

Circle Board Meeting Minutes 4-12-08

I. MEETING CALLED TO ORDER AND MINUTES FROM SEPTEMBER MEETING APPROVED

Members in attendance:

- Alicia Berlin
- Stephanie Grossman Veiss
- Amy Corbman
- Bobbie Miller
- Becca Stewart
- Sandy Bodine
- Andi Abrams
- Jay Johnson Kinney
- Beth Buganski
- Karen Gerton
- Sara Marcus
- Robbin Meyerberg
- Karen Levin
- Marcia Kolko
- Julie Little
- Rachel Sanderoff
- Rita Drapkin

Non-members in attendance:

- Sylvia Carmel
- Barry Marcus

II. TREASURER'S REPORT

Sara Marcus reviewed the report with the Board members and reported that the Reunion Scholarship Fund already has money (\$313) set aside for next year's reunion.

III. CAMP UPDATE

- Alicia Berlin reported that the water slide is up and running. It will be located in the Green Water area and is intended for campers with different swimming abilities.
- The general organization of the camp will be altered slightly; it will be split into a lower half consisting of younger campers (directed by Sandy Bodine) and an upper half (directed by Amy Corbman).
- Program scheduling will be more standardized and there will be more choice (including workshops) for all ages.
- CITs and CAs will no longer be subject to a lottery. Campers in these categories who have completed their training will receive an application for the following summer. Bobbie reported that the new policy was put in place to allow campers with a long history of successful Louise camping to continue on in a leadership capacity. The policy will also help ensure adequate staffing in the future. Various internet camp websites (Staff Chat Room, On-Line Forum, BUNAC Chat Room, etc.) will be used to get the word out to upcoming and current trainees.
- Bobbie Miller reported that the White House is still in the throes of its renovation. It is expected to be completed at the start of the camping season.

IV. COMMITTEE REPORTS

A. REUNION

With the idea that increased marketing will benefit Circle Reunion attendance, in the future the reunion will be advertised at opening session days during the summer. In addition, Karen Gerton suggested that a free two-line blurb advertising the Reunion in the *Jewish Week* might prove effective. Jay Kinney agreed to check with similar publications to see if they would run a press release or a blurb, while Karen Levin agreed to write the piece.

--Programming

It was agreed that for the upcoming reunion a stronger attempt be made to have times for activities be more "real and exact." In order to accomplish this, table tents listing the schedule for the day will be put on the Dining Room tables and/or a large foam board poster of the schedule made prominent in the Dining Room. It was also suggested that Board Members take a more active role in reminding people of the timing of events.

Rachel Sanderoff volunteered to put a blurb on the reunion website asking for volunteers to assist Jay with programming. New ideas are always welcome.

--Food

It was agreed by all in attendance that the food at last year's reunion was excellent. We will make an attempt to sign with the same caterer as soon as possible for this year's reunion. Bobbie will work with the caterers.

--Mementos

Several new ideas for Louise mementos were met with enthusiasm:

- "car cling" type attachments for a bumper or back windshield of a car
- scrunchable portable bags that fit easily in a handbag and can be used for shopping ("Go Green" accompanied by Louise wording can be printed on it.)
- pajama bottoms

Becca Stewart will work with Reese Pearlman to check out costs and make a selection.

B. MEMBERSHIP

-- *Louise Lighthouse*

Robbin Myerberg passed out a financial analysis of the cost of printing and mailing the *Lighthouse* versus the reduced costs of sending it electronically. It was decided that sending the newsletter electronically (through email and/or the Circle website) was the most efficient use of Circle funds. Discussion ensued on how to accommodate *Lighthouse* readers not comfortable with the Internet. Subsequently, **a motion was made (and passed unanimously) to send the *Louise Lighthouse* electronically after alerting the readership that they will continue to have the direct mailing option available.** An article in the May *Lighthouse* will state that the next issue will be sent out via the internet UNLESS readers mail back an enclosed form stating that they prefer hard copy to be mailed to them. The rationale "Going green and saving green" will help explain the transition.

Steph Grossman suggested that the newsletter could act as a marketing forum for Circle members' companies. Members would be encouraged to send in a business card for scanning into a "Circle Networking" space. **A motion was made (and passed unanimously) to ask Circle members interested in advertising their company to pay \$20 per issue of the *Louise Lighthouse* for the appearance of their business card.**

--Membership List/Directory

The Board members discussed whether the membership list needed to be updated. Andi Abrams suggested that only Rita Drapkin (Circle Board President) and Alicia Berlin (Camp Louise Director) need to have new lists. It was agreed that those wanting their own updated copy can purchase it for \$5. It was suggested that the *Louise Lighthouse* carry an updated Directory purchase form. Robbin will get the updated membership database from Henri, print it, and mail it to those interested parties. Robbin will also bring a few copies of the Directory to reunions.

--History Day

Julie Little put out a request for volunteers to help on History Day on June 28th (the same day as the next Board meeting). Those interested are to contact her.

--Tours

Serene Israel is looking for volunteers to assist with camp tours during the summer season. Those interested are to contact her.

---Nominations

Karen Gerton will be accepting nominations for the Circle Board until the June meeting of the Board. There are six openings and they will be posted on the web and in the *Louise Lighthouse*.

--Special Events

Sandy Bodine reported that camp's Open House weekend will provide an opportunity for painting lines on the activity/tennis court area(s). It is expected the work can be handled in a 3 hour time period on Saturday, May 3rd. Those interested in participating should contact Sandy.

C. FUNDRAISING

It was decided that the Bake Sale table at Open House (Sunday, May 4th) have more than just baked goods available; mitzvah cards can also be sold, a flyer advertising Circle Reunion, the Louise DVD, etc.

A motion was made (and passed unanimously) to spend up to \$125 to make a highly visible "Camp Louise Circle" vinyl banner for this table.

---Plaques

One new plaque (in honor of Mark Abrams) has been purchased.

--Mitzvah Cards

Beth Buganski reported that a total of \$320 has been raised through the sale of mitzvah cards recently.

--License Plates

Neil Berlin stated that \$435 has been raised thus far for the customized Louise license plates. The plates can be ordered for \$50 (Maryland plates only).

V. NEW BUSINESS

A. Listserve

A motion was made (and passed unanimously) to create a Circle Listserve to replace Barb Gilden's list.

Rachel Sanderoff has volunteered to send a listserv sign-up to all Circle members. The advantages of a listserv over a distribution list (what Barb now uses) were discussed (e.g.,

easier to send and more accessible by all participants). The listserv will be posted on YahooGroups and can be used for a variety of things: mitzvah card purchases, license plate purchases, announcements, etc. The listserv will be monitored by Sanderoff to ensure appropriate content, and only those who sign-up for it will receive the email messages.

B. A motion was made (and passed unanimously) to continue to keep Circle Reunion open to non-Circle members.

VI. OLD BUSINESS

A. Playground and other Camp Improvements

--A proposal is in the works for a new playground for camp. The location of the playground is undecided at this point, but it is hoped that it can be situated close to bunk(s) with appropriately-aged campers.

--Some new monies have come in for Library furniture repair.

--Bobbie reported the "parlor" in the White House has had furniture reupholstered and will be painted.

VII. ANNOUNCEMENTS

It was announced that Amy Corbman has won the Montgomery County award for Teaching Excellence in Special Education. The Board members gave their hearty congratulations.

VII. MEETING ADJOURNED – NEXT MEETING – June 28, 2008

Submitted by Marcia Kolko