

**Minutes of February 7, 2004 Meeting  
Of the Board of Directors of  
Camp Ridgecrest Alumni & Friends, Inc.**

The meeting was called to order after lunch on Saturday, February 7, 2004, at the Ridgecrest Conference Center by Scott Luna, Chairman, who opened the meeting with prayer and presided. Jim Berry, Secretary, called the roll. Those in attendance were Jim Berry, Martha Jo Berry, Jackson Norton, Matt Brown, Richard Burts, Bill Culbreth, Jason Hall, Frank Johnson, Chris Maslin, Dan Pierce, Daniel Redding, Alan Sanders, George Shriver, Landis Stanfield, John Suggs and Robert Suggs. Jackson Norton attended as President and CEO. It was announced that Beth Olson was not able to be present because she had been in an accident. Jacob Driggers joined the meeting in progress. Jim Berry presented the minutes of the July 26, 2003 and July 27, 2003 Board meetings, which were approved. Jim Berry also presented minutes of the July 27, 2003 membership meeting for information.

**Officer Reports**

Chairman Scott Luna reported that amendments to the Articles of Incorporation were being prepared and would be presented later. No report was presented by the Vice Chairman.

Jacob Driggers presented a Treasurer's Report and described the bond package purchased with assets that would not be needed in the near future. The Board discussed whether there was a need to ladder the terms of these bonds. A motion was made to do so, but no second was received, and it was determined that it was best to save this issue until New Business. The Board also discussed the interest rate risk and reached a consensus that no bonds maturing after May 2008 should be held given the expected timetable for the need for the funds.

Jacob Driggers presented the financial statements, including balance sheet and profit and loss statement. He pointed out that the travel and entertainment expenses include meals and meeting for the 75<sup>th</sup> Reunion and that the cash flow was generated from bond accruals. Cash is now being going to a Raymond James money market fund, including year-end contributions. Board members were reminded that they are expected to make an annual \$250.00 contribution. Jackson and Jacob also confirmed that the expenses for Chapel Fund solicitations are charged to the Chapel Fund.

There was no Secretary's Report.

Jackson Norton presented the President and CEO' Report and noted that updated financial reports including a report on the bond investments would be included in the upcoming issue of The Echo. The Board also discussed the advantages and disadvantages of using first class and third class postage.

## Committee Reports

Frank Johnson presented a Reunion Report. He noted that the weather was fine and that there was a good turnout with about 300 registered of which some were not there for the entire time. Frank reported that a number of pictures have been placed on the website. Jacob noted that, from a financial standpoint, the profit and loss statement shows that dues are up. It was noted that, while registration fees did not meet expenses, gifts to the organization were generally up. The Board discussed the fact that keeping registration fees low would allow more to come and that we would get more contributions in that manner. It appeared that we “lost” about \$3,000 to \$4,000 on the reunion, but gained that back in increased contributions.

Daniel Redding reported that he thought the reunion went well and did not adversely affect camp operations. He felt that it was good to have it during camp so that those attending the reunion could see sock wars and see the faces of campers but not get in the way. The event was not a distraction for the kids. The Board noted that the children who were attending would want to come to camp based on what they saw. The Board members also indicated that they thought that it would help fundraising and recruiting. The Board expressed its appreciation to Frank and Daniel and Matt Brown for their work in making the reunion a success.

Bill Culbreth provided a Fundraising Report, which included the indication that \$60,000 was raised for the chapel last year. Bill reported that the Committee had met at 10:30 preceding this meeting and talked about the need for a professional fundraiser. He reported that the latest feeling was that hiring a professional fundraiser was not the best course of action at this time because of the cost of the fees and the fact that we do not have enough names for a professional fundraiser to use. Bill indicated that a letter would go out after the reunion asking for more money. The Board discussed the need for some sort of a closure of the campaign and July 1, 2005 was proposed as a closing time for the campaign. Bill Culbreth moved that we set July 1, 2005 as the closing time and George Shriver seconded the motion. It was explained that this would not necessarily mean we would stop soliciting money at that time. After extended discussion, the motion passed unanimously. The Board then discussed the need for obtaining addresses of friends and using the website for updating addresses and asking for references.

Daniel Redding presented a Projects Report and noted that there were two work weekends to perform work at Joshua’s Hollow and to build a sleeping deck. He reported that a regular work weekend included work on the rifle range and the Arapahoe bathhouse. He also noted that they pressure washed the Arapahoe bathhouse and the trail to the activities building and did a lot of little things. Daniel noted that there was a planned Little Chief work weekend in April to work on the Apache chapel and a work weekend in October, noting that we were changing to one alumni work weekend per year. He said that a youth group from Texas has planned a mission trip to do some work at camp and that he expected 30 to 40 people to participate.

