

Approved Minutes
UU Rowe Camp & Conference Center
Board of Trustees Meeting
Sunday, April 14, 2013

Board Members Present: Clay Connor, Vice President; Kerri Florian, Treasurer; Cynthia Bolling, Clerk; Gail Epstein, Albert Mussad, Julie Neuspiel, and Cathy Perkins, Members-at-Large

Also Present: Felicity Pickett, Executive Director, Arthur Samuelson, Director of Programming

Albert called the meeting to order at 9:15 a.m. and conducted check-in.

Approval of March 17, 2013 Minutes (Cynthia Bolling)

Cynthia made a **motion** to approve the minutes. Cathy seconded. The motion was passed unanimously.

Executive Director (Felicity Pickett)

Heather Concannon's letter has brought up some interesting issues. Different camps reach decisions in different ways. For example, T-camp never operated by consensus, while Jr. and Sr. High camps often do. So the question is not really how things in camps get done, it's getting clarity regarding how things get done. That is, who gets to decide whether a program is going to change?

Discussion

Felicity said that the T-Camp staff will come to Rowe in April to talk about some of these issues. They'll consider what makes T-Camp unique. Felicity will also encourage all camp staffs to be more open to change.

The Board members present did not see a need to change the way Rowe operates; they're comfortable with Felicity continuing to supervise the camp directors, and they trust her to work with camp staff to come up with reasonable solutions as issues arise. On the broader question about what role the board has in a camp's decision to change its direction and focus, the members agreed to discuss it further at the environmental scan portion of the June meeting. Cynthia will send a brief note to Heather acknowledging receipt of her thoughtful letter, saying we appreciate her interest, and telling her that it's started a very interesting discussion, which is ongoing.

We'll meet with Felicity on Saturday, June 1, at 2:00 p.m. Cathy will conduct an environmental scan, which defines the external forces that affect Rowe. Cathy explained that members will be asked to define what they think are the threats (the economy, for example), the opportunities, the strengths, and the weaknesses of our organization.

Director of Programming (Arthur Samuelson)

Arthur has rearranged office responsibilities so that Kanji is now working directly with him. *The Center Post* has been redesigned and is going to press soon. Our postage class has changed, so now we have to pay a lot more to get it out. Arthur is thinking of ways to connect with event leaders to open up new ways of promoting Rowe. A presenter from Saatchi and Saatchi came and talked to the staff about how to improve e-mails, our website, and more. The marketing staff tried out some of the suggestions and

did get a higher click rate. Arthur has also created a program to try to attract more young people to Rowe. Melody Litwin has taken charge of it.

Discussion:

Kerri volunteered to talk to a contact of hers at the Brooklyn Academy of Music about developing a wider e-mail list.

Break 10:30 – 10:40 a.m.

Treasurer's Report (*Kerri Florian*)

Kerri didn't present a balance sheet and profit and loss statement today, since the numbers haven't changed much from what the Board saw last month. She has been working with Felicity to set up some forecasting spreadsheets so that we can better track our income and expenses. They will allow us to predict the direction of our cash flow. For example, it will let us choose what bills get paid when, with the least impact to general operating expenses, if that's what we have to do..

Strategic Plan (*Cathy Perkins*)

Cathy described the strategic plan the Board worked out in February of 2011. It includes major goals, major actions, a timeline for getting things done, and identifying who is responsible for carrying out certain tasks. It also includes how fundraising gets done. We'll do the environmental scan portion on June 1 and the rest in November.

Development (*Cathy Perkins*)

The final report on the Valentine's campaign is not in yet.

Discussion

When asked, Gail gave a brief description of how she does fundraising calls. She always sends a thank you, for example, and said it's important to have fun. Also, it's always easier to raise money when it's going for something the member can come and see.

Investment (*Kerri Florian*)

It turns out that Julie Baeder can't be on the Investment Committee and handle our investment portfolio for us at the same time. She will do it as an independent consultant, however. As long as the Investment Committee reviews her reports periodically, there will still be some oversight of our investments. Kerri will talk to Julie about this and find out what the fees are involved in doing it that way.

Julie Baeder submitted a 25-page investment report. Here are some of its highlights:

“The Investment portfolio has returned 11.26% so far this year as of March 31st. This compares to the S&P 500 +10.61 and the KLD Social 400 + 13.09. Some of the drivers of this excellent performance are our allocation to healthcare, technology and consumer discretionary stocks. We also benefited from an underweight in energy stocks. In 2012 energy was the worst performing sector in the S&P 500 and financials were the best, with healthcare close behind. This trend has continued so far into 2013. . . .

“The Finance Committee would like to review the investment policy and amend it where necessary. The board will be getting a recommended investment policy statement late in the second quarter and I suggest that you set an agenda item to review it, recommend any changes and then we’ll have you adopt it when you’re ready. As a board you are ultimately responsible for the fiscal health of the organization and that includes the investment accounts, so this is important stuff.”

Kerri said that in general, our portfolio is very healthy and doing well.

Discussion

The Board agreed to let Kerri ask Julie to handle Rowe’s investment portfolio, with an investment committee as oversight.

Stewardship (*Cathy Perkins*)

The Camp Refresh Committee has met for the second time. We will not do the cabin floors this year, but we will start staining cabin exteriors and do some sanding inside. The cabin roofs should be done soon. Work Week people will put up a fence around Chicken Butt, and Katha and Andy will smooth out the floor. We won’t put a tarp over the area this year. Instead, Felicity will let the camps figure out how they’d like to use the new space.

Nominating (*Clay Connor*)

The President and Vice President’s terms will expire in the fall. Cathy’s position also expires. Jerry will not serve again, but Cathy will, as a member-at-large.

The Nominating Committee consists of Clay, Julie, Felicity, and Sue Baldauf if she accepts. The committee will meet in June.

Old Business

The Board agreed to post descriptions of the various standing committees to the Board section of Rowe’s website.

Doug’s food package arrangement will expire this October.

Julie volunteered to chair the June meeting.

The meeting was adjourned at 12:30 p.m.

Dates for Upcoming Meetings

August 1, 7:00 p.m. (budget teleconference)

September 7-8 (Annual Meeting)

October 18-20 (Kim Klein Workshop)

Respectfully submitted,
Cynthia Bolling
Clerk