

Triangle Recreation Camp



Board of Directors Meeting September 16, 2017

2017

Triangle Recreation Camp Board of Directors Final 2017 Meeting Agenda

September 16, 2017

12:00 pm at the TRC Party Site

Meeting Chair: Craig Maynard, President

Invitees:

Travis Clinton – Vice President of Operations,

Dana Williams – Vice President of Development,

Brandon Walker – Vice President of Marketing,

Jeff Bachman – Treasurer, and

Larry Clark – Secretary

Lawrence Cummings, Frank Huguenin, Chas Johnston, Rob Mapes, Dale Morgan, Bob Nale, Ted Stanczak (excused), Ross Tremblay, and Tom Widmark.

I. Call to order at 12:01

II. Roll call All in attendance except for Ted S. as shown above

III. Adoption of Agenda adding 1) Ted S. Resignation' 2) request from Dean Carey to have the board assess reinstating him as a member again, 3) October board meeting to be held Saturday, October 7th, 2017. All items added.

IV. Approval of Minutes from the August 19, 2017 Board Meeting Frank H. Moved, Dana W. Seconded Passes Unanimously

VI. Executive Committee Reports:

a) President: oral report by Craig M. Nothing new to report - brief discussion about our liability insurance regarding our need for a new carrier as of next April 2018 and adding coverage to handle our newer activities

b) VP - Operations: oral report by Travis C. Repairs have been made to the culvert, (under the road, above Woodpecker's), by Mike D. and Travis C., by hand, and we will

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see what happens over winter. Next board will need to address this so we don't lose access to the upper forty. Travis is willing to release his hold on \$15k for repairs in his budget because we don't need a contractor to do work for us during this off season.

Travis C. moved, Dale M. second Passes Unanimously

Tarps starting to come down soon, down below. Dumpsters to be locked up fairly soon. More toilets and wash basin to be removed over the next couple of weeks. Clarification made that taking tarps down does not close the tent camping area. It is still open through the end of the season, until October 15th.

c) VP - Development: oral report Dana W. - Everything is fine

VP - Marketing Report: written report by Brandon W.

Brandon Walker
TRC VP Marketing
September 15, 2017

Over the past few days I've been scrolling through pictures that I have taken over this camping season as well as scrolling through the TRC Facebook page, reminiscing of the good times of the season. I've reread all my marketing reports from this season to remind myself of many accomplishments as well as some awkward lesson learned. I thought about all the countless folks I've been most grateful for, some of whom were a great help and joy to work with all along.

I look at this summer of the summer of Facebook social media expansion, where marketing TRC was taken to a new level as compared to previous years. Events were promoted with a consistent branding experience. Additional promotional graphic materials were posted highlighting the savory BBQs and delightful breakfasts packaged with the weekend passes as a value-added feature for campers. As each event weekend approached reminders were posted encouraging folks to register ahead of time. Once the logistics of setting up to accept credit cards, swiping plastic became a new tool that afforded convenience to many campers. Promoting pre-registration afforded us a means of better estimating how many campers to expect on a given event weekend and plan accordingly.

Among the successes of the season:

MARKETING SUCCESSES

As reported this week, the number of campers is up 27% over last year. Gross sales are up 56% over last year. Net profit is up 5% overall. Four out of the five parties had higher attendance over the previous year.

CCS BLACK FOREST AND PRE-FOAM EVENTS

These fun events were very successful. Total receivables turned out to be around \$900 for both events. We even sold two new memberships at the Black Forest event. There is even a holiday event at CCs

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tentatively scheduled for Saturday, December 9. What better way to have a TRC holiday reunion in the winter.

FUNDRAISER EVENT DJS.

Early in the season, seasoned professional DJs were lined up for the whole season for the Saturday parties. Many campers have expressed how much they valued this.

Memorial Day – Lonnie Devine

Toga – Dj del stamp

July - Tony Burns

Foam - Chris Bresemann

Labor Day – DJ Shelly

GAY PRIDE AT SEATTLE CENTER, BELLINGHAM, AND VANCOUVER BC

New banner graphics for a professional looking booth presence were created as well as promotional postcards advertising events and fun times for the season. Those that volunteers took the time away from the other festivities to share their love for TRC with hopefully – future friends and campers.

