



September 2nd, 2021
6:00 PM

- I. **Call to Order/Roll: 6:05 pm**
- II. **Attendees:** Lindsey Gray, Xavier (Harvey) Bedolla, Ildi Lackzo-Kerr, Ashley Larson, Debbie Accomazzo, Pam Metzger (volunteer)
- III. **Call to the Public:** none
- IV. **Consent Agenda:** motion to approve consent agenda except Item 4 by Debbie Accomazzo, second Seth Zimmerman, passed unanimously
 1. Whistle Blower Policy
 2. Records Retention Policy
 3. Perkins Coie Contract and Invoice
 4. Payment for conex storage at Camp W
 - A. Debbie: procedural question. Was not aware of the payment to Camp W. For the consent agenda, would that meeting be shared before the board is prepared to make a motion and move forward with other discussion items? Discussion cleared-up and Ashley explained history to Debbie pre-meeting. Competitive pricing. Per Debbie, do we have any concerns with leaving it there? Ildi pulled this item for discussion.
 - B. Continued discussion. Background from Ildi re background of lease agreement and conex on her property, we technically do not have a current agreement. She does not see there is a risk to having the conex there, but may need to make decisions rather quickly. Ashley looked at dollar amount – which is paying out deposit she has had. It is fair market value and agrees that we should pay her, but make arrangements for future of conex soon. Per Debbie—do we know how much that conex is worth? The Conex has \$12K-\$25k worth of stuff in the conex. Per Ildi, not an insignificant amount of money on property. We are paid up to current.
 - C. Per Seth, do we need to change the budget to reflect the deposit vs. storage cost. Per Ildi, yes. Seth, does he need to check on the other conex. Ashley is going to send that information. Discussion on what is in the conexes and where they are all located. Harvey is going to give the keys to Seth.
 - D. Motion to approve item 4 from consent agenda by Seth Zimmerman, second Debbie Accomazzo, passed unanimously
 5. Mike Kaczocha Board Resignation
- V. **President's Report**

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1. September Childhood Cancer Awareness Month: overview of the month.
 - A. 30 posts in 30 days
 - B. Kendra Scott event 9/25-9/26 online and at Scottsdale Quarter- 20% of total sales if promo code is used.
 - C. Champ has been cancelled. Will be February 2022 and another event in September 2022.

2. 2021 Summer program impact report
 - A. Discussion of summer programs. Total spent \$4,989.22. 26 families (not all events), 216 people, 186 kids and representation from all over Arizona. Average cost pp \$26.10. People asked when we were doing more.
 - a) Not including Drive in Movie had 110 attendees or Tucson family day
 - B. Discussion on repeating events or other fall geared events to supplement for camp.
 - C. Per Ildi, since we had to cancel Flagstaff Extreme because of whether, could we bring it back? Zoolights? Large outside spaces would be a good idea. Would be supportive of adding additional activities across the state in the budget already approved.
 - D. Per Seth, nice to see what is being done and highlighting the events.
 - E. Per Ildi, what about posting the slide without costs on the volunteer page and if new things to remind them of other opportunities to volunteer. Also ask volunteers if they have any ideas. Per Debbie, also share the quotes from the families.

VI. Committee Updates

1. Marketing Committee Update (Obj #4, Goal #1) (By Debbie)
 - A. Marketing Committee Board Report (materials available for review)
 - a) Annual communications and marketing strategy (in progress)
 - b) Annual marketing calendar (in progress)
 - c) General discussion on strategy for committee. Committee meets the 2nd Thursday of each month. Committee consists of Debbie, Ildi, Ashley and Seth. More members are needed.
 - d) Developing a marketing toolkit such as hashtags, tag lines, mailers, printed collateral, QR codes, etc. Opportunities to brand the organization.
 - e) Annual outreach strategy – how do we talk about it? How do we get donors to want to support the mission? Where do we start.
 - (1) Camp is for everyone
 - (2) Childhood cancer awareness
 - (3) Community champions
 - (4) Events
 - (5) Fundraising
 - (6) Intros
 - (7) Internal communications – volunteer and campily
 - f) Marketing calendar excel document

