



Ontario Camps Association

Ontario Camps Association

Board of Directors Meeting – Wednesday, January 15, 2014

10:00 a.m. to 1:30pm

Sheraton Parkway Hotel, CEO Board Room (9th Floor), Richmond Hill, ON L4B 4R8

Present: Adam Kronick, President
Howie Grossinger, Past President
Brian Blackstock, Vice President
Craig Perlmutter, Vice President
Luc Cousineau, Director, Agency Camps Subclass
Elana Martins, Director, Day Camps Subclass
Mark Diamond, Director, Private Camps Subclass
Mike Greenfield, Director, Religiously Affiliated Subclass
Tracy Morley, Director, Special Needs Subclass
Jeff Brown, Member-at-Large

Regrets: Leon Muszynski, Secretary/Treasurer and Jonathan Nyquist, Member-at-Large

Staff: Heather Heagle Executive Director

1. Welcome & Introduction

Adam welcomed everyone to the meeting. At this time, Adam recognized and thanked Brian Blackstock, Tracy Morley and Elana Martins for their contributions to the Board over the past two year and encouraged them to stay involved in the Association.

2. Confirmation of Agenda

Items added to the Agenda included:

- i. MPP Meeting
- ii. Board Handbook
- iii. AGM Information

3. Motion#1: Resolved, That the December 12, 2013 Board Meeting Minutes be approved as amended.

Moved by: Jeff Brown

Seconded by: Mark Diamond

CARRIED

4. Business Arising

i. Marketing – A Committee will be struck to create new marketing streams to involve more people from the community at large (students and others) who have an interest in the camp industry. Possible name of new streams would be, Friends of the OCA Membership or Affiliates. These new streams would be on OCA's email list, given discounts for programs; however, they would not have voting rights. There could be an electronic link on the website where people could join. This Committee would also discuss a process for reaching out to people to make valuable connections. Jeff Brown expressed his interest in leading this Committee.

Action Item: This topic was tabled for the next Board Meeting in February for further discussion on whether to charge or not charge a fee, the complete operational process, the renewal process, etc.

ii. Camp Fairs - The Onondaga Camp Fair was a great opportunity for OCA to Market itself. The OCA Booth was busy all of the time. This is a good opportunity for the Volunteer Stewardship Committee Members to get involved, attend and represent the OCA. It might be worth a couple of hundred dollars to have our presence at camp fairs. Years ago there was always someone at these fairs.

Action Items:

- i. Adam will be speaking with Patti Thom in the near future to discuss the process of how the Volunteer Stewardship Committee will approach and be involved with the Provisional 1's and Provisional 2's Camps.
- ii. Adam will add to the conversation the idea of this Committee representing OCA at Camp Fairs.

iii. Camp Counsellor Minimum Age – The Board decided not to make any changes to the Standards at this time.

5. Treasurer's Report

. December- Financial Report Leon Muszynski (absent)
Heather detailed the December month-end Financial Report. There were no real differences in the numbers. Once the Conference has ended, the January figures will be more complete with revenues and expenditures.

6. President's Report

Adam Kronick

Adam outlined the schedule for the day, beginning with the time set aside for counting Ballots. This process would begin at 2:00 pm with Jeff Bradshaw, Marj Booth, Howie Grossinger and himself. Ballots were being accepted prior to the start of the Annual General Meeting (AGM).

Adam referred to the Annual General Meeting package each Member of the Board received at the meeting. He then detailed the process for the meeting, acknowledged guests who would be attending, including Nick Pasquino from Borden, Ladner & Gervias, LLP and Sam Marinucci from Marinucci & Associates.

Adam again thanked all Board Members for their support and for sharing their expertise. The Board's focus for 2014 will be Government Advocacy, Standards, Promoting Volunteerism, Financial Stability and Provincial Regulations for Not-for-Profit By-laws. The Board has and will continue to refer to our Strategic Plan. The new Board Members will bring different skills and expertise and he stated he is looking forward to working with them. The Membership is strong with the right approach – very positive. The Board will now begin its work on a Policies and Procedures Manual.

7. Committee/Event Reports:

Awards Committee

Craig Perlmutter

Over 100 people have confirmed their attendance for the Dinner taking place tonight. All of the details for the evening were completed. Unfortunately, he stated, he could not book a speaker.

Conference Committee

Mike Greenfield

Mike summarized the progress of the Conference Committee. All of the Keynote and Session Speakers are in place. The Exhibit Hall is sold out. He asked the Board to offer their time either Thursday or Friday as a Room Host. Sarah Facey, the New Delegates Sub-Chair will have balloons attached to her in order that new delegates will know who she is and will be able

to answer any questions they may have. Hashtag OCA 2014 has done a great job in announcing through Twitter and Facebook what is happening and getting people excited about coming to the Conference. Another neat attraction is the International Camping Fellowship (ICF) connection.

