

**Present:** Adam Kronick, President  
Jonathan Nyquist, Vice President  
Pearl Bell, Director  
Jeff Brown, Director  
Rob Carmichael, Director  
Mark Diamond, Director  
Julie Gallie, Director  
Pam Lamont, Director  
Stu Saunders, Director  
Eric Shendelman, Director

**Regrets:** Craig Perlmutter, Vice President, Leon Muszynski, Secretary/Treasurer

**Staff:** Heather Heagle, Executive Director

**1. Welcome & Introduction**

**2. Confirmation of Agenda**

Two additional items were added to the Agenda. They include the initiation of an Environmental Committee and Moneris issues.

**3. Approval of May 21, 2015, Board Meeting Minutes**

**Motion #1:** Resolved, That the May 21, 2015 Board Meeting Minutes be approved as presented.

Moved by: Mark Diamond

Seconded by: Stu Saunders

**CARRIED**

**4. President's Report**

Adam Kronick

i. We were all saddened to hear the news of Mickey Johnstone's passing. Members will be attending the October 10<sup>th</sup> Memorial Service beginning at 1:00 p.m. at St. Paul's United Church (62 Peter St. N., Orillia).

ii. The Connected Brand (2:00 pm Presentation)

Lori and Sean presented their marketing plan which was created over the summer. Their plan is tied to the research they completed over the year and to the discovery process. The goals and activities are based on where the information indicated that the OCA brand needs to follow. The strategies are the following:

- a. increase focus on communicating the value of OCA membership to members
- b. increase awareness with the public – the value of accreditation
- c. raise relevance of OCA accreditation with key non-members and partners

Tactics for increased focus on the value for members included:

- a. better promotion of our successes to members
- b. adding a slogan or tagline that better promotes the value of accreditation
- c. OCA Stamp – Pop-up value page on members' sites – 3 or 4 word discussion
- d. increasing "Stamp of a Great Camp" visibility
- e. surveying members annually to see what they are thinking
- f. using webinars for meetings to including members around the province
- g. becoming a member is arduous and celebrating new members wherever possible
- h. formalizing Mentorship and include training for everyone involved
- i. recognizing and rewarding members wherever possible

Building awareness with the public by:

- a. Creating co-marketing programs to promote the camp experience and members
- b. Targeting paid campaign on search and social media
- c. Providing leadership appearances at different functions speaking about the camps industry
- d. Offering a parent's night in locations around the province
- e. Creating 30 second information videos for placements at Cineplex

Raise relevancy of OCA accreditation with key non-members and partners by:

- a. creating an Ambassador program
- b. exploring a variety of partnership opportunities

This plan is more than a one year process. It will take a few years to build partnerships with public and private schools. A process needs to be cultivated and requires a dedicated effort. Start small and grow.

One suggestion at the meeting was to request that each OCA Member send a senior staff to the Conference annually. This commitment could be added to the members' annual renewal page.

The Board thanked Lori and Sean for all of their work. A critical path for the next steps will be developed by the Board.

iii. TDSB – Contracts are not settled. The Elementary Schools are set to ratify their contract Friday, October 23<sup>rd</sup>.

iv. First Nations Discussions

Adam will be meeting with a member of the Truth and Reconciliation Committee on Monday, October 5<sup>th</sup> to discuss the possibility of the committee providing educational sessions regarding Aboriginal culture and customs at the conference in January.

v. New Child Care Regulations

On August 15, 2015, new Child Care Regulations were approved. Information regarding these changes was provided to the membership in the September OCA Newsletter.

**Action Item:** Heather will send a news-alert with abbreviated points outlining the changes to all Day Camps.

**5. Treasurer's Report** Leon Muszynski

- i. The Board reviewed the July and August Month-end Reports and thought that the expenditures were in-line with the budget.
- ii. In Leon's absence, Heather presented the 2015-2016 Draft Budget, which was agreed upon, in principal, at the May Board Meeting. Following the discussion, a motion was put forward to approve the budget as presented.

**Motion #2:** Resolved, That the OCA Board approve the 2015-2016 Budget as presented.

Moved by: Mark Diamond

Seconded by: Eric Shendelman

**Carried**

**6. Executive Director's Report** Heather Heagle

Heather presented the report on all of the activities and issues arising over the summer.

**7. Business Arising**

**8. Committee/Event Reports:**

**Awards & Educational Events** Jeff Brown

A Nurses' recognition award was discussed. Information will be sent to OCA Members with the details of this award.

Jeff informed the Board of all of the confirmed activities taking place at the 2016 Annual Conference. Almost all of the activities and workshops have been confirmed. Information about the conference will be shared with members starting in October.

**Community Engagement** Pam Lamont

Pam said at this time there was no new information to provide to the Board.

**Action Item:** Pam was asked to ask for details of the committee's outreach to Provisional Two Applicants.

**Government Relations** Mark Diamond, Craig Perlmutter,  
Jonathan Nyquist

Mark and Jonathan explained that there were some issues with international staff crossing the Ontario and Quebec border at the beginning of the summer. When the committee heard about the issues, a prominent Member of Parliament was contacted. Within a short time span the issue was resolved thanks to the MP and to the Assistant. Further discussion with government representatives occurred with the discussion based on the pre-approved religious category. A policy advisor they spoke with went to camp, and understood camp. We now have a year for a further discussion about a camp category.

**Special Needs Resource**

Julie Gallie

Julie informed the Board that the committee's first meeting will take place on September 29<sup>th</sup>. Plans for the Camp Fire of Inclusion and other topics will be part of the meeting's discussions.