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- (1) Helps us understand everything we have going on. It is a living breathing document.
 - (2) A year from now this will be a great base
 - (3) Per Seth, very useful and necessary tool.
- g) Branding standards
- (1) Approvals required for logo use of any kind until further notice.
 - (2) Suggestion is for same protocol to be put in place for fundraising. Approval before and fundraising is completed. This will help with standards.
- B. Standardize SWKCF/Camp colors and logos
- a) We have two logos and color pallets currently. Foundation logo was updated about 3 years ago. The 5 colors on the bottom were approved. Marketing committee would like to move forward with the 5 colors.
 - b) Proposing down the road – at least a 12 month project. Look at merging the logos with a complete rebrand. Right now, working on applying the red on our color palate to the sunrise logo.
 - c) Per Ildi- are we also going to change the text? Per Ashley, the image would stay the same, but colors updated. Does not know when that is going to happen. Information will be provided to the board.
- C. Budget for promotional materials
- a) Not to exceed \$3,500 for tabling toolkit purchase (1 set) and branded promo items. Does not include golf tournament
 - b) Per Harvey, how many quotes have we received. Per Debbie, we are hoping to receive from 3. \$3,500 is a ballpark based on generalized knowledge. Debbie did a little research and next step is to get quotes form vendors (looking at local vendors). If there are prior vendors, we want to look into honoring them, but prefers we get 3 vendors. Per Harvey, we do have a vendor in Tempe that we have used in the past. Seth also has a connection up by him that would likely give competitive pricing. Per Harvey, Craig may have another source too.
 - c) Per Harvey-question re who decided to change the colors? Has the input come from campers or parents? Per Ashley, the marketing committee discussed it because it was a synchronized branding and making things of the same scheme. It was also a fundraising discussion. Using the previously approved color pallets.
 - d) Per Ildi-discussion of the change of the SWKCF logo. Harvey does not remember specifics, but wants us to make sure that we get the logo license because the color is changing and it may impact legal issues. Status of current license is unknown. Per Ildi, should we ask Chele? Per Harvey, yes. None of our logos have trademarks.
 - e) Motion to approve using pre-approved color palette to update the logos for camp sunrise and sidekicks by Lindsey Gray, second by Seth Zimmerman. Unanimously approved.

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- f) Motion to approve budget capacity to purchase marketing assets not to exceed \$3,500 by Lindsey Gray, second by Seth Zimmerman. Unanimously approved.
 - D. Alliance of Arizona nonprofits – for the foundation. Tabled for now.
2. Community/Family Outreach Committee (Obj #1, Goal #3) (Per Seth)
- A. Plans for engaging volunteers
 - a) Three types of events:
 - (1) Pre-event rally (for when we need boots on the ground). Get together the night before informally (social element) and rally the troops (what we intend to accomplish at the event). Will likely increase volunteer turnout. Get them pumped up and engaged. This would be like the night before the golf tournament or the gala. Per Debbie, do volunteers have the capacity for this commitment. Is this training/orientation vs get socializing out. Discussion on what it would mean and include. Per Debbie, do we need volunteer recognition events. Per Seth, there is a volunteer dinner usually after camp, but its not a great turnout. But he does think an after camp event would be a good thing.
 - (2) Volunteer/donor appreciation night/day. Possibly at a park. A location where we can control the population. Meet and greet with campers as well. Jello war fundraiser. Per Lindsey, great opportunity for donors to interact with volunteers. Per Debbie, great opportunity to include everyone. Looking to August-October. Per Seth—great media opportunity.
 - (3) Plus 1 picnic in the park. Opportunity for volunteers to bring 1 new possible volunteer. 2-way interview. March – May timeframe. Just volunteers. Get to know volunteers and other people to get to know us.
 - (4) Per Ildi, do you have a timeline for these? First opportunity is likely pre-event rally for golf tournament. Discussion on giving Tuesday – and how we can thank our volunteers. Seth is going to put together some ideas for next meeting with a budget.
3. Fundraising Update (Obj #3, Goal #1) (Per Ashley)
- A. Upcoming Events
 - a) Golf Tournament-12/4/21
 - b) Rainbow Girls Penny Drive -9/2021 -9/2022 group of people collecting pennies and writing us checks/donating
 - c) Founding Fathers Event – TBD
 - d) Gone for a run virtual campaign
 - (1) 300 runners so far
 - (2) Run through end of November
 - e) Volunteer/family/donor park/carnival event
 - f) Birdies for Charity – event dates 2/17-2/13/2022

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- g) AZ Tax credit funds: 9/2021-4/2022
 - B. Per Ildi – active vs. passive fundraisers. Discussion next time to possible designate passive vs. active.
 - C. Grants
 - a) Discussion on items already applied for
 - b) Discussion on upcoming grants
 - c) Total awarded in 2021-\$31,200.00
 - d) There is a grant group – they are going to work on some of the smaller grants. Meeting held last week.
 - D. Income slide
 - a) Individual contributions \$20,307
 - b) Corporate contributions \$7,432.96
 - c) Grants \$31,200.00
 - d) Fundraisers \$5,728.97
 - e) Total: \$64,668.93
 - (1) Compared to last year – income is a little higher than last year.
4. Campsite Committee Update (Obj #2, Goal #1) (Per Ashley)
- A. Recommendations from campsite committee
 - a) Made a non-negotiables list. Discussion on that list.
 - b) Camp Grace removed because they did not have medical facility.
 - c) Dates for Whispering Hope – June 25-July 8th (15-day window), we can come up a day early (25th)
 - d) Site visit for Whispering Hope 9/11-9/12 – 10 people signed up already.
 - B. Discussion about Camp W at Campsite Committee and how they did not want to eliminate it yet until we had dates available for Whispering Hope. Whispering Hope was the front runner, but needed confirmation for 2022 dates. No recommendation yet from Campsite Committee.
 - C. Per Ildi, concern about changes by Camp W to contract – not willing to wear masks and staffing for food. Concern over non-negotiable – that there is not a good working relationship. We have a fiduciary responsibility when entering into a business contract. Different than is it is a good camp location, but business relationship is important. Per Harvey, they are a business. If they don't want to wear a mask, then we cannot force them. Harvey is resigning. Harvey has a concern about discussion of items before meeting and public meeting. He is disappointed and sad. Harvey does not agree with some of the stuff that is going on with the board.
 - D. Per Lindsey – for the record, I had no conversation with anyone before the last executive session. I have been called a liar and I am not a liar.
 - E. Per Ildi, no decisions were made before the meeting. If a committee or subcommittee makes a recommendation – it is not a decision made by the board. We have only had an open meeting policy since July 2021. Since July and all actions have been happening

