

Camp Quest NorthWest meeting minutes

Round Table Pizza (15730 1st Ave S, Burien, WA)

Tuesday, April 9, 2013, 6:30pm sharp

Board Members in attendance:

President – Chuck Wolber

Vice President – Brennon Church

Secretary – Jami Blackann

Treasurer – Jerry Schiffelbein

Members at Large – Becky Friedman, Brian Demong, Lou Amadio, John Keiser

Action Items:

- * Chuck: Take inventory of CQNW supplies.
- * Chuck and Becky: Work on programming.
- * Jerry: Update IRS address.
- * Jami and Brian: Start thinking about a t-shirt design.
- * John, Becky, Sam: New Billy ads for Ask an Atheist.
- * John: Investigate Skagit Valley Sports advertising.
- * Lou/John/Jami: Continue working on Google Adwords.
- * Lou: Research what Facebook advertising.
- * Lou: Compile 2013 staff list. Send to Chuck and post on Google Drive.
- * Everyone: Think of a theme for camp.
- * Brian: Be thinking of ideas for name badges.

Meeting Minutes:

Start time: 7:00 p.m.

- * The notes from the Camp Kirby retreat were discussed and accepted unanimously by the board.
- * The meeting minutes from the February board meeting were accepted unanimously.

Review of Action Items from Last Meeting:

- * Chuck: Finish half-hour presentation about CQNW. **[Done.]**
- * Chuck: Contact August about applying. **[Done.]**

- * Chuck: Contact the Clergy Project and make inquiries about finding a speaker. **[Done. Chuck talked to Linda. Our request will be posted to the list.]**
- * Chuck: Take inventory of CQNW supplies. **[Later.]**
- * Chuck: Northwest Freethought Conference prep. **[N/A – conference was cancelled]**
- * Chuck: Ask Amanda about Espionage. **[Done.]**
- * Chuck: Contact all the staff/board/volunteer and parent lists about the retreat. Send RSVP list to Brennon. **[Done.]**
- * Jerry: Update IRS address. **[Will do when we file.]**
- * Jami and Brian: Start thinking about a t-shirt design. **[Ongoing. Brian has sketches.]**
- * Jami: Create Meetups for the retreat and next board meeting. **[Done.]**
- * Becky: Ask applicants for program ideas. **[Done.]**
- * Becky and Sam: If possible, figure out plan for new ads for Ask an Atheist. **[John will contact people for voices, work on Billy Ad script ideas.]**
- * Lou/John/Jami: Continue working on Google Adwords. **[Lou's been working on them, and it's bringing in web traffic. Most of the keywords we've registered are below the cutoff for Google Grants. Staff ad campaign doing the worst.]**

Financial Report:

- * Contributions: \$48,842.68
- * Expenses so far: \$30,232.48
- * Balance: \$18,610.20

Google Adwords

- * Lou requests that we pay beyond the Google Grants limit for certain keywords. At this point in our advertising, donations are the most important focus.
- * August Brunsman advertised on Facebook and got a lot of staff. Should CQNW pay to set up ads on Facebook? Lou will research this.
- * What kind of caps do we want on ad spending? Gather evidence about conversions specifically from online ads.

Staff Applicants

- * Lou presented staff applicants for discussion: 4 male counselors, 7 female counselors, 4 non-counselors.
- * Falconer possibility. Lou's talking to him.
- * Merged with returning counselors: 7 male, 9 female counselors. Need more male counselors.
- * Lou will compile a 2013 staff list and give it to Chuck. Put it on Google Drive. Chuck will then talk to everyone. Becky will follow up with programming information.
- * Reinforce dates.

* Staff training. Jennifer Jackson?

Skagit Radio Sports

* During the retreat, CQNW bid on and won sixty 30-second ads. John will look into it.

Programming:

* Becky and Chuck to get together and put programming ideas into the module. Becky to start aligning activities with staff and figuring out materials. Will communicate with Chuck via email. Goal to have it done by beginning of May.

Note: Humanists of North Puget Sound meeting at the Skagit Valley Food Co-op. April 20.
Chuck will be giving his 30-minute talk.

Next Meeting: Tuesday, May 14, 2013
Round Table Pizza (15730 1st Ave S, Burien, WA)

End time: 9:00pm