

MINUTES

Present: Adam Kronick, President
Jonathan Nyquist, Vice President
Craig Perlmutter, Vice President
Leon Muszynski, Secretary/Treasurer (by phone)
Pearl Bell, Director
Jeff Brown, Director
Rob Carmichael, Director
Mark Diamond, Director
Julie Gallie, Director
Pam Lamont, Director
Eric Shendelman, Director
Stu Saunders, Director

Regrets: There were none.

Staff: Heather Heagle, Executive Director

1. Welcome & Introduction

2. Confirmation of Agenda

Additional items added by Jeff Brown were i. the Environmental Committee and ii. Membership.

3. Approval of November 19, 2015 Board Meeting Minutes

Motion #1: Recommend, That the November 19, 2015, Board Meeting Minutes be approved as presented.

Moved by: Pearl Bell

Seconded by: Stu Saunders

CARRIED

4. President's Report

Adam Kronick

i. Stephen Green

The Board recognized and thanked Stephen for using his expertise and contacts in June to resolve an issue with the Temporary Foreign Workers and Border Guards. Stephen will be recognized by the Canadian Camps Association (CCA) by being presented with the Special Recognition Award.

Stephen also presented the OCA Board with a prospectus of his skills and enumeration for future use as may be needed as an ongoing consultant. The Board appreciated the information and will refer to Stephen as the need arises.

ii. Marketing Task Force - The Connected Brand Adam Kronick

In October the Board received a list of possible committee members who had experience in marketing to sit on the Marketing Task Force. Nine people were contacted by various board members and at that time they confirmed their interest in participating. Due to this time of year and with elections in January, the Board decided to contact the individuals and let them know the first meeting for this task force would take place in February.

Action Item: Adam will send a letter to the new task force members providing them with the responsibilities and time commitment of this committee and information regarding the February 2016 meeting.

iii. Early Years Act

Eric Shendelman

On behalf of the Early Years Committee, Eric provided background information on the Early Years Act proclaimed in August 2015. To date the following activities have taken place:

- a. November 18.15 - A meeting was held at the OCA to discuss the impact the new Early Year Act would have on parents, campers and day camps
- b. November 19.15 – The OCA Board was informed of the issue
- c. Howie Grossinger was asked to chair the Early Years Committee
- d. December 2.15 – A meeting was held with Global Public Affairs (OCA’s Lobbyists) to discuss the issues and to create a strategy

The committee should hear from Global Public Affairs this week about the next steps. Timing is very important for this issue.

Action Item: Eric will discuss with Howie a plan for communicating this issue to parents and involving them in the lobbying strategy.

5. Treasurer’s Report

i. November Monthly Financial Report

Leon reviewed and commented on the report with the Board. He stated that there was nothing outstanding as it is still early in the year.

ii. Legacy Fund

Leon reported that \$8,649.00 had been transferred into the Legacy Fund (20% of 2014-15’s Net).

6. Executive Director’s Report

Heather Heagle

Heather informed the Board that all of the projects related to the elections, conference, awards dinner, and print projects were now completed and either mailed, printed or uploaded to the OCA’s website.

7. Business Arising - There were not any past items.

8. Committee/Event Reports:

Awards

Jeff Brown

Jeff informed the Board that all of the Awards candidates had been informed of their specific honour and all of the preparations for the evening were complete and ready for the event.

Community Engagement

Pam Lamont

Pam reported that the Committee met on December 2nd. They are planning to have an environmental workshop. Pam stated that Patti had spoken to Jeff Brown regarding this topic and they will be working together to select a speaker and to organize the event. Leon also suggested a speaker for Jeff to contact. This event will take place in early February 2016.

Action Item(s): Pam will speak with Patti and ask her to contact the OCA office to assist with the organization of this event in early February.

Jeff will work with Patti to contract a speaker for the event.

Educational Events

Jeff Brown, Pearl Bell and Pam Lamont

The Board discussed the timetable for all of the events taking place next year.

The following is a 2016 list of educational workshops:

- a. 2016 Annual Conference – January 27 & 29
- b. Environmental Workshop – Early February
- c. Health Care Workshop – February 23
- d. CampFire of Inclusion – April 12
- e. Speakers Spotlight - TBA
- f. Health Care Conference – May 14
- g. Counsellors Conference – May 28

Jeff distributed the 2016 Annual Conference Guide to the Board for their review and stated that all of the details for the conference were completed and ready to go.

Government Relations

Mark Diamond, Craig Perlmutter,
Jonathan Nyquist

Craig, Mark and Jonathan reiterated that they were waiting for the new government appointed staff and that they will be meeting with the Minister and ministry representatives in the new year. They also will be scheduling a meeting with Global Affairs, OCA's lobbyists in the New Year.

Membership

The Membership Committee met on December 2, 2015 and brought forth the following motion to the Board of Directors.