The Food Service Workshop and the Facilities and Maintenance Conference have been included in this year's Conference. People are signing up for the day, but more information should be provided through an email blast that anyone can go to these sessions including full conference delegates.

Karen Hartnett & Kristy Drost have confirmed they will remain as Co-Chairs of the 2015 OCA Conference. In addition, they will be actively recruiting and training new volunteers.

Adam asked that Board Members volunteer as Room Hosts or in any capacity that their schedules allow. At the beginning of each Dinner, Wednesday night and Friday night at the Banquet, Adam will be introducing Board Members to the delegates.

Fees for Student Rates have to be clarified for next year. There is no real explanation of what a "Student" rate entails.

The Board discussed forming a Conference Strategic Planning Committee for next year.

Action Items for 2015 Conference:

- i. Email blast to be sent in the near future to communicate that anyone may attend the Facilities and Maintenance or Food Services Sessions.
- ii. Clarify Student Rates.
- iii. Look for a new facility next year.
- vi. Look at the number of meals to cut costs. Schedule the Banquet for Thursday; no Banquet Friday.
- v. Heather to provide a Conference Financial Report to present at the February Board Meeting.
- vi. Mike to talk to the Conference Committee about taking part in the Strategic Planning Committee.
- vii. Karen and Kristy to be invited to February Board Meeting at 1:00 pm.

Government Relations

Mark Diamond

Mark reported that Transport Canada is asking for input regarding the Marine Insurance issue before the Regulations are posted in the Gazette.

In 2013 OCA Camps received variances from the Marine Tribunal Review Board (MTRB), allowing them to increase the number of passengers in Small Commercial Vessels from 6 to 12 passengers. This year OCA Camps were encouraged to submit their MTRB in the fall of 2013. Responses from Transport Canada regarding these submissions have been unacceptable. Mark has spoken directly to Julie Gascon, Director Design, Equipment and Boating Safety about the frustration camps are facing. Mark reminded the Board that these Regulations have been in place for 6 years.

In terms of the OCA's involvement with lobbying in general, it would be wise for the Association to continue in this vein. Mark recognized the Committee's expertise when he outlined the other issues that are still on the table. He also stated that the OCA is now in a position to hear what other possible issues may impact the industry in the future. From a Federal point of view, the OCA is concerned that the requirements for employing Foreign Workers may be more restrictive. Part-time Camp Staff have been put in the same category as full time staff. Most Camp Staff work 8 or 9 weeks and there is no risk of someone losing a full time job.

- Action Item(s):**
- i. Mark will create a survey on the Marine Tribunal Review Board process with Adam, Craig and Heather which will be sent to the Membership and to CCA for other Provincial Members to complete.
 - ii. Foreign Workers – added to February's Board Meetings Agenda.

Health Care Committee

Heather Heagle

Heather explained that the Health Care Committee is planning on having an educational event February 18th in the OCA offices. The topic is Mental Health and the discussion will be led by Cheryl Bernknopf. Flyers announcing the event will be inserted in the Delegates Bags. Three members of the Health Care Committee will be going to the ACN Nurses Conference. The Health Care Committee has almost finalized the May 3rd Health Care Conference schedule. Information regarding this event will be available in the near future.

Nominations Committee

Howie Grossinger

Howie stated that following the Board Meeting today, Members of the Nomination Committee will be counting the election ballots submitted by mail or in person today. There are six people standing for three positions.

The Nominations Committee will continue to meet to examine the election process.

Action Item:

Adam will reach out to candidates not elected to seek their involvement in the Association in another capacity.

Volunteer Stewardship Committee

Adam Kronick & Tracy Morley

Tracy informed the Board there would be a Camp Fair in the City of Ottawa on Saturday March 22nd. Tracy proposed that this would be a good time to have one of the promised OCA Volunteer Information Nights on Friday, March 21st. The event would be held in a pub or restaurant.

Patti Thom suggested to Tracy that the Volunteer Stewardship Committee would like to connect more with Provisional 1's and Provisional 2's once they are confirmed by the Board. The Committee would reach out to them to promote the camp community. The Volunteer Stewardship Committee will work with the Office Staff to help this process happen.

Adam made the Board aware that Patti had emailed her thoughts on the Volunteer Stewardship Committee's Mandate. Adam and Tracy will have a meeting with Patti to prepare a draft mandate which will be brought to the Board Meeting on February 26th.

8. Executive Director's Report

Heather Heagle

- i. Heather introduced the topic of financially supporting a marketing project with The Epoch Times. Working with Epoch Times has helped camps integrate children and families from the Asian Community. Implanted in this messaging is, if you are going to send your kids to camp, send them only to an OCA Camp.
There was a discussion about the benefit this would have on camps outside of the GTA. At this time some camps may not benefit from this campaign. However, they will in the future. This campaign is about educating the Asian community about camp and making parents comfortable enough to send their children to a camp of their choice. The measurables are how good has the OCA been in getting camps involved in this project, and second has the increased number of children attending camps from the Asian Community been tracked and recorded? An additional strong marketing opportunity for all Camps occurs when school groups visit their camp site. Some of those visitors have never attended a camp and it would be good to have literature available to send home with students.