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before the board meeting. Prior to that there were email votes, but not since July meeting. Non-profit boards are not subject to open meeting laws. If there is a misunderstanding of when the boards meet, that is not what happens on this board.

- F. Consideration of 2022 campsite
- G. October board meeting – discussion on dates
- H. Discussion on how can we hold those dates? She is holding those dates for us right now. Will discuss again with her at 9/11 meeting.
- I. Discussion on dates for camp and programming with the 15 dates available for back to back. She has a camp on the 9th and a last day on the 25th. Discussion on how it would impact some of the programming. You would likely have to shorten a day for the next camp. Possibly shorten by a day. In future, maybe we can allocate more additional days. Possibility we won't have full camp.

VII. **Budget Update** (next meeting)

VIII. **Executive Committee Meeting**

1. Motion for executive session by Seth Zimmerman; second Debbie Accomazzo. Unanimously approved.
2. Personnel Discussion
 - A. Update on where we are regarding Melissa Lee. Meeting has not been scheduled. Wanted clarification on agreement and terms of the process. Craig is not able to join. Handling transition – how will documentation be transmitted? Down the road, if there is someone else we would be able to include in the transition and transfer of knowledge. Per Harvey, many people took bits and pieces of the information. The director puts it all together. Harvey is disappointed. If we are going to let someone go, why hold on to them for information. Per Ildi, we are not going to string her along, but Craig wanted to know how that information should be transitioned. Per Harvey, Ashley would take over. Debbie, concern over documents and passwords and intellectual property. Per Harvey, a lot of the information is on shared files. Did not have access to everything, but did have access to some things. Ashley does not have access to everything campside. Seth does not see the transition is an obstacle. Seth's concern is the more intangible aspects of years of experience. Per Ildi, does M have any assets? Per Seth, does not believe there is any assets.
 - B. Effective date – the date the meeting would occur. The dates will now be September dates. Craig had a question about the date both parties agree to conclude the relationship- there is no urgency because there is no October camp. He was hoping to schedule the initial call next week. We are not intending to string this along, but she has 21 days to consider the agreement. Seth had a hard time with this decision, but knows it is the right one. Some of the social events may mitigate fallout, but there will be fallout. We need a kumbaya with the volunteers to mitigate the fallout. Per Debbie, received separation agreement (has gone through this experience). M has been on the board for a long time.

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Would like to support her in her decision on how she wants to leave – but the sooner the better. If we can speak to her on the 7th, it would make the math easier. We move forward honorably, respectfully, but swiftly. Per Seth, anyone who could take the reins is going to be upset with the decision. Harvey agrees. M’s job is a difficult job. It deals with volunteers, ACA, you name it. It will likely need to be more than 1 person that needs to fill the position. Per Debbie, the reason the decision was made for cause. 1 person filling this role may not be adequate. We should review this as an opportunity for a paid position vs a stipend. Did it ever make sense to have the position filled by someone that did not live in Arizona? Per Harvey, who is next? Per Seth, its going to be impossible to find someone to do everything that M was doing. Maybe it should be more than one person. The position and structure is likely to change. Per Ildi, the board will need to look into succession planning. Per Debbie, takes issue with comment from Harvey. We have had two members resigns and mischaracterized the board. One decision has been made to remove one person, any other changes have been made by the members who are leaving. Believes it is sad that members are leaving, but there are adventures ahead for the camp/organization. It makes her sad the way Ildi was spoken to, Harvey feels that he was being disrespected. Debbie didn’t see disrespect, but she will take his word for it. Per Ildi, this is very solemn. The goal is no one is disparaging the other. We want to give M the chance to define the narrative. It could play out badly. It could not. Clarification regarding board members fiduciary duties.

C. End of relationship date September 30th, and the other dates will be filled in by Craig and Ashley. Discussion on clarification of dates. Craig wanted a date to share the document and have the conversation.

3. Motion to leave executive session by Debbie; second Seth Zimmerman. Unanimously approved.
4. Motion to make effective date 9/30/2021 for the end of the relationship between SWKCF and Melissa Lee by Debbie Accomazzo; second Lindsey Gray. Harvey Bedolla abstained. Motion passed.

IX. Next Meeting Saturday, October 9th, 2021 8-12. In person meeting with electronic option.

X. **Adjourn: 9:06 pm**

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