is for lobbying efforts which need to be continued. The second approach is in regards to the growth of the organization and the need to hire another staff. Currently the proposed 2016-17 budget includes another part-time staff; to ensure that both the lobbying and staffing are reasonable, we will review the numbers again.

The Canadian Camping Association is still reviewing their budget regarding lobbying funds. Leon stated the OCA may have to ask camps that are being impacted by the Temporary Foreign Worker Program (TFWP) to provide the required extra funding from each of their camps.

Engaging the Liberal government for another year and a half is not unreasonable in order to develop a new camp TFWP.

. Draft 2016-17 Budget

The draft 2016-17 budget was presented to the Board for their review.

Action Items: Leon will draft a letter asking camps affected by the TFWP to financially support future lobbying efforts. He will present it at the May Board Meeting.

Rob Carmichael will provide CCA's lobbying budget at the next meeting.

6. Executive Director's Report Heather Heagle
Heather distributed her report outlining all of the activities that had taken place in April.

7. Business Arising
. Hours Worked Leon Muszynski
Leon reported he had looked at Ontario Labour Standards and found one area that may be a helpful in the future regarding Hours Worked. He found a provision for residential workers that didn't mention camp staff but could be applied to camp staff. The information was submitted to Robin Squires, Borden, Ladner, & Gervais LLP, for review. Robin thought it may be an interesting argument. To have a more fully developed opinion would have an increased cost. At this time, the review will not go any further, however, there is something there as an argument of support for the Association to use in the future.

8. Committee/Event Reports:
Community Engagement/Environment Jeff Brown
. Environmental Evening
Jeff encouraged everyone to come to the event taking place at 6:30 pm today. A lot of effort had been utilized to present the event with Minister Glenn Murray.

Educational Events Karen Hartnett
All of the events this year have had a great response and have had a full capacity audience. It appears that the topics being offered are meeting the needs of the participants. The Mental Health Workshop held April 16th and 17th had two full workshops and 47 registrants.

Preparations for the 2017 Annual Conference are well underway. Jesse Wenthe, one of CBC Radio hosts will be the opening keynote speaker.

The Health Care Conference, taking place May 14th, has over 100 participants registered.

Government Relations Mark Diamond, Craig Perlmutter,
. Temporary Foreign Worker Program (TFWP) Jonathan Nyquist
As of two weeks ago the process for applying for the TFWP was the same as last year. CCA member camps' LMIA's would be approved. However, changes made by a government representative, who we are currently working with, made the Program Delivery Instruction (PDI) very restrictive for camps to use.

Working with TACTIX, the committee is setting up a meeting in Ottawa. The government reassured us that they are engaged in setting up a solution for us. As it stands today, we are

trying to be optimistic and we need the changes to take place right away. Jonathan explained that he, Sol and Adam would be going to Ottawa on Wednesday to work on a solution.

. **New Canadians Initiative**

Mark Diamond

The website, the press release and the message from Minister John McCallum are all ready to go live this week. In the near future the poster announcing the Refugee Summer information will also be ready to send to people to print and will be printed and posted in areas where new Canadians and agencies frequent. We are all very excited about this initiative. Karen Hartnett explained that the government had given JumpStart funding nationally for sporting initiatives and that she had asked the regional representatives if there was a partnership opportunity between Canadian Tire and the OCA.

Action Item:

Karen will report back to the Board after JumpStart's regional meeting.

Marketing Task Force

Jodie Marc Lalonde

. **New Marketing Initiatives**

This task force has now met on two occasions to discuss possible marketing tools that would introduce and highlight the OCA and the importance of camp. Jodie, who is part of this task force, explained the ideas for a new project.

They looked at how many people can be reached at the same time and at how powerful camp activities can be. Jodie provided an example of how his son's school built four gaga pits to get kids active. They were so successful getting buy-in from the schools and from local businesses. Not only does the activity get people active, but it creates a conversation about camp. Thinking along these lines, the question is how can we create a program that is about camp for schools?

The Camp in a Box will be able to tell camp stories. All information already exists in programs and best practices. It can be introduced in many formats and age appropriate levels while at the same time meet schools' curriculum needs and OPHEA's regulations. The possibilities for activities and other elements are endless. Camps can be proactive in providing information for the cards to promote themselves.

Each Camp in a Box would have a 10-15 card set tailored for teachers and after school programs. The idea is to promote the importance of camps and at the same time promote the OCA.

This project will probably roll-out in the fall of 2017. The Board thought that it was a great initiative.

Special Needs Resource

Julie Gallie

. **CampFire of Inclusion**

Julie stated that the event was a resounding success. The informative speakers accompanied by parents brought a more thoughtful approach to the presentations. A survey has been sent to all participants asking for their feed-back and ideas for next year. The split program provided this year saw 117 people register for the event.

The committee plans to introduce a Grant Writing Workshop in September.

Standards

Eric Shendelman

. **Early Years Act – Last week's meeting**

Heather provided a summary of the Tuesday, April 19th meeting where CTV Host, Dana

Levinson, asked to attend this meeting. Government representatives, who were also attending the meeting, asked that Dana leave the meeting or they would not attend. When the government representatives were told Dana had left, they still did not attend the meeting. The following day the Conservative Leaders office asked to have a meeting with Howie Grossinger the following day. Howie is waiting to hear if there will be any further action from them.

. Standards

Eric Shendelman

Eric's report was read by Jonathan Nyquist.

Eric attended the Canadian Drowning Prevention Coalition Summit held in Ottawa March 31st and April 1st.

Dave Graham and Eric were part of a 32 person group. Other groups included YMCA, Transport Canada, Canadian Red Cross, Canadian Lifesaving Society and other Canadian groups that would be affected by water and safety. The purpose of the meetings was to begin brainstorming and preparing plans to include in an official Canada Drowning Prevention Plan. The reason for the summit was based on a World Health Organization report that drowning is now a world problem and that each country must draft a plan based on their own statistics and concerns around water. The official plan will be drafted and presented prior to the world drowning prevention conference in Vancouver in October 2017.

Youth Engagement

Stu Saunders

. Video Update

At this time there was no update.

Canadian Camping Association (CCA)

Rob Carmichael

Rob reported that CCA was moving forward with the International Camping Federation (ICF) database. There is still some customization to be completed, but it is making progress. Rob is now sitting on the CCA's Marketing Committee which plans to market camp through social media. The timeframe is 12 to 18 months away from completion. The two initiatives include peoples' experiences at camp and that camp is more than just fun.

The next CCA meeting is scheduled for May 5th.

9. New Business

There were no items.

10. Next Meeting Dates:

- Tuesday, May 17th
- Wednesday, September 28th
- Tuesday, October 25th
- Tuesday, November 22nd
- Thursday, December 15th
- Tuesday, January 17th AGM and Awards Dinner

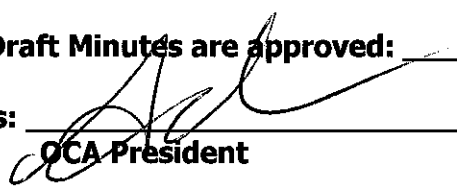
11. Adjournment

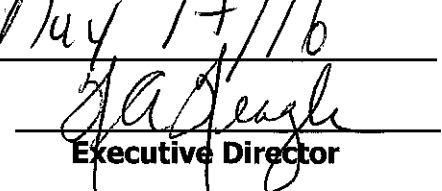
Motion to Adjourn: Leon Muszynski at 12:28 pm.

Date the Draft Minutes are approved:

May 17/16

Signatures:


OCA President


Executive Director