**Standards**

Eric Shendelman

Eric provided background information to this year's Standards Visits. He stated that Jen Gilbert, OCA's Membership Coordinator had done a lot of the work in preparing Standards for the meeting. Eric found that the training through conference calls and in-person meetings prior to summer were very helpful, and that there were very few glitches. This summer there were 109 Visits. Most of the work was completed at the first meeting; only 21 files are still to be reviewed. Eric informed the Board that Matthew Bernardo has joined the Committee. In addition, the list of suggested Standards revisions has been forwarded to Rob Crew for that committee's review.

Eric asked the Board to send him names of possible Standards Committee Members. He requires at least two more committee members.

Eric presented the following motions for the Board's approval:

**ACCREDITED → REACCREDITED**

**Motion #3:** To accept the recommendation of the Standards Committee that, based on the results of the recent standards visits, the following camps be re-accredited for four years:

Canadian Baseball Hall of Fame - Kids on Deck	Connections
Crossroads	Kenesserie Camp: United Church
Redwood Country Day Camp	Adventure Camp
Awakening – Kilcoo	Belwood Lodge & Camp
Bil-O-Wood	CGIT Camp Kalalla
Cherith Ontario	Chilawee Trails
Fraser Lake Camp	Galbraith Optimist Camps for Kids
Granite - General & Specialty Camps	Hollows Camp
Humriva Day Camp - City of Toronto	Katonim
Kilcoo Camp	Kintail
Lake Scugog Camp: United Church	Langskib Wilderness Programs
Long Bay Camp - Arts By The Lake	Menesetung: United Church
Mill Stream Bible Camp	Moshava
Outward Bound Canada	Pleasant Bay Camp
Quality - Northern Ontario	Quality - Southern Ontario
Quin-Mo-Lac	Saddlewood Riding Camp
Seneca - King Day Camp	Silver Lake Camp: United Church
Sparrow Lake Camp: United Church	Sunrise
Tanamakoon	Ten Oaks
Toronto Zoo: Zoo Camps	Trillium Day Camp

Trillium Our Island	Vincent
Wendigo Lake Expeditions: ACHIEVE	White Pine
Willowgrove Day Camp	Winning Techniques Summer Camp
Winston	YMCA Kingston - RKY Camp
YMCA Kitchener-Waterloo - Belwood	YMCA Kitchener-Waterloo- Ki-Wa-Y
YMCA Rotary Youth Camp Presqu'ile	Youth University

Moved by: Jeff Brown  
**Carried**

Seconded by: Stu Saunders

**PROVISIONAL TWO CANDIDATES → ACCREDITED**

**Motion #4:** To accept the recommendation of the Standards Committee that, based on the results of the recent standards visits, the following Provisional Two Candidates become Accredited Members and are accredited for four years:

Agudah	Great Moose Adventures
Moshava Bair Toronto	Ottawa Senators Hockey Camps - Bell Sensplex
Ottawa Senators Hockey Camps - Richcraft Sensplex	Girl Guides of Canada, Ontario Council: Orenda
Girl Guides of Canada, Ontario Council: Teka	TMS - Discovery Day Camp: Elgin Mills
YMCA GTA - Aurora St. Jerome	YMCA GTA - Mississauga Derrywest
YMCA Hamilton Burlington Brantford - Central Arena	YMCA Hamilton Burlington Brantford - St. Gabriel's
YMCA Oakville - Palermo PS	

Moved by: Jeff Brown  
**Carried**

Seconded by: Pam Lamont

**Youth Engagement**

Stu Saunders

Stu informed the Board about the possibility of working with Cineplex. When a 60 second video advertising the OCA is completed in the spring of 2016, Cineplex has agreed to provide, for a limited time (to be discussed), at no charge, air-time at theatres across Ontario. The video would include pictures of generic camp activities. Campers and staff would succinctly explain why they love camp, followed by a strong tagline around making sure your camp is Accredited.

The video would be completed by a professional film crew. The completed clip would be sent back to camps for permission to use their footage. The first step would be to define the single message we want to convey to parents and campers, maybe using a – word map. The video would be comprised of pictures highlighting activities that happen at camp. The message would include why both parent and campers would want to choose an accredited camp.

**Action Item:** Stu will prepare a report for the October meeting.

**Canadian Camping Association (CCA)**

Rob Carmichael

1. Rob advised the Board that at the September 9<sup>th</sup> CCA Board Meeting he learned that the International Camping Federation (ICF) had contracted and was proceeding with a database. THE ICF invited CCA and other countries to also be part of this database. CCA is reviewing and discussing the information provided regarding this project. Many of the Provincial Camping Associations (PCA) do not have a database. OCA could also be a part of this initiative.

The Board discussed this item and decided to stay with the current database which has been in place for two years.

2. National Leadership Forum – November 16<sup>th</sup> and 17<sup>th</sup>

Rob informed the Board that he and Heather will be attending the Forum on behalf of the OCA. An OCA PowerPoint presentation will be prepared for the meeting.

**9. New Business:**

i. Jeff informed the Board that he would like to move forward with an Environmental Committee. To date, Leon Muszynski, Camp Arowhon, Jacob Rodenburg, Camp Kawartha and Jeff are interested in forming this committee.

**Action Item:** The Board requested that Jeff provide an outline of the committee's goals and activities for the October Board Meeting.

ii. Stu stated that Moneris has a new policy. His experience was that Moneris held 25% of all credit card sales for pre-registrations.

**10. Next Meeting Dates:** Tuesday, October 20<sup>th</sup>  
Thursday, November 19<sup>th</sup>  
Thursday, December 10<sup>th</sup>  
Tuesday, January 19<sup>th</sup> AGM + Awards Dinner

**11. Adjournment**

**Motion to Adjourn: Julie Gallie - 2:40 pm**

**Date the Draft Minutes are approved:** October 20/15

**Signatures:**

[Signature]  
**OCA President**

[Signature]  
**Executive Director**