

**CAMConnect**  
**Board Meeting Minutes**  
**January 26, 2006**

**In attendance:** Hilary Colbert/CPAC, Bill Whitlow/Rutgers, Kathy Daniels/Camden County Dept. of Health, Joe Myers/Cooper's Ferry, Melissa Dallessandro/Catholic Charities, Kevin Hickey/Catholic Charities, Ann McIntyre/The Bach Foundation, Lauren Hill/Camden resident, Dan Shah/Cramer Hill CDC, Derek Ziegler/CAMConnect, Alice Markey/Our Lady of Lourdes Medical Center, Gregory Allen/CCYD/CCYSC, Chuck Steinmetz/CPAC, John Hart/Rutgers/Rand Inst., Jean Mouch/Medical Mission Sisters

1. **Minutes:** Hilary called the meeting to order and requested a motion on accepting the meeting minutes of the October 27, 2005 meeting; motion by Joe, seconded by Ann for approval of the October 27, 2005 Meeting Minutes was passed unanimously.
  
2. **Executive Director's Update:**
  - Derek discussed the job posting for a Data Manager position, indicating there may be a need to expand the web hosting of the position beyond the three (3) sites currently listing the posting. Derek requested Board members share the posting information with any potential candidates. The description will be placed on the CAMConnect website. The position will pay approximately \$40,000 depending on experience plus benefits. John indicated that it may be difficult to attract someone with qualification and experience as described for \$40,000. Bill stated that the Cooper benefits package may be attractive to potential candidates. John stated that we may need to look for someone who has the skills but yet inexperienced, and will need training. Greg asked whether there are possibilities to share a portion of time with another institution in order to obtain the skills and experience. Perhaps Penn's Data/GIS would be a starting place to determine the possibilities of shared support. Joe indicated that he has Penn contacts.
  
  - Derek indicated that the meeting with CCYSC went well. There was discussion about connecting Abbott Indicators information with "What Camden Children Want". Education Law Center is looking to hire individuals to assist in outreach and coordination of Abbott activities in Camden and other pilot sites.
  
  - Derek indicated that CAMConnect will conduct Data Open House some time in Spring, perhaps May 2006, perhaps at a different location and perhaps in the evening so that more community residents can attend.

- Derek asked Board members to double check their contact information and make any corrections. Derek directed Board members to review the CAMConnect Newsletter and provide feedback.
- Derek advised Board members to note the new phone number resulting from the relocation of the office to the first floor. The new office space is larger and provides space for small meetings.
- Derek directed Board members to the Fund Development information and provided an overview of the items presented. Revenue summary: Cooper Hospital \$20,000 plus in-kind support, Membership and contributions, Derek discussed increasing the goal to expand membership through information sessions and benefits of membership.
- Strategy (question 1) The Board discussed institutions to contact regarding member recruitment as: St. Lawrence Cement, South Jersey Environmental Justice, every environmental justice organization/agency, Juvenile Justice Commission, and the State of NJ. Chuck indicated that the Dept. of Education is looking for school district data, he plans to meet with Camden County Superintendent to determine data needs. John asked, what are the marketing materials for CAMConnect? Derek responded that he is currently working on developing a packet with brochures, maps, product list, etc. Consider Board members could attend marketing information sessions with Derek. Derek indicated that the Emergency Room data will be important encouraging membership. Member benefits were discussed, currently members benefits include copies of reports, access to website resources, data fair. John indicated that developing training opportunities targeting members would be possible component of the benefits package. Bill indicated that training could be directed toward community members and organization. Bill stated that hosting an annual meeting for premium members to preview upcoming reports may be an incentive. A separate meeting to develop marketing materials and member benefits.
- Strategy (question 2) John asked whether there should be a policy that sets forth how best to manage potential projects that may be appropriate for the CAMConnect and the Rand. Greg reminded the Board that CAMConnect's mission is to democratize information for the city and the region. The scope of the project would be important to determining whether CAMConnect should pursue the project. Lauren reminded that CAMConnect's project/product criteria and priorities should guide the discussion and decision regarding project activities. Dan indicated that CAMConnect could sell people on the benefits of tracking and potential links to grants, customized to the needs of organization, develop a database to address and/or avoid tripping. What are the services/products? Derek responded GIS, survey analysis and design, will develop one page summary of all CAMConnect products. Bill indicated that when Rutgers partners with CAMConnect, Rutgers is the lead

for the project. CAMConnect needs to connect with organization with similar mission throughout the state and pursue opportunities for fee for service contracts. CAMConnect needs to get into the decision making cycle. Board members should be able to help make those connections to institutions and agencies with data needs and to indicate the data projects/work completed by CAMConnect. A recommendation to Derek to create document/agreement that identify Board member responsibilities and bring back to the Board for review and approval. Motion by John, seconded by Greg, all in favor.

- Strategy (question 5) Greg indication that he has contacts with William Penn and Ford Foundations, further Greg stated that those with foundation support may want to provide inform on grant application to indicate the value added (endorsement) of CAMConnect's request for funding support. Greg is willing to provide this endorsement for William Penn and Ford. Bill indicated that CAMConnect may not be the most suitable entity to approach foundations; members may be more appropriate. Derek will contact Board members to obtain detail regarding foundation relationships, ask Sean to determine what potential funders are supporters of the projects CAMConnect is pursuing based on web research. Community Foundation of NJ: Neighborhood Leadership Initiative may be a potential funding source.
  - Strategy (question 6) Health data maybe most useful tool to promote future funding, could add more targeted analysis of data. Joe indicated that CAMConnect could develop and present a Power Point presentation that addresses, "What we do" to assist in developing fee for service opportunities. Presentations of proactive comments based on research as with the "Most dangerous city" designation would be yet another method to promote and market the organization. Kathy indicated that perhaps the increases in murder in Philadelphia would be a strategy to promote the value of targeted data by neighborhood through the use of maps, etc. Discussions with officials in Philadelphia regarding strategies considered in Camden and/or other places that display rich data for problem solving purposes, this may be an opportunity to develop a partnership. Other data that is available that we could look to map is data from the Fire Department and other potential partners include the League of Municipalities. For police data it was noted that you have to go through the Prosecutor's office.
3. **Request for information:** Hilary indicated that Jerry requested Board members consider and identify who is the person at their agency who is responsible for outreach, so we can develop a list of people who perform outreach to public.

**4. Board member assignments:**

- a. Send responses to Strategy (question 1) with three to five potential new members to Derek electronically
- b. Send names and contact information for individuals who perform public outreach for institutions members are affiliated
- c. Consider accompanying Derek on Marketing visits to recruit/expand members and/or fee for service contracts
- d. Identify possible technical assistance needs from members that other members or CAMConnect can provide to build the capacity of members.

**Staff assignment:**

Derek will develop Board member responsibility agreement for review & approval by the Board. Sean to research what foundations in our region are funding.

**5. Next Board meeting is April 20, 2006**

Other 2006 board meetings will be held on July 20<sup>th</sup> and October 19<sup>th</sup>

There being no further business, the meeting was adjourned.  
Minutes submitted by Lauren Hill.