Motion #2: The Membership Committee recommend that the OCA Board of Directors approve the following four (4) camps become Provisional One Applicants:

- a. Go Green Cricket & Multisport Camp
- b. McMaster Camps Program
- c. Ontario Educational Leadership Centre
- d. Queen's University Enrichment Studies Unit

Moved by: Eric Shendelman

Seconded by: Stu Saunders

CARRIED

Nomination & Governance

Craig Perlmutter

Craig stated that this year there is a good number of members running for positions and they are coming to the AGM and are prepared to give their presentations.

Special Needs Resource

Julie Gallie

Julie outlined a list of events and workshops where the Special Needs Resource Committee was either organizing or taking part in:

- a. January - Holland BloorView Presentation
- b. January 27 – Special Needs Kindred Meeting at the Conference – the committee has organized a guest speaker to present information about AODA and to find out where camps are now and what they need to comply with the regulations
- c. April 12 - CampFire of Inclusion – Toronto Botanical Gardens – A two day event developed for a variety of audiences, and front line workers, offered in the daytime and nighttime.

More information will be sent to everyone's attention as the details are finalized.

Standards

Eric Shendelman

Professional Aquatics Committee

Eric spoke about a new organization just formed called Professional Aquatics Committee (PAC).

The mission of this organization is to address the shortage of qualified lifeguards in Ontario in both the public and private sector. Ellen Howard, Zodiac Swim School, is one of the lead committee members. They have requested that OCA send a salary survey to our members asking for the remuneration information for the different levels of staffing.

After much discussion, the Board suggested that the biggest problem was not salaries; it was the five (5) certificates that individuals had to achieve and the expense of these certificates that was the deterrent for anyone wanting to become a lifeguard. The Board suggested if the Royal Life Saving Society and Red Cross combined their certification processes it would be less onerous.

Ministry of Health and Long Term Care

Eric explained that in the beginning of 2013 he and Heather tried to get a meeting with the Ministry regarding opening Regulation 565 (Public Pools) and Regulation 568 (recreational Camps). In the spring of 2014 we did have a meeting with Tony Amalfi on this topic. In addition, recently the ministry has recognized OCA as a key stakeholder in this area and has invited us to meetings. On Wednesday, December 9th an announcement was sent out that the ministry was opening these regulations. An email was sent to Mr. Amalfi's office and to a second contact who assured Eric that OCA would be one of the stakeholders at this table to discuss the changes to the regulations.

It was decided that information on this topic would be sent to Global Affairs Ontario office and Craig and Mark stated they would like to be on the calls with Global Affairs.

- Action Item(s):**
- i. Information will be sent to Global Affairs regarding Regulations 565 and 568.
 - ii. Eric will let Ellen Howard know about the discussion and decision of the Board regarding the survey and the need for combining the two current processes for certification for lifeguards.

Youth Engagement

Stu Saunders

Stu explained that the timeline for the videos had changed. The person he was in contact with is no longer with Cineplex. The new contact is familiar with camps and would like to have a sample video by the middle of February 2016 of the content and tone we are proposing for the three 30 second videos.

- Action Item(s):** For, Stu Saunders, Colin Fleming and OCA Camps
- i. Contact camps with professionally shot video specifically raw footage
 - ii. Utilize the writing talent we have in our industry, messaging at a high level
 - iii. Contact camp actors if need be to be involved with the video

Canadian Camping Association

Rob Carmichael

CCA Marketing Campaign

Rob informed the Board that the CCA's marketing committee is organizing a marketing campaign using social media as the driver. They would like to have all camps' social media contacts across Canada to begin this campaign. They have developed five slides based on two themes: Camp is more than just fun and Thanks to Camp. They do have funding at this time but it would not sustain any future campaigns. If this campaign is successful, they would be looking for funding from the provinces. OCA does have areas in the database to collect each camp's social media information.

- Action Item(s):** Heather will send the slides to Board Members and Accredited Camp Members will be requested to provide their social media information in Wild Apricot.

Revenue Development

Rob suggested that the OCA look at developing policies and procedures for paid advertising on the OCA's Website and in the different printed guides. The Quebec Association has increased their revenues with this type of advertising. The funds from advertising would be put toward OCA's marketing campaigns.

Background information was given by Board Members as to why the Association had stopped some of the advertising placements on the website and in the camps guide. Board Members thought it would be worth looking into this idea at the next meeting.

Action Item: Rob was asked to develop a plan and policy which would be presented at the January Board Meeting.

9. New Business

i. Jeff Brown informed the Board he would be working with the Community Engagement Committee in developing a workshop on the environment. This workshop would be presented in early February.

ii. Jeff distributed a booklet which had a very negative title about camps. The Board discussed whether or not to contact the person responsible for the literature. It was decided that there were a lot of websites and materials using this type of marketing technique and that the Association would not move forward with any action at this time.

10. Next Meeting Dates: Tuesday, January 19th AGM + Awards Dinner

11. Adjournment

Moved by: Rob Carmichael 1:10 pm

Date the Draft Minutes are approved: _____

January 19/16

Signatures: _____

[Signature]
OCA President

[Signature]
Executive Director

