Introduction:

2022 is a transition year. Darlene Kulla, who filled the roles of both camp director and executive director has stepped down from leadership January 2022. Karen Phillips was hired in August 2021 as new Executive Director, and a new Board of Officers was voted in in November 2021.

2022 Vision:

Build a foundation for future growth with new strategy, written policies and procedures, new staff, and new grants. Invest in maintenance and repairs to facility and prepare for upgrades by County.

2022 Objectives

1. Revisit mission and values for new strategic direction.
2. Raise $30K with facility rental to organizations and families for group camping.
3. Create plans for new Outdoor Discovery Program for ages 6-11 and 12-17.
4. Complete maintenance projects repairing roofs, roads, and plumbing.
5. Support renewal of lease with Clark County Parks by May.
6. Support county efforts for new water system and Land Use Permit.
7. Build capital through grants and fundraising events.
8. Develop Board leadership team, policies and procedures.

2022 Goals

* 1. Outdoor Camps:
     1. Raise money through fundraiser or grant to hire a new full time Outdoor Program Director.
     2. Hire a new Outdoor Program Director
     3. Develop new Program plan and strategy
     4. Build team of volunteers and staff to run outdoor camps
     5. Build training program for staff and volunteers
     6. Plan and schedule camps within limitations of staff timing, availability and COVID impact
  2. Maintenance:
     1. Complete renewal of 6 new roofs, cabin painting, and cabin lighting
     2. Replace vinyl mattress covers for foam bedding. Renew foam pads as needed.
     3. Procure hand washing stations next to pit toilets.
     4. Repair plumbing in shower house.
     5. Paint interior shower house.
     6. Add culvert to entrance road and add gravel
     7. Move gravel road as directed by County from septic drain field
     8. Complete Spring cleaning in barn, cinder block house, electrical room, and craft room
     9. Repair and sell valuable assets such a large windows and trailer
     10. Purchase and install new vinyl covers for 2 large patio canopies.
     11. Complete mitigation plans and reports for Land Use Permit as directed by Parks.
  3. Facility Rental:
     1. Upgrade web page design, add photos and details
     2. Convert User Agreement to on-line DocuSign format
     3. Create Welcome Packet for facility renters
     4. Develop advertising campaign for facility rental
  4. Board Policy Development
     1. Draft and approve written guidance for financial management
     2. Draft and approve written guidance for Board member nomination, approval and continuance.
     3. Draft and approve written guidance on hiring practices.
     4. Hold workshops to revisit camp vision and mission and build 5-10 year strategic plan.
  5. Business Management
     1. Hire an officer manager
     2. Seek legal counsel and renew lease with Clark County
     3. Complete consolidation of all electronic records into Google Drive
     4. Clean office files; store and shred records as needed.
     5. Establish standard reports for camp summaries, rental summaries, and grant reporting
     6. Establish new volunteer program: define roles, recruit, and improve documentation.
     7. Plan annual staff and board appreciation picnic (Oct.)
  6. Marketing
     1. Develop marketing and communications plan
     2. Send quarterly newsletters via wix.com email campaigns
     3. Promote camp on Facebook
     4. Promote camp at local community events such as BG Harvest Days, Booville, County Fair
  7. Fundraising
     1. Plan 1 large fundraising event/auction
     2. Attend training/consulting with Mission Increase on grants and donor relationships
     3. Pursue grants for camps, capital improvements and staffing
     4. Develop donor management plan