The Trailblazer OCA Camps in the Epoch Time Camps Guide have all renewed their marketing contracts with the Epoch Times.

Motion#2: Recommend, That funding of \$2,463.40. for back page ads for 2014 Advertising in the Epoch Times Camps Booklet.

Moved by: Jeff Brown

Seconded by: Mike Greenfield

CARRIED

Action Item: Heather to have a cheque prepared, signed and sent to Epoch Times.

ii. At this time there are:

- two Provisional One Applicants
- 35 Individual Members
- 343 Camp Members

iii. At this Conference Numbers are:

- Attendance 200 to date
- Registration Fees compared to Budget (2012-13) \$57,320.51 (2013-14) \$63,710.00
- Exhibit Hall Fees compared to Budget (2012-13) \$26,513.27 (2013-14) \$53,514.90
- Number of speakers – 103 Speakers – 3 Keynote Speakers

iv. Awards Dinner

- Attendance at the Awards Dinner is 100

v. 2014 Standards Visits – 144 /Standards Visits Projected at this time

vi. Conference Fees for Students

There needs to be a better explanation for Students fees for the 2015. This change of information will take place during the Conference Strategic Planning.

vii. Staffing

The Membership/Volunteer Coordinator Position is currently a contracted position and is meant to be a full-time position. The full-time position will be posted on the OCA Website first to allow Members to apply for the position. Then it will be posted externally on Linked-in.

viii. Possible New Roof – 70 Martin Ross Avenue

During the ice storm, parts of the roof leaked in the building that houses the OCA office. The landlord said that he will have the roof assessed in the spring as to whether there needs to be a complete roof replacement or whether the leaking areas can be fixed. He will inform the office after the inspection.

9. New Business

i. Board Handbook - Luc Cousineau

It was requested that a new Board Members' Handbook be prepared for each Board Member for the February Board Meeting. Also it was suggested that Adam and Heather meet with each new Board Member for one hour earlier than the scheduled Board Meeting, February 26th, to provide information and details of the projects and focus of the Board. In addition, Board Members who have completed their terms in office were asked to call the new Board Member taking their specific position and provide information about the position and its responsibilities.

Action Item: Adam will be in touch with all new Board Members and will request that they come to the OCA office prior to the Board Meeting on February 26th for an information meeting.

Motion #3: Recommend, That the continuing OCA Board of Directors provide an orientation package, prepared by OCA office staff under the direction of the Executive Director, for all newly elected or acclaimed Board Members, regardless of current OCA Board of Directors status, at the beginning of their term as Directors.

This orientation package should include the following:

- A complete copy of the current by-law
- A complete copy of our policies and procedures
- A complete copy of the most recent accreditation standards
- A contact list of Camps/Members/Committees to whom the Director has been assigned as a liaison
- A list of OCA staff with position titles and contact information
- A list of current motions or significant committee actions which have business before the Board at the time of changeover of Directors
- A copy of the most recent Audited Financial Statements
- A contact list of the current Board Members who are Liaisons to Committees and a current list of Committee Chairs
- The approved minutes for two Board Meetings

Moved by: Luc Cousineau

Second by: Tracy Morley

CARRIED

ii. Meeting with MPP - Jeff Brown

Jeff met with his local Member of Provincial Parliament, Randy Hillier. Jeff informed Mr. Hillier of OCA's mandate and operations. Mr. Hillier, Jeff said, loved the idea of strengthening the relationship and recommended that OCA mobilize its Members to schedule meetings with their MPP's. Providing information to MPP's means they are more aware of our issues and can be more supportive. Jeff suggested that this information be communicated to the Government Relations Committee.

iii. National Tee-shirt Day.

This will be the 3rd Annual Tee-shirt Day May 1st 2014. Jeff was approached by Qasem Mahmud, Long Bay Camp, to have the Federal Government proclaim March 21st as Celebrate Camp Day. Qasem has many political connections and is willing to work with the CCA on this project. More information will come to the Board in March.

10. Next Meeting Dates:

Wednesday, February 26, 2014
Wednesday, March 26, 2014

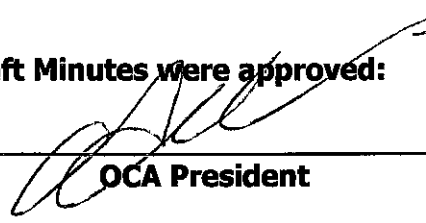
11. Adjournment 1:45PM

Motion to Adjournment by: Howie Grossinger

Date the Draft Minutes were approved:

Feb 29 / 14

Signatures:



OCA President



Executive Director