

iii. Executive Director – Hiring Protocols

Eric spoke about the need to have hiring protocols for the OCA's Executive Director, formal evaluations and a format for a hiring committee. He asked, "What would the representation of the membership look like? " How many people would be on the committee? Who would interview the candidates? How long would the transition time need to be? Suggestions were made about hiring an executive recruitment company; though they are very expensive. The YMCA has a recruitment center, and it was suggested that they could be contacted for information for hiring, testing, interviewing, etc.

Action Item: Eric asked that Rob Carmichael send his notes from the 2010 OCA Recruitment Committee and also asked Brandon McClounie to forward his contacts at the YMCA.

iv. Social Media

Eric provided details of a meeting with Neil Persaud, formerly with Our Kids Media and now representing Candybox Marketing. At that meeting, Neil presented a list of supportive items he was offering to the Association:

- Keynote Speaker: Darrell Keezer - <http://www.darrellkeezer.com/> - No Charge
 - Serial Entrepreneur (3 businesses)
 - Published Author
 - Family man, father of 4
- Candybox Marketing would host workshops @ conference and/or quarterly at OCA office
- Provide complimentary consultation for work-wireframe and suggestions on how to monetize the OCA channels for members
- Potentially becoming nominated/a part of OCA board (Neil Persaud)
- Provide content contributions with OCA blog
- Provide supportive articles for internal communications to members about the latest and greatest trends in digital marketing and how camps can apply knowledge
- Form a Social Media Committee

Action Item: Neil will provide an overall plan for the Board to review at the May 17th Board Meeting.

v. Inclusion

Eric informed the Board that there was an interview on CBC Metro Morning Radio with Matt Galloway, with a camp counsellor who worked at Ontario Pioneer Camp for several years. Each year she worked at the camp, she had to sign a contract that would not allow her to identify herself as part of the LGBTQ community. The counsellor decided she could not continue to sign this contract as the camp was not being inclusive and in her words "was discriminating against her." *At this time, the interview was played for the Board Members. A full Board discussion took place at the end of the interview. The Board considered a letter and a possible meeting with the camp.

Action Items: Brandon will share the YMCA's Standards for inclusion.
Heather will contact OCA Lawyers and have them review the OCA's Code of Conduct and also the possibility of a letter to the camp and Meeting with the camp.
Eric will call the Executive Director of the American Camps Association to inquire about their protocols on this topic.

5. Treasurer's Report

Leon Muszynski

i. March 2017 Financial Report

Leon reported that not much has changed in the budget. The Association is over budget on revenues this year by \$11,000.00 and the expenses are higher due to educational programs and OCA's website update.

ii. Finance Committee Meeting (April 5th)

Leon informed the Board that there was a meeting scheduled with the Hilton Hotel – Markham Suites to discuss food costs for the 2018 Annual Conference. Also in May there will be another Finance Committee Meeting to review the proposed draft 2017-18 Budget for presentation at the May 17th Board Meeting.

6. Executive Director's Report

Heather Heagle

i. Membership Survey Questions

Heather asked that Board Members provide one or two questions for the Membership Survey in the Fall.

ii. Visit to Trent University Archives

Jodi Aoki, Chief Archivist at Trent University, informed Heather that the Archives were closed for this year and that OCA materials had been boxed for renovations. Jodi would like everyone to come next year (summer of 2018) when they re-open to see the new facilities and the collection.

iii. The Year-round Standards' binders are nearly all distributed to Members.

iv. Programs taking place in April and May include the following list with registration numbers:

- 68 delegates registered for Campfire of Inclusion April 20th
- 18 delegates registered for the Mental Health First Aid for Adults Workshop April 22nd and April 23rd
- 239 Syrian Refugees have been placed in the 92 camps offering free summer camp spots
- 108 Members have registered for the Health Care Conference taking place May 13th at Bayview Glen Upper School
- 17 participants have been registered for the Counsellor Conference – May 27th and May 28th taking place at Seneca College - King Campus

v. Canada's 150th Anniversary

Historica Canada would like to work with the Association to collect Canada Day pictures and videos. Just Direct Promotions and Portage Promo, who have the 150th Canadian Celebration's logo were asked to provide quotes on different products for camps. The Board liked the idea of having small Canada Day Flags, which may be purchased at a very low cost by the camps.

At the March Board Meeting it was agreed that OCA would send out an email asking all Members to participate in a Canada Day Celebration at their camps. Camps would be encouraged to have a camp-wide OCA Sing-a-long where they would take pictures/videos of the whole camp singing O' Canada, or their own camp song(s), or Happy Birthday or any song of their choosing. This camp-wide event could take place on July 1st or any day up to July 7th.

Action Item:

Heather will contact Just Direct Promotions regarding bulk flag purchases for camps at a reasonable price. The office will prepare an OCA Sings email with information regarding timing, flags to be purchased and Historica Canada picture and video submissions.

7. Business Arising

i. Lottery Funding

Leon Muszynski

Leon would like to keep Lottery Funding in the Finance Committee's revenue sourcing ideas. He stated it was worth researching this funding option for those families who financially cannot afford to send their kids to camp. Leon thought that a new Task Force should be struck within the Finance Committee which would investigate new funding possibilities.

8. Committee/Event Reports

Awards

Jeff Brown

Jeff Brown was unable to attend this meeting and Eric suggested that this committee would meet in the fall to discuss suggested candidates.

Educational Events

Karen Hartnett

Karen informed the Board that the first 2018 Annual Conference Committee Meeting would take place on May 16th.

