

**Minutes of the October 16, 2004 Meeting
of the Board of Directors of
Camp Ridgecrest Alumni & Friends, Inc.**

The meeting was called to order at 7:35 p.m. on Saturday, October 16, 2004, at the Ridgecrest Conference Center by Scott Luna, Chairman, who presided. Frank Johnson opened the meeting with prayer. Matthew Fowler, Secretary, called roll. Those in attendance were Matthew Fowler, Adam Hewitt, Hal Hill, Frank Johnson, Scott Luna, Chris Maslin, Beth Olson, Dan Pierce, Grayson Powell, Alan Sanders, Ron Springs, Landis Stanfield, Hewlett Sullivan, John Suggs, Robert Suggs, and Adam Underwood. Jackson Norton attended as President and CEO.

Officer Reports

After introductions and a brief welcome, Chairman Scott Luna reminded the Board that this was a special meeting called to discuss fundraising efforts for the proposed Ridgecrest Chapel. Scott announced to the Board that the annual fall work weekend had been a success this weekend. There was good attendance and several projects had been completed at Camp. No report was presented by Vice Chairman Landis Stanfield.

There was no Treasurer's Report.

Secretary Matthew Fowler indicated that since this was a special called meeting of the Board, the minutes of the two July Board of Directors meetings would be presented at the upcoming regular scheduled Board of Directors meeting on February 5, 2005.

Committee Reports

Alan Sanders presented a Chapel Report, noting that the Chapel Committee will remain dormant until the fundraising efforts are completed.

Adam Hewitt presented a Fundraising Report and reported that the fundraising committee met on October 15, 2004, to discuss general fundraising efforts and to propose future fundraising strategies. Adam indicated that some on the fundraising committee believed there had been a problem with properly notifying committee members of the fundraising committee meeting. Also there was some discussion about possible confusion as to who actually was on the fundraising committee. Adam reported that since the spring meeting of the fundraising committee, approximately fifty alumni were contacted concerning their willingness to participate in an effort to solicit monies by contacting five or six fellow alumni. Of those contacted, approximately one-half responded positively and were willing to help with the campaign. Alumni member Jason

Alford was even willing to create a computer program that can be accessed through the internet to assist with this campaign. Essentially the program would be an interactive spreadsheet-type program whereby a list of potential donors would be listed on a page. The alumni volunteers would be allowed to access this list of potential donors and select names to contact by telephone and solicit immediate donations or pledges for the chapel. Adam indicated that the fundraising committee had agreed that now is a good time to re-contact those who were willing to volunteer to make telephone contacts and to begin the solicitation of funds. Adam stated that various fundraising committee members had heard from past donors and potential donors and expressed concern that the chapel would never be built. The fundraising committee believed it was vital to the chapel construction project that we as a Board “reenergize” the fundraising effort to not only entice new donors, but also reaffirm the commitment of past donors. A question had been presented at the fundraising committee regarding the potential name for the chapel. Currently no name has been selected for the chapel, but the belief is that if a donor contributes one-half the construction cost, approximately \$375,000, the chapel would be named after that person, family, or organization. Also the fundraising committee discussed the possibility of conducting a fundraising effort through Lifeway. Hal Hill indicated that he would certainly be willing to explore possible ways that Lifeway may be able to assist in the fundraising effort. Alan Sanders brought up the issue of whether a professional fundraiser should be pursued. Adam Hewitt stated that the professional fundraiser issue had been raised again during the fundraising committee meeting. Adam stated that it was the committee’s view that a professional fundraiser is not in the best interest of the fundraising campaign at the present time. The Board discussed this issue and with unknown elements such as cost and time constraints, Scott Luna moved that the issue of hiring a professional fundraiser to assist with the chapel campaign be tabled until the February 5, 2005, Board of Directors Meeting. The issue was tabled. Adam concluded his report by indicating that the fundraising committee was currently pursuing a dual-track strategy in an effort to raise money. The first track is to continue to develop and implement the telephone solicitation campaign and secondly pursue funding through the Chatlos Foundation. Adam reminded the Board that the Chatlos Foundation is the same organization that contributed one-half the money needed to complete the initial Ridgecrest OAP (Outdoor Adventure Program) construction. Scott Luna reminded the Board that a delegation from the Board would be traveling to Orlando, Florida, by mid-November to meet with the Chatlos Foundation to discuss possible funding from that organization. The Board discussed the advantages of having an organization like the Chatlos Foundation contribute to the fundraising effort. All agreed that seeking this type of donor would be a good idea.

