

**Greater NW Florida College Booster Club**  
**Multi Committee Meeting Minutes for May 23<sup>rd</sup> 2009**



This Years Oregon Camp Friends: Jackson, Reagan, **Jared**, and Molly

**1. FC Camp Administrative Staff Meeting-**

- .01 Staffing Considerations- Determined to utilize a smaller staff this year and possibility of fees for counselors.
- .02 Reviewed Counselor Applications
- .03 Selected "Base" Counselor Staff- and Scott (Director and Chair) announced Administrative Staff: Kathy, Stacey, Debbie and Joseph.
- .04 Created Waiting List and discussed possibility of offering staff positions that require payment (or partial payment) for room and board.
- .05 National Camp Directors De-brief- see page 3 and 4.
- .06 Create list of items to implement- moved to 3.0 (camp committee meeting).

**2. Booster Club Executive Committee Meeting**

- .01 Singing Friends concert to take place at camp Sunday night.
- .02 Performance Plans- Performance to take place after registration.
- .03 Who is invited- Campers, parents, counselors, and all friends of Florida College in the Greater Northwest.
- .04 How to advertise- email, word of mouth, postcard to those in our database. Kathy to check into pricing for a postcard (online resources).
- .05 Time- 8pm at Aldersgate Conference Center
- .06 Accommodations- Scott to coordinate this. The crew will be put up Saturday night in the Portland/Vancouver area. Sunday night the crew will have accommodations at the Conference Center.
- .07 Budget- None. Scott to talk with Ralph Walker regarding room and board for Sunday night.
- .08 Other Booster Club items- Tabled.

### **3. Special Camp Committee Meeting**

- .01 Schedule- Only slight adjustments will be made from last year, with the exception of a complete re-structure of Sunday in order to have Friends Concert at 8 pm.
- .02 Special Events- Sunday: Friends Concert; Monday: Amazing American Gladiator Survivor Relay Race; Tuesday: Safari; Wednesday: Worship Service followed by S'mors at Campfire; Thursday: Movie Night; Friday: Campapalooza
- .03 Bible Class Material- Jack Hafer had been asked and Scott to follow up with that. If Jack is unable to do the material then Scott will ask Guy Roberson from 160<sup>th</sup>. (***Post meeting note:*** Scott made contact with Jack and he has committed to doing the material. Next year we will ask Guy Roberson).
- .04 Promotions- Bring a friend to camp and you will be entered to win a \$50 Apple/iTunes Gift Card. Note: Florida College has a promotion going on currently through May- offering a \$50 discount to camp if you are the camper who adds the most new names to FC's database. This is part of a postcard campaign (post card went out May 1<sup>st</sup>).
- .05 Counselor Feedback- Implement the following: extend breakfast/chapel to 1.5 hours and add a break after Bible Class; Determine what the expectation is for dining set up (do we need to be doing it?); Banquet- less: prep, expense, work and stress; Candy Grams are now called "Happy Mail"; Chapel- themed all week; Administrative- workshop the day before camp to get everything ready to go; Counselor Training- provide simple mission that says it all.
- .06 Camper Feedback- Looked it over and there was a lot of balance- we will bring back the movie, the cabin Bible study, the water slide and JOSEPH!
- .07 Fund Raiser- Nothing is planned at this time.
- .08 Other items-
  - a. Recruiting is critical. More than ever before- we have an overwhelming response for counselors and the camper applications are minimal at this time.
  - b. National Directors Conference- A few of the items that we will attempt to implement: some key marketing tactics- particularly the photos we post on the web page (more pictures less words); photo's available on web page during the week for parents to see; more gathering places and time for campers to sit and talk face to face; daily blog (probably facebook); several game ideas- Beeshu Ball, Foursquare, Rage Ball, Speedball, Four Team Soccer/Volleyball.

