



Board of Directors Meeting – September 26, 2018
OCA Office – 70 Martin Ross Avenue,
Toronto, ON M3J 2L4
10:00 a.m. – 12:30 p.m. and 2:28 – 3:02 p.m.

MINUTES

Present: Eric Shendelman, President
 Rob Carmichael, Vice President
 Jonathan Nyquist, Vice President
 Brandon McClounie, Secretary/Treasurer
 Jeff Bradshaw, Director
 Jeff Brown, Director
 Heather Davidson, Director
 Mark Diamond, Director
 Julie Gallie, Director
 Karen Hartnett, Director (by phone)
 Kelly Mathews, Director (by phone)
 Bev Unger, Director

Guests: Matthew Bernardo, Standards Committee Chair, Jill Dundas, Girl Guides of Canada, Ontario Council, Monica Rzepecki, OCA Communications and Marketing Coordinator, and Rob Crew, OCA Special Projects and Volunteer Coordinator

Staff: Jen Gilbert, Operations Manager and Membership Coordinator

1. Welcome and Introduction of Visitors

Eric welcomed everyone back from the summer.

2. Confirmation of Agenda

No new items were added to the Agenda.

3. Standards

Matthew Bernardo

This year, there were 134 Year-round Standards Visits. The Standards Committee reviewed 54 of the completed visits. The remaining visits will be reviewed at the next meeting.

Matthew presented the following recommendations to the OCA Board of Directors:

Motion #1: ACCREDITED → REACCREDITED - To accept the recommendation of the Standards Committee that, based on the results of this summer's Year-round Standards Visits and the recent September 13 Standards meeting, the following camps be re-accredited for four years:

Awakening-Oconto	Bayview Glen Camp
Brock University - Youth Programs	Canterbury Hills Camp
Celtic	Claireville Day Camps - City of Toronto
Crestwood Valley Day Camp	Elite Basketball Camps: Crescent School
Elite Basketball Camps: Elite Training Centre (ETC)	Evergreen Adventure Camp
Forest Cliff Camp	Girl Guides of Canada, Ontario Council: Doe Lake
Hockey Opportunity Camp	Humber Arboretum Nature Camps
Kemur	Kodiak
Kwasind	Lambton Centre Summer Camp: United Church

Lau-Ren: United Church	Lubavitch Day Camp
Madawaska Camps	Mansfield
Muskoka	New Moon
Oconto	Pearce Williams Christian Centre: United Church
Ramah in Canada	Ryerson Performance Youth and Community Programs
Ryerson Summer Day Camps	Take Action Camp
Tamakwa	Tamarack
U-Turn Ranch	YMCA Kitchener-Waterloo- Wabanaki
YMCA Simcoe/Muskoka - Collingwood YMCA Day Camp	YMCA Simcoe/Muskoka - Parry Sound YMCA Day Camp
YMCA Simcoe/Muskoka - Wasaga Beach YMCA Day Camp	

Moved by: Jeff Brown

Seconded by: Jeff Bradshaw

CARRIED

Motion #2: PROVISIONAL TWO CANDIDATES → ACCREDITED - To accept the recommendation of the Standards Committee that, based on the results of this summer's Year-round Standards Visits and the recent September 13 Standards meeting, the following Provisional Two Candidates become Accredited Members and are accredited for four years:

Davern	Earthbound Kids Schomberg
Kidaca – Winona	YMCA of Western Ontario - YMCA Camp Henry

Moved by: Brandon McClounie

Seconded by: Jeff Brown

CARRIED

- 4. **Executive Director Search In-camera** Jill Dundas
- 5. **OCA Office Staff In-camera** Eric Shendelman

6. **Approval of the Following Draft Minutes**

Motion #3: Recommend, That the May 9, 2018, Board Meeting Minutes be approved as presented.

Moved by: Julie Gallie

Seconded by: Bev Unger

CARRIED

7. **OCA Staff Report**

Eric began by thanking each staff individually.

i. OCA Summer Hotline Calls In-camera Rob Crew

ii. Communications and Social Media Monica Rzepecki

Monica spoke about what was being done with communications before she started working at the OCA, what she has been doing for the past eight months and where she would like to see communications moving to in the future. Prior to Monica starting, she did a social and digital media evaluation of OCA and made a plan for how to improve OCA's online presence and communications to Members. In her time with OCA, Monica has introduced OCA Weekly, a weekly email sent to Members with all of the Association's updates, she has created best practices for the office to follow for all public communications, created an interactive quarterly e-newsletter template, developed a social media calendar and increased engagement within OCA's social media channels. Future plans are to develop a conference website, conference app, reach a larger audience beyond OCA Members and current social media followers on OCA's social media channels by boosting and sponsoring posts, utilizing a Professional Hootsuite account, creating videos (social media trends indicate that content with a visual, videos being

number one, capture the highest number of reactions to posted content), work with OCA's Social Media Marketing Committee and modernize and refine OCA's website.

iii. Office Transition Update

Jen Gilbert

Jen talked about the smooth transition in the office as the staff works without an Executive Director and thanked Monica, Rob and Elana for being a strong, cohesive team. Jen also thanked the Board for being so helpful in answering questions and helping operations run smoothly.

