

Camp Confidence Sertoma Strategic Planning Meeting
July 16, 2004 – 1:00 – 3:00 p.m.

Members Present: Franklin and Bette Lee, Chris Ellison, Tammy Webb, Gene Finger, Greg Fults, Debby Larsen, Melinda Inman, Kari Robinson. Debbie Jaeger

Introductions: Tammy Webb/District Governor, Carol Paulson/Treasurer, member of the Brainerd Noon Sertoma Club – handles the Club's financial statements and 990's. Kirk Alford, Clinical Nurse, for Camp Sertoma of the Great Plains Region and his son Cory. We received Kirk's application to become a member of the Club. Debby moved and Bette seconded to accept Kirk as a new member of the Camp Confidence Sertoma Club. Motion carried.

Recognitions: Debbie Jaeger / New Member packet was given to her by Greg Fults

CAMP WEEK:

What went well at Camp:

1. Everything has gone smooth – great counselors.
2. It is fun and the kids are having fun.
3. Counselors were adequately prepared in emergency situations and good integration with the Camp Confidence staff.
4. Pictures on the web site are great – parents like seeing the activities and their children – Zack is doing a great job.
5. Having Zack involved in Camp after he aged-out (photographer).
6. Working with the kids and seeing them become more comfortable as the week goes on. Getting confidence with the staff.
7. New ideas for menus, games, etc.
8. More relaxed and we have learned what not to sweat. The campers are much more relaxed. They know what the routine is.
9. Amazed at the strong personalities and how well we work together – good group of people. Having fun doing with what we do.
10. Having a nurse on staff full time is awesome – makes everyone more comfortable

What Didn't Work Well:

1. Set a challenge between the "Cabins" on how well they clean up the meal room. Competition between cabins – the best cabin team wins. We need to make sure they have the right equipment. Make a checklist of what is expected.
2. Have a sign that says "WELCOME TO CAMP SERTOMA OF THE GREAT PLAINS REGION! (Include the Sertoma logo).
3. We need to know what the kids are doing so the cooking staff can be involved in their activities (detailed list to include what kids are in what cabins, the activities for each day, etc.)
4. Take a picture of each camper as they arrive to camp to security reasons.

5. Postcards that depict the camp for parents and kids to use.
6. Debbie has a cousin that is in the graphics arts area – would be willing to make the vinyl welcome sign for Camp.
7. If the cabin the “Cook Staff” is in is the one we will be using we need to get a wish list for this cabin to see what we can do for them.
8. Have someone available from Camp to make sure that we have someone to talk to on what and where we need to go.
9. Lack of organization of what we need and where the stuff is at Camp.
10. Not knowing where the food comes from – either by giving food or dollars towards the camp week (in addition to).
11. Have better consistency with Carol and the club on financial matters – issues with the membership (members and boosters).
12. Knowing what the menu is in advance to make sure that we have all the supplies necessary for the meals.
13. Getting the members to the meeting and getting the meeting notice out earlier than camp week.
14. Need name tags – both children and workers
15. Work on how we schedule the “workers” – schedule, work level capability, etc.
16. Introduce them to the group that is here.
17. Guide and instruct them on their duties and then let them do it.
18. Have the President of the club introduce them to the workers as they come in before they start their duties. Also have a person in charge to dictate who is doing what, when and where (Volunteer Coordinator, Production Planner, etc.)

Future Camp Duties to Expand to:

1. Have a food coordinator - ordering all the food and where we get it (Bette Lee will be the coordinator and Chris Ellison will assist).
2. Do our own menu.
3. Put down the number of workers for each meal.
4. Have someone who can help communicate with the kids during the serving of the food line.

Golf Update

1. No registrations have come in because there has been no or minimal communications.
2. There will be a golf tournament and it is to be held on August 6. Greg to follow up further.

Web Site / Communications

1. Future direction, the kids are web savvy and the web site is one of the greatest assets for the deaf and hard-of-hearing community.
2. All newsletters, communications to the club members will be put on the web site for everyone to view.

3. The link is now campsertoma.com. It needs to be maintained. There will not be any reference to Camp Confidence and to the Brainerd Noon club. There will be a link to Sertoma International. Calendar will be added. Greg, Karen Smith and Emily will get it up-to-date.
4. Structure on search engines will be Camp Sertoma will be in the top 10 when pulled up.
5. Need someone to take on the responsibility of maintaining the web site. Individual members who would report to the chairman would cover this.

Audit

1. Met Carol.
2. A financial audit is needed and will be completed. The new Sertoma Club Manual has what and how to do a financial audit.
3. We will find an outside individual to do our club audit.

Meetings:

1. A minimum of every two months we will have a meeting:
 - a. October 1, 2004
 - b. November (second week)
 - c. January (Ice Fishing Tournament)
 - d. March (Bowling Tournament and Elections)
 - e. May (Convention)
 - f. June (Friday of Camp Week)

Miscellaneous:

1. Look at purchasing up to five PCs to network here at camp for the children to use to communicate with home during the week.
2. Tammy Webb – International will be listening to the members on what is needed not what they think we need.