There were no other committee reports.

Old Business

The Board discussed the implementation of the alumni volunteer telephone solicitation campaign. Dan Pierce asked a question regarding what does our current contact list of potential donors look like and how was this list constructed? Adam Hewitt

indicated that the list to be used would be the current Ridgecrest Alumni roster that currently consisted of approximately one thousand names. Jackson Norton indicated that currently \$249,102.57 had been donated or pledged for construction of the chapel. Of that amount, \$165,384.12 is in the bank, and 83,754.45 had been pledged. Jackson stated that pledge reminder notices will be mailed out in early November.

The Board discussed ways of refining this master list of names. Ron Springs suggested that the names of those who have already contributed to the chapel be removed from the master alumni roster for the purpose of the phone solicitation campaign. The Board also discussed the possibility of removing some names from the list to be contacted at a later time. The contact may either be by telephone or a personal visit. The persons removed from the list are potential large donors that would require more information and more time than one telephone call would allow. Landis Stanfield agreed that the telephone campaign was an excellent idea and suggested that some form of printed information may be a good idea to bring people up to speed with the status of the chapel project and to let potential donors know that a telephone campaign is about to commence.

Dan Pierce inquired as to what was the pledge window for chapel contributions. Scott Luna stated that most pledges would come due in 2007. Ron Springs stated that he believed most donors who had made pledges were in their third or fourth year of contribution. Scott Luna suggested that a three-year pledge duration would be a good idea for future donors wanting to make pledges. The Board agreed that three years was an acceptable amount of time.

Scott Luna raised the issue that Matthew Brown over the past several months has been researching the old camp files in an attempt to identify new contacts for the alumni list. Matthew had searched through numerous boxes of old camper and staff applications for potential names. Currently, Matthew has searched through thirty-four hundred applications and had uncovered approximately seventeen hundred names. Scott reminded the Board that the Board had agreed to pay Matthew Brown up to \$5,000 for his efforts. Scott told the Board that he had spoken with Matthew during the fall work weekend and he did not expect nor want the full amount since the task had not been completed and wanted the balance of the money allotted to be used for the completion of the project. The Board discussed that Matthew Brown be paid \$750.00 for his efforts. Landis Stanfield suggested that in the future that amount of one dollar per file be the amount to the person or persons who continue this application project. Scott Luna moved, and Dan Pierce seconded, the motion that Matthew Brown be paid \$750.00 for his work on compiling the list of names from the old camp applications. The motion passed unanimously.

Adam Underwood raised the issue of whether the Board would pursue construction of the Ridgecrest Chapel before 100% of the needed funds were donated or pledged. Hall Hill indicated that Lifeway may have regulations in place related to that issue. The Board agreed to table discussion of this issue until the February 5, 2005 Board of Directors meeting.

The Board then discussed a viable timeline and framework in which to conduct the telephone solicitation campaign. Dan Pierce stated that starting the phone campaign after the February Board of Directors meeting would be too late, especially with the Board's desire to conclude fundraising by July 2005. The Board agreed that this

campaign needed to be concluded before the end of the current calendar year. Grayson Powell suggested that an informational letter should be mailed to the potential donors prior to the phone calls being made. This would enable the potential donor to absorb the chapel information and understand better the financial need before being contacted by an alumni volunteer. Jackson Norton indicated that to date one hundred thirteen people from the master Ridgecrest alumni roster had already donated to the chapel fund leaving an estimated nine hundred that have not contributed. The Board agreed that it is this group of nine hundred alumni members that should be the focus of the telephone campaign. The Board then discussed the parameters of the informational letter that will be mailed to potential alumni donors as well as established a timeline to meet the necessary goals for the alumni volunteers to choose and contact potential donors. Jackson Norton stated that he would be working with Jason Alford and Adam Hewitt to complete the items necessary to place the computer program on the internet that will serve as the main database for the telephone campaign. Grayson Powell and Landis Stanfield also volunteered to assist with the drafting of the chapel informational “script” that will be used by the alumni volunteers when making their telephone contacts.