Meeting paused at 12:30 p.m. for lunch and the annual Board Liaison and Committee Chair Meeting. Eric mentioned that next year, the Board Liaison and Committee Chair Meeting should be in October.

8. President's Report

Eric Shendelman

Eric requested that a number of items in the President's Report be moved to the October Agenda. The below items were discussed.

i. OCA Marketing (videos)

The plan to create OCA videos has been in discussion for a few years. Eric explained that the Association will not be creating videos this fall for two reasons: the marketing budget will be used toward creating a conference website instead and we are waiting to hear from the Canadian Camping Association regarding their production of videos.

Action Item: Eric will call Nathan Riley, Sawmill Creative, to let him know the update.

ii. Membership Fees in Exchange for Services

A discussion was had about Preferred Vendor fees being exchanged for services provided. Rob Carmichael explained that for the 2019 OCA Annual Conference, this is not an accepted practice and the Conference Committee has chosen to be more transparent and upfront with Preferred Vendors. Preferred Vendors pay full price for their Membership Renewal and Exhibit Hall Booth(s) and if they want to provide a good, they will provide a quote along with other vendors. Further discussion was had and the Board concluded that no Membership fees will be exchanged for services and if the Association would like to pay for a service, payment will come from the budget.

Action Item: Jen will contact the Preferred Vendors that previously had their Membership fees waived in exchange for services and send an invoice for their 2018-19 OCA Membership Renewal.

iii. Kids in Camp Membership Renewal Payment

Kids in Camp is a charity and arm of the OCA. They have not paid Membership fees in the past and the same practice would continue for 2018-19. Further discussion will continue in the future.

iv. Inter Varsity Update/Faith Based Camps Renewal Update In-camera

9. Treasurer's Report

Brandon McClounie

i. August Month-end

August's Profit & Loss comparison showed that with one month left in the budget, the Association is sitting very well and Brandon's prediction is that we will come in with a greater net profit than anticipated. Deferred revenue has been transferred to Tangerine to collect interest and as of October 1, will be transferred back. Brandon gave credit to the office staff for their hard work and fiscal outlook at this time.

ii. 2018-19 Budget Review

Budget is projecting a total income of \$737,000, a 10.5% increase over last year. Brandon said to keep in mind that last year's revenue and expenses were inflated because of the grant, so the increase is from a 2.5% fee increase, Membership growth and greater anticipated revenue at events. Everything else remains consistent. Brandon said that Rob Carmichael is on target with the Annual Conference budget and there are questions about staffing costs and how to work through that. He projects a net profit of \$26,000, a slight increase over this year's forecast and that this year's net will be closer to the 2018-19 budget.

Eric thanked Brandon for the great work he has done.

Motion #4: Recommend, That the OCA Board approve the 2018-19 OCA Budget as presented.

Moved by: Rob Carmichael

Seconded by: Julie Gallie

CARRIED

10. Business Arising

No new business was added to this Agenda.

11. Committee/Event Reports:

Committee reports were presented at the Board Liaison and Committee Chair Meeting at 1 p.m.

Archives

Kelly Mathews

Awards, Community Engagement & Environment

Jeff Brown

Educational Events

Julie Gallie

2019 Annual Conference

Equity & Diversity

Jeff Bradshaw & Heather Davidson

Government Relations

Jonathan Nyquist

Health Care

Bev Unger

Outdoor Education

Brandon McClounie

Nominations

Eric Shendelman

Special Needs Resources (SNR) & ADO Grant

Julie Gallie

Standards

Heather Davidson

Canadian Camping Association (CCA)

Rob Carmichael

12. New Business

No new business.

13. Closing Remarks

Eric asked the Board to nominate candidates for the 2019-21 Board of Directors and 2018 Awards.

14. Next Meeting Dates:

Wednesday, October 24, 2018 (this is a new date agreed upon by Board Members)

Wednesday, November 28, 2018

Wednesday, December 12, 2018

15. Adjournment: 3:02 p.m.

Motion to Adjourn: Brandon McClounie

Date the Draft Minutes are approved: _____

Oct 24/18.

Signatures: _____


OCA President


Minutes Recorded By