FUNDRAISER PARTY WEEKENDS

MEMORIAL DAY SUPER HEROES – MAY 26-29

BLACK FOREST WEEKEND – JUNE 30-JULY 4

BEARS IN THE WOODS and TOGA – JULY 21-13

FOAM PARTY – AUGUST 11-13

New foam machine was purchased.

DOWN UNDER MARDI GRAS – SEPTEMBER 1-4

FAMILY AND FRIENDS

We had two family and friends weekends this year.

FAMILY AND FRIENDS #1 – JUNE 16-18

This was mainly a non-event weekend but a number of RV campers expressed how they like having more than one opportunity to invite friends.

FAMILY AND FRIENDS #2 – AUGUST 18-20

Vivienne Duchanne, AKA Tyler Christopher a TRC camper was a most delightful MC.

GROUP EVENTS

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SEA-PAH - August 24-27

This was the fourth year of this event and their attendance increased over previous years. This year their event was promoted on our Facebook page and other campers came knowing this fun fetish event was happening.

ECSA – August 4-6

This was the first of hopefully many gay softball enthusiasts weekend. While numbers were lower than hoped for, word was started that this would become an annual event for them, much like how the SEA-PAH event started.

Finally, in conclusion, many happy campers have randomly approached me at camp and in various public places complimenting me, the rest of the board and the camp as whole for such a terrific season. Many have lauded the incredibly vibrant, new graphics program implemented this year in the party tent and in the print and digital promotional materials, and have thanked me for my personal role in marketing TRC. Each time I remind them that many volunteers contribute as a whole for their positive camping experience. Congratulations to all for another great record setting year.

d) **Secretary's Report:** oral report by Larry C.

Richie C. Secretarial Affairs Committee - explained a bit about changing to “ZOHO” instead of “webmail” for the BoD to use. Several benefits from doing this including it is free.

e) **Treasurer's Report:** oral and written report - Treasurer making a brief report at this meeting, will be more detailed at the AGM so he doesn't have to do it twice. See financial reports sent out by Treasurer.

V. **Board Committee Reports:**

a) **Audit Committee:** No report

b) **Rules Committee:** Oral report Frank H. Multiple incidents being considered this month, more to hear in October, also investigating best practices for setting up an action plan for drug policy on site and he needs more time.

Dogs on a leash follow up:

Motion by Frank H. “All pets shall be on a leash at all times while on TRC property, unless while on a designated seasonal site with permission from a site member. For the purpose of this rule, Site 500, the Party Site, and the site portion identified as the Gayzebo shall be excluded. “ No Second and motion was Withdrawn

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New Motion was made by Chas J. Second by Dale M. Discussion ensued

“Pets must be on a leash at all times when on TRC Property”

Bob N. offered a friendly amendment to add the word “**controlled** on a leash...”
Friendly amendment fails with 5 Yes and 9 No

Back to Chas J.’s motion, an agreement was reached to table the matter to the next board, and the next board meeting per Travis C. suggestion that “the rule go back to the Rules Committee, then to the BoD FB page and the Discussion FB page for membership feedback.”

12 Yes 1 No and 1 Abstain - Passes

c) Membership and Fees Committee: Oral report Business concluded for the year

d) Strategic Planning Committee: No report.

e) Nominations Committee: Oral report Rob M. Initial count has been made of electronic and paper ballots rec’d so far. Final call for ballots will be made at the AGM.

VI. New Business:

- Resignation of Ted Stanczak, Director. Ross moves to accept, Dana seconded Passes Unanimously
- Request from Dean Carey to discuss reinstating his membership with the board, Frank H. suggests we come up with a policy on accepting people that have been suspended back into camp. Motion to defer until March 2017 made by Chas J. and second by Frank H. Passes 13 Yes 1 No
- Motion to move October BoD meeting to first Saturday of October by Chas J second by Ross T.
12 Yes 2 Opposed motion Passes

VII. Adjournment: 12:54 pm