Alan Sanders presented a Chapel Report, noting that there was nothing to do until the fundraising was done. The Board discussed the need to continue to define the role of the camp management in the construction of the chapel and the need to transfer the construction supervision responsibility to Daniel to coordinate with the Conference Center and the contractor.

There were no other committee reports.

## Other Reports

Daniel Redding gave the Camp Ridgecrest Report. He noted that the operation of the camp was pretty good last year and that it had grown back from what it was two or three years ago. He indicated that the camp was at 80% to 85% of capacity and it he wanted to get to 90% to be closer to the 92% to 95% at Crestridge. He stated that there were 210 beds each two-week period but that 192 to 200 were used because they did not open all cabins. Last year was the second best financial growth ever because they had been able to manage their expenses. Daniel expressed his hope that they could still grow financially and do property improvements to help the programming. He said that they had hired better staff to help the retention rate and reach the capacity goal of 85% to 90%. He noted that registration this year was behind this time last year but better than two years ago. He reported that new mailings had gone out and that applications were expected in about two weeks. These are a little off from last year, but there were more shows to do. He reported that Chris Maslin was filling a new full time position which they needed to support but which would help long term.

Daniel described the new staff lounge at the Conference Center and noted that this was advantageous for the staff to use this as a retreat in lieu of going to Asheville. The house was described as four or five rooms and as being close enough that a staff person could walk or drive to during his time or day off. There were some bedrooms, but they would take out the beds and add seating and couches and tables for games. There was a possibility of TV and there were three or four computers with broadband or for using DVDs or playing games on during time off. In the first year, there would be carpeting and furniture will be solicited through The Echo in Alumni News. Daniel offered to go pick up any the donated furniture that was available. He also discussed the ability to provide care packages to staff with \$100 a week for groceries for the house. The possibility of non-cabin staff living at the house was unsettled.

Daniel discussed the new camp schedule and note that 70% of campers are two-week campers. Under the new schedule, all the sessions would move in on Sunday and close on Friday, which should help with staff time off. The new schedule would allow for time off from Friday from 2:00 to 3:30 until Saturday at midnight. There will be no more four-week sessions. For those who are coming for four weeks, the non-cabin staff would cover programming during the days off. The kids would do other activities rather than going to Carowinds, which would provide some economy. He hoped this would help morale, which would be built on staff week, the only other time they are able to get together. The Board discussed various issues relating to the new schedule and the difficulty with sports camps youth groups and vacations of finding four weeks to attend camp. Daniel noted that a long-term camper would be more likely to attend the middle four weeks (as opposed to the first or last four weeks).

Robert Suggs, Webmaster, provided the Website Report. Robert noted that the organization had received \$9,136.45 in 2003 from alumni through the website, as well as a fee from Crestridge, and updated information about alumni and friends. He was noted that the directory structure of the server has changed. New for 2004, they will have professional grade Adobe Creative Suite, which includes Photo Shop, Illustrator (for graphic design), Go Line web applications, In Design, to be used for the newsletter and Adobe 6.0 to create PDF files and convert Word documents. The educational price was \$320.99, which was much less than the

business price of over \$1,000.00. Robert indicated that this would make the job much less time-consuming for the future Webmaster. He noted that we should expect a new look in completing the long camp picture for the summer of 2004, noting that about half of the Lake Lodge pictures are in the archives and expected more money from the website to allow the movement of more online. The Board applauded the work that Robert had done on the website. Robert noted that there was no distribution of The Echo on online at this time because it is too big for distribution. He pointed out, however, that past issues are available in the archives. It was noted that 42% of new campers come from finding the camp on the Internet. The website will have an enhanced skill section instead of just a list of skills. There will be streaming video that is available even if you dial up.

The Board discussed was the advantages of providing a method for making donations in memory or in honor of individuals. All agreed that this would be a good idea.

Matt Brown presented the Recruitment Report. He reported that he had ten or eleven summers of applications to go through and load to Excel, with names, address, phone numbers and parents' names. He said that 725 names were loaded from four, five or six summers plus parents. There were a couple boxes under the house to go through. The Board discussed the need to use The Echo to get names on the website. It now has 1985 and still has the early 80s to load. They are looking for the names from the early to mid-90s. There is a void in the period from 1979 and earlier, which they are still look for. The Board discussed the method of getting the word out through the website and The Echo of the need for names. One suggestion was that the first method of contacting parents should be with a postcard because you could get address corrections for 60 cents. Other suggestions included finding copies of address lists and use of Yahoo.

