**Minutes – 5/11/15**

**Attendance:** Fallon, Terry, Erin, Skylar, Marcia, Kate, Tess

**Votes:**

* Approved 4/27 minutes.
* Approved spending for Oregonian ads: $25 for Calendar ad and $630 for Summer Camp pullout.

**Tasks:**

* Erin- review and edit welcome packet
* Fallon – Finish welcome packet. Add “interest in early drop-off?” to website. Look into employer matching programs for summer camp.
* Terry – email business card ad to Oregonian ASAP, call Betsy
* Marcia –edit ad, send check-list to Terry of publicity printing needs (11x17’ poster with tear-offs, Span/Eng back/front and single sided)
* Fallon, Terry, Erin – Outdoor school advocacy newsletter/market/schools.
* All – print out flyers from website /pick up from Terry and distribute – add to “diary”!
* Next meeting – ???

**Reports**

* Registration – Fallon – 3 kids signed up, all Swallowtail
* Website activity – Terry – a lot of new hits after our publicity, 79% new visitors. Fallon will provide you this information so that you can view!
* Budget - $1700 in the bank. We need to register for Lion’s still.
* Publicity - Marcia, Skylar. Uploaded files under outreach – media list. Focused on places to reach non-white parents – Asian, Korean, Vietnamese, Middle Eastern stores. Oregonian – can get a small color ad, every day for a week - $630, feature article. $25 for calendar event.
* Also worked on drafting different forms of publicity (different length “blurbs”). We will keep report of publicity activity on “Current” comments.
* Outdoor School meeting - Fallon, Marcia, Skylar. Networking, updates. Let’s make a school district/ sustainability commission report about Outdoor School – create an outdoor school list and send a short newsletter. Link to letter generator? Going into classes, working on letters with students?
* Oregon Non-Profits networking event – Terry. Over 60 people, a lot of non-profits represented, great. Worked with “natural world” group – learned that other EE groups (Riverkeepers, CWS) have more narrow focus, not the broader systems thinking that we’re aiming for.
* Other program development
	+ Nana Cardoon’s – 3 professors (Anthro, Center for Civic Engagement, Deke Gunderson) interested in taking their classes to Nana Cardoon’s through Eden Acres.
	+ Community school visits and fundraiser June 9th.
	+ CALC (Alternative HS) - Terry - really excited about experiential education, need to coordinate with other educators (Don Schweitzer, PU social work) to provide a more holistic experience.

**Discussion**

* Strategies for Building Enrollment
	+ Will providing earlier camper drop-off time increase enrollment? Might stretch ourselves too thin. Will consider 8:00 drop-off if we start to hear interest from parent.
	+ Identifying EA’s Ideal Customer – marketing strategies
	+ Will promising bus service from FG & Cornelius increase enrollment? Too much for this year! Most people are willing to drive who are able to pay for summer camp.
	+ Beaverton “resource” paper – Bill Wong. More likely that Beaverton folks will come this way than head into Portland.
	+ Who is our ideal customer? Someone who enrolls every week! What is their employment? What age? What are their interests? This will help us think of more places to put advertisements.
		- How can we get information to large local employers (Nike, Intel – we have an opportunity to enhance the lives of your employee – by providing funding to send their kids to camps.
		- Posters/flyers – pick it up from Terry’s office and get them up!
	+ schools
	+ churches
	+ farmer's market – May 27th
* Low enrollment cut-off numbers and dates. Need at least 10-12 students to support supplies, 1 instructor and 1 assistant, site fee, insurance. June 1st final cutoff for June camps.
* Hiring: Schedule and personnel.
	+ Lead teachers – Fallon and M. Harris
	+ Tess, Kate, Yasime– assistants – will provide schedules, get background checks
	+ Marcia – project specialist – curriculum, projects, 4 hours/day
	+ Add teacher/assistant info to the website?
* Curriculum – send ideas to Fallon
* Permaculture convergence - August 28- 30, Fri-Sun in Eugene
	+ [call for presentations](http://maillist.northwestpermaculture.org/archive/nwpcc-msg-7.html) – Terry will be hosting children’s activities.
	+ Have been asked to help plan and host the children's activities.  Would get registration fees waived for others.
* Terry - Lions liaision to attend Thursday lunch meetings
* T-shirts?
	+ camp spirit?
	+ fundraiser?