The Board discussed and agreed to the following timeline for the development of the computer program, contacting the telephone volunteers, drafting of the informational letter and telephone script, and the deadline by which phone contacts must be made. The timeline is as follows:

1. Adam Hewitt to provide final draft of potential donor informational letter by October 22, 2004.
2. Adam Hewitt to provide final draft of “reassurance” letter to donors who have already contributed to the chapel fund by October 22, 2004.
3. Ron Springs to review list of potential donor list to be used in the interactive computer program for telephone campaign by October 22, 2004.
4. Adam Hewitt to make contact with alumni who have already agreed to serve as volunteers in the telephone campaign by October 29, 2004.
5. Computer program functional on the internet by November 1, 2004.
6. Alumni Volunteers to have made selections of 5-10 potential donors to contact by November, 8, 2004.
7. Informational letters to be mailed by November 12, 2004.
8. No telephone calls made before November 16, 2004.
9. All telephone solicitation completed by December 1, 2004.

The Board also discussed and developed an incentive program to reward the persons who raise the most money during the telephone campaign. A reward will also be given to the volunteer who gets the highest number of pledges/donations during the campaign. The incentive program is as follows:

The volunteer who obtains the most money during the campaign will have first choice of one of the following three prizes:

1. One free 2-week tuition to Camp Ridgecrest for Boys donated by Ron Springs.

2. One paid weekend (2 nights) at Grove Park Inn with \$300.00 spending money. Weekend donated by Jackson Norton, Cash donated by Adam Underwood and Matthew Fowler.
3. One paid weekend (2 nights) at Red Rocker Inn including one meal at the Inn donated by Scott Luna and Beth Olson.

The volunteer with the second highest money total will have second choice of the remaining prizes, and the volunteer with the third highest total will be eligible for the remaining prize.

There will also be an award given to the volunteer who obtains the largest number of pledges/donations during the campaign. The volunteer with the largest number of pledges/donations will be awarded a signed hardback copy of the book "*The Great Smokies: From Natural Habitat to National Park*" and their choice of an item from the Ridgecrest Clothing Store. This award is being donated by Dan Pierce.

Discussion for the Betterment of the Association

Dan Piece raised the idea of reinstating the annual spring Ridgecrest alumni work weekend. Frank Johnson indicated that he enjoyed the spring work weekend in the past, but poor attendance led to its termination. Jackson Norton stated that the work weekend used to be held in May, but often times the weekends in May were filled with college/high school exams and graduations. The Board discussed and expressed great interest in reinstating the spring work weekend. The idea was discussed of moving the weekend from May to April to hopefully accommodate more alumni. Both Ron Springs and Hal Hill were very supportive of having a second alumni work weekend. Hal stated that he would help suggest potential projects for the work weekend and would assist in any way he could. A motion was made by Dan Pierce and seconded by Adam Underwood to reinstate the annual spring Ridgecrest alumni work weekend for the weekend of April 30, 2005. The motion passed unanimously. Jackson Norton indicated that this date would be placed in the upcoming alumni newsletter.

Jackson Norton reminded the Board that the next Board of Directors meeting will be held on February 5, 2005. Lunch will be served at Noon and the meeting will begin at 1:00pm.

Closing Prayer

There being no other issues to discuss, it was moved and seconded that the meeting adjourn. The motion for adjournment passed unanimously. Landis Stanfield closed the meeting in prayer.

Action by Board Member, December 1, 2004: Dr. George Shriver resigns from Board of Director citing "the inability to serve in good conscience after the recent SBC (Southern Baptist Convention) developments [the firing of Daniel Redding by LifeWay]."