Government Relations

i. Temporary Foreign Worker Program (TFWP)

Jonathan Nyquist

Jonathan explained that over the weekend he had received excellent news. In March he had been provided with specific language for the new TFWP. Then on Sunday of this week the government released the new Labour Market Impact Assessment (LMIA) specifically for camp staff. There was a CCA group call yesterday to discuss the details of the document. This is very good news as some camps were on the verge of shutting down; especially American Camps who bring in campers from US and rely on US camp counsellor they couldn't fit into the required 10 % quota. Now we are exempt from the quota. This is a huge success as we now have our own sheltered area.

ii. Ministry of Labour

Leon Muszynski

Leon explained that he had met with a Senior Policy Advisor at the Ministry. The Ministry is looking at a number of items in their regulations; however, the summer camp wage exemption is not on their list at this time. This item will be reviewed in the future. Last year the Ministry asked to receive submissions in the summer. The Association missed the call and the Report was released in October. TACTIX arranged the meeting Leon had with the Ministry. Leon thought it was a good meeting. He explained to the government representative that the camp industry wanted to have their own category. Leon was invited to keep in contact with the Ministry. Regulation change is important to our industry. If the government would remove the word "student" in the Act it would make a big difference for camps hiring staff. There are no further proposals at this time. Two options for the future are to leave the issue status quo or remove the word "Student". We will see what happens next month.

iii. Early Years

Eric Shendelman

Eric reported that Zodiac Day Camp had just received their Childcare License. OCA has not been contacted about extended care at camp (before and after camp programs).

Mentorship

Brandon McClounie

Brandon stated that the committee meeting would take place in the fall.

Special Needs Resources

Julie Gallie

i. Campfire of Inclusion

Julie proposed that a survey would be developed and sent to all members to find out why people didn't attend this event. At this time some camps may not have hired their staff. It was suggested that there were a lot of phone calls, phone messages and emails which could have been a deterrent for some camps. Julie let the Board know that there would be one more committee meeting before the fall.

Standards

Jen Gilbert

Jen informed the Board that three of the six Year-round Standards training workshops were completed. There were eight participants at each of the in-person sessions and 30 participants for the conference call. Friday, April 28th is the deadline for camps to provide the dates for their Standards Visits. Jen stressed that if members do not attend one of the Standards Training sessions, they cannot be a Visitor.

Leon said that he had attended the online session and the presentation was really good and concise. Eric thanked Jen and the Standards Committee for their great work.

Canadian Camping Association (CCA)

Rob Carmichael

i. #ThanksToCamp

Rob explained that he had sent two emails to the Membership about CCA's marketing initiative #ThanksToCamp. He said it is a great program and he encourages everyone to register. Come the fall, especially with Social Media coverage, and possibly some famous people to help along the way, the initiative could have wide reach within Canada. It would be helpful for the OCA Board to work with camps to get involved. The week of celebrations for Canada's 150th Anniversary and the CCA's marketing Initiative would be a good tie-in for pictures and videos.

ii. Partnership Guidelines & PCA Partnership Participation and Promotion

Rob distributed the CCA's Partnership Guidelines & PCA Partnership Participation and Promotion information to Board Members for their review. He stated that CCA had just developed these policies and were requesting feedback in the next week.

The Board reviewed the information and a full discussion took place. All agreed that we want a strong national organization and that the CCA requires increased sources of funds if they want to take on larger projects. Regarding the specific PCA responsibilities, there was a brief discussion about each:

1. Provide a preferred commercial membership and exhibition rate to National Partners.

Currently, the OCA has a large number of Preferred Vendors, and a very high percentage of those members have been with the OCA for a very long time. It would be difficult for this Association to provide a discounted Membership Fee and Exhibit Hall Fee to new National Partners, considering the years of loyalty of our current Preferred Vendors, their investment financially, their donations and support which the OCA Preferred Vendors have provided throughout the years.

2. Circulate the CCA promotional piece to all their members in a timely fashion via the most effective method of distribution.

The OCA could find it difficult to promote new National Partners over historically supportive Members. OCA Preferred Vendors market directly to all OCA Members.

3. Promote CCA sponsorship programs and identify if there are any competing sponsorship programs to potential national programs.

It would be helpful to see CCA's metrics for expected revenues. OCA is actively seeking a Sponsorship Committee and we would not want the provinces and the national organization competing over the same sponsorship dollars.

The OCA Board asked Rob to communicate with the CCA executive regarding the PCA responsibilities. The OCA requires more time to consider those responsibilities. The Board agreed that it may make sense to discuss sponsorships more directly with the CCA Board to avoid future issues.

9. New Business

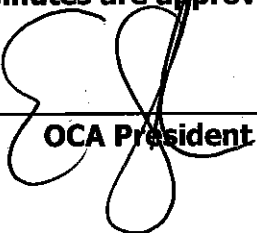
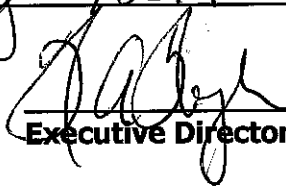
i. Terms of Reference for the Outdoor Education Committee Brandon McClounie
Brandon prepared a draft Terms of Reference for the new Outdoor Education Committee. He distributed his draft for the Board Members to review and provide feedback at the May 17th meeting.

ii. Enterprise Internet Provider Leon Muszynski
Leon stated that he had a proposal from the provider and it seemed very expensive. Having reliable standard phones at camp is a very big advantage for remote camps. Camp Arowhon is considering piloting this program. Eric mentioned that he also has a contact for a very similar product and he will ask them to become a Preferred Vendor. If either of these programs are successful, the information will be shared with other provincial associations.

10. Next Meeting Dates: Wednesday, May 17th
Wednesday, September 27th

11. Adjournment
Motion to Adjourn: Jonathan Nyquist 12:34 pm

Date the Draft Minutes are approved: May 17/2017

Signatures:  

OCA President

Executive Director