Scott, Kathy and Stacey in attendance at Florida College Hosted Event  
Summary of Key Points

- The **“Best” counselor ever**. Talking, listening and open communication between counselor and camper, setting rules, but always being accessible to the camper. Being there for the kids- number one priority.
- Camp **Marketing** and What Works. More pictures and fewer words on a website to engage the person looking at the site. A picture says a thousand words. People will remember your site and can visually see the fun/friendships/creativity and SAFETY in a simple picture.
- Marketing camp to **MOM**. Moms are the ones who ultimately decide to send the kids to camp. Mom is concerned about **SAFETY** as her number one criteria.
- Building a camp that builds **friendships**- The reason why campers come back year after year. Friendships!!! Campers come back because of friends. The most popular games (kickball, baseball, carpet ball) require the kids to spend half the time watching and talking to teammates!
- Provide **“gathering/sitting areas”** all over the facility. Encourage friendship by having more places around your camp to sit – chairs, benches and not just sit, but face each other. We spend way too much time keeping campers busy in activities.
- A **recipe for success** (taken from Eight Hallmarks and Camp is it really Magic).
  - 1- A beautiful outdoor setting- get in touch with God’s creation
  - 2- Rituals, history and traditions
  - 3- A Great Vision
  - 4- Youthful staff
  - 5- Rarity of friends and place
  - 6- Well chosen, well-supported leadership
  - 7- A partnership with parents
  - 8- Focus on friendships
  - 9- Well maintained facilities
  - 10- An open acknowledgement of the importance of God in our lives
- Kathy interested in taking the whole **registration online** and discussed that with Jim Romkey.
- Had a session with the college administration on financial aid, FAFSA, scholarships, application for college and the numbers of students coming to FC from camps. Looked at the metrics regarding **recruiting** and how critical camp is to the college in this area.
- Enjoyed the **hospitality** in the new Boswell Hall hosted by the infamous Dorm Parents Rene & Dee Anderson! Wonderful commons area in the middle of each floor! Very nice dorm facilities. The visit to FC was not complete without a midnight trip to Pop’s Greasy Spoon and hanging out with the kids in the commons.

- www.KidsgotoCamp.com is a website that is maintained by a man who simply gathers money from organizations and affluent individuals to help kids go to camp (simply stated **scholarship money**). Scott plans to follow up and contact his local NASCAR buddy and see if he would partner with our camp in this program.
- **Photography**- seems to be a key issue for marketing, for Mom, and to create rarity of friends and place memory. **Action items:** #1- Create a “shoot list”. #2- Take pictures that- promote the safety of the camp; tell a thousand words (so we don’t have to have a thousand words on the web site); that promote friendship and tradition (cabin photos on day one). #3- Update Web Page with photos. #4- E-mail cabin photos home (or post on web site) on Day One so the Mom feels good about safety!
- **FC stuff to sell** at camp. The bookstore is working hard to spread a consistent brand throughout the country and would like to be instrumental in providing (selling to us) items that we can sell to the kids.
- We shared **ideas** amongst ourselves, what works best at your camp. Got some fresh ideas for games and one amazing theme. It was nice to be able to network with all of the directors and share ideas/concerns with each other.
  - 1- Race Car
  - 2- Beeshu Ball (combination of Rugby and Ultimate Frisbee)
  - 3- Opening and Closing Campfire- “wood crafter” the person who serves as the “keeper of the flame”
  - 4- Foursquare
  - 5- Garden Rocks
  - 6- **Training**- ensure that every counselor understand the simple “mission” of the camp.
  - 7- Write a simple camp mission statement for 2009
  - 8- NORO VIRUS (sanitation, etc.)
  - 9- **Daily Blog**- tell the story to parents are connected
  - 10- E-mail home merge cabin photos
  - 11- Foster Friendships through foursquare, traditions (cabin connections), waiting places, rituals (campfire/flag ceremony)
  - 12- Rage Ball (Josh Higgins)
  - 13- Speedball (ask Wayne Moody from Dry Creek)
  - 14- Four-Team Soccer or Volleyball
  - 15- Focus on **Photography** (for marketing, etc.)
  - 16- The Big Event” (Zerubbabel, Ezra, Nehemiah) that can be incorporated into the entire week or a one time event.