Jason Hall discussed the increased interest in the camp by Lifeway, which Chris and Daniel noted that they had also seen. There are increased discussions with those at the Conference Center and those at the camp. Jason discussed the long-term expectation that the camping ministry would expand elsewhere eventually and discussed the possibility of a Glorietta camp. The Board discussed its interest in being involved as these discussions go forward so that this organization can have a voice. It was noted that the Conference Center is behind the camp's efforts and willing to work with us in the future in fundraising. With respect to the chapel project, Bill Culbreth asked if the Conference Center might be able to help in some fashion. The Board discussed the fact that the camp and the Conference Center may have some of the same potential donors.

Daniel noted that, due to Bill Bowman's illness, discussions with regard to the strategic plan for the camps had been on hold. The Board discussed the pros and cons of being independent as opposed to receiving the support by the Conference Center for the camp.

### **Old Business**

The Board discussed the nomination of potential Board members. Adam Underwood had been added to the list and the Board noted that there were five Board members to fill in the Fall and that Board members have three-year terms with a by-law requirement to be off the Board for one year before serving again. The Board referred to a list of members indicating whose terms

are expiring. Names discussed included Len Taylor and Jim and Martha Jo Berry for another term. Other names listed by the Board as potential nominees were: Steve Nesmith, Aaron Raulson, Joey Overby, Steve Cauthron, Grayson Powell, the Bells, the Perrys, David Houghton, Monroe Ashley and Rick Johnson, Adam Hewitt, John and Elaine Rolley, Ernie Roberts, Don Road, Lee Davis, Matt Fowler and Hewlett Sullivan. Various Board members volunteered assignments to contact these individuals and Jackson agreed to write a form for letters that these persons could use to contact the candidates.

The Board decided to set Saturday, July 10<sup>th</sup>, as the next meeting date, at a time to be determined to coincide with the Crestridge Reunion.

### **New Business**

The Board discussed the Crestridge Reunion, which is set for Thursday, Friday and Saturday, July 7<sup>th</sup> through the 10<sup>th</sup>. It was proposed that a gift be given to the girls' camp. It was suggested that a totem pole be given since the old one has deteriorated. A totem pole could be created for \$55 per foot, which would be close to the \$500 budget that had been discussed. It was noted that a tree of 10 inches in diameter was needed and it was agreed that Daniel would work on this project. The Crestridge alumni have mentioned in the past that a totem pole is something that they would enjoy receiving. John Suggs moved, and Scott Luna seconded, the proposal to obtain a totem pole, which was agreed upon, with John and Scott having the ability to go to Plan B in consultation with Frank Johnson if necessary.

The Board further discussed the appropriate term for bonds to be held to fund the chapel project. After some discussion, it was proposed that Jeff Davis and Jacob Driggers be authorized to buy CDs or bonds maturing no later than the Fall 2006. Alan Sanders made a motion, which was seconded by Dick Burts and the motion passed.

Jacob Driggers suggested the possibility of having a fee for lifetime members in the range of ten to fifteen years of ten or fifteen times the annual memberships. This would avoid the problems of members not forgetting to renew. Since the annual membership is \$25.00, a \$500.00 lifetime membership was suggested for consideration. Board members suggested that lifetime members might make additional contributions to the organization in future years. Jacob made a motion, which Alan seconded, that the Board create such a lifetime membership. The Board agreed that a husband and wife would be covered by a single membership. After a discussion as to how this would affect the chapel giving, the Board discussed the possibility of allocating \$100 of a lifetime membership to the chapel fund. One member noted that this could give individuals an easy out of making a gift to the chapel fund and the motion passed without a provision for allocating any of the lifetime membership dues to the chapel fund.

There was no other new business.

### **Discussion for the Betterment of the Association**

The Board discussed the issue of whether the organization should give out the names of its membership. Dan Pierce made a motion, which Martha Jo Berry seconded not to give out

membership names and the motion passed. A member suggested the alternative of providing get a password on the website to protect names and Robert Suggs agreed to work on that possibility.

Jason reported that there had been some complaint about the fact that some of the reunion receptions were held at locations that served alcohol. The Board discussed how to handle this issue in the future to avoid having alumni or others being offended or alienated.

### **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

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