

## **CAMConnect Executive Committee Meeting March 1, 2007**

Present: Bill Whitlow, Sean Brown, John Hart, Derek Ziegler, Lauren Hill

Excused: Hilary Colbert, Jerry Harris, Jeff Brenner

- Review of February Executive Committee minutes
  - Lauren offered a motion to approve the February 2007 Executive Committee meeting minutes, Sean seconded, all in favor
  
- Executive Director's Update
  - Awaiting confirmation for the use of a conference room at Virtua for the CAMConnect Retreat on May 17<sup>th</sup> at 9:30 AM
  - Interns: John and Derek have begun to meet regarding internship possibilities; Bill, John, and Derek will meet within the next 2 weeks to discuss acquiring intern assistance. There is an Intern Career Fair next week, John will refer interns with appropriate skills and experiences to pursue internship with CAMConnect; Derek is developing a list of skills for potential CAMConnect interns for Undergraduate and Graduate students. Bill has an Independent Study course where undergraduate students could be recruited to work on CAMConnect assignments. IPSD students/Graduate Peace Corps students are another internship recruitment possibility. Derek would like to have an intern in place for Summer 2007, updating Camden Facts would be one assignment for intern assistance. It will be necessary to determine time intervals for intern placement in order to align with course credit value and academic level of student.
  - Bill indicated that he and Bernadette discussed encouraging students to use CAMConnect, more planning regarding this idea is needed.
  - Contracts:
    - Cooper's Ferry to develop a white paper on the City budget to establish a sound baseline for the City's current structural deficit.
    - African Episcopal Church of St. Thomas (Greg's church) to assist in the administration of a short survey
    - Robert Wood Johnson Foundation to provide map that illustrates the location of their projects throughout NJ.
    - LAEDA Derek will be meeting to discuss a possible partnership and contract to conduct a survey.
    - CEZC possible GIS training project
    - CAMConnect should focus on identifying medium to large grant opportunities
    - Civic Intermediary Capacity is an idea being discussed by Jeff and Greg that would create a new civic intermediary capacity in Camden including online blog/magazine about Camden. This concept needs further development. John asked, Who is the

audience? Who are the funders? Who would be interested in supporting the project? John stated that this project appears on the fringe of CAMConnect mission/objectives, we must ensure that we don't lose focus on core priorities of our mission. Bill suggested that we determine more detail regarding the project, such as, exactly what the project will be and identify specific funders and why they would be interested in funding this proposal. Sean indicated that CAMConnect is the best institution to facilitate this project, although we must consider our priorities and the needs of the community. Jeff and Greg should develop thoughts regarding a City blog that's accessible to residents and share with Executive Committee.

- Perhaps focus group discussions with local organizations/agencies to encourage medium size grants with CAMConnect would be useful. Derek stated that we need to enhance our ability to create opportunities for large grants; this area has not been a focus previously. Members should bring possible projects to Executive Committee, implement and follow a process for vetting the proposal for relevance, funding potential, and other issues in order to determine how and whether to pursue project. One consideration would be to move fringe projects without lots of Executive Director's time commitment and financial support. Lauren suggested that we capture the recommendations and suggestions concerning fund development offered by Board members; it is clear that we need to focus on larger funding issues in light of decreased Cooper funding and the need for additional resources to respond to additional contracts when they come.
- Derek read a portion of our January 2006 minutes that presented guidance of how to review potential projects...
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### **Proposed Reflection Questions for New CAMConnect Projects**

1. Is the project aligned with CAMConnect's Mission?
2. Do we have the resources (capacity) to handle this project?
3. Can we meet the deadlines?
4. Is the funding sufficient to support the project?
5. Will the project also provide financial support for the core operations of CAMConnect?
6. Does the project fit with CAMConnect's strategic plan?
7. Are there other organizations we should partner with on this project?

8. Will the project impact on our reputation? If so, how?
9. What contingencies or guidelines would be important to articulate PRIOR to taking on this project?
10. What is the competition with regard to this project?
11. Are there any conflicts of interest?

*Adapted from Camden AHEC reflection questions for new projects*

- Sean asked whether there had been any follow-up with Board members since meeting; perhaps non-Board members should be contacted to solicit potential projects and funding sources.
- Shakir indicated that it appears that CAMConnect will be focused on sustaining current opportunities and developing future growth possibilities. What strategy would be best to pursue, larger grants initially then smaller projects
- The current concentration is focused on existing and potential contracts, fund development is needed to have additional staff to support new projects.
- John indicated that our Revenue Generation Plan needs to be updated, must be based on reality, and present how others can help Executive Committee. Derek would direct how we get focused around funding.
- Bill asked, do we have a list of CAMConnect capacities with associated cost? Are costs compatible?
- Shakir asked when will we re-work our membership fee schedule
- Funding Sources include fee for service contracts and sub-contracts and membership. There will be variation in rates based on the size of the organization
- John indicated that most members may not consider or be aware of CAMConnect's ability to evaluate. We should strategically plan our marketing to focus on each audience category. The next Members Survey could ask what members know about what are the available services. We should determine clients' needs and make sure they know that CAMConnect is here and what we can do. For example, in the past year what could we have been involved in concerning possible contracts? Who did the work? Who was involved? How do we get CAMConnect's message out?
- Sean led a demonstration concerning membership fee schedule and indicated the importance of ensuring that our members connect CAMConnect information and data services to their members. There are no differences in the services provided to the various member categories. What is the incentive for some organizational

leaders to purchase small organization versus a resident membership?

- John discussed the possibility of reducing our fee for service contracts by the membership amount as an incentive for members to contract with CAMConnect for their data projects. This would be a one time deduction per membership year. We want organizations to focus on fee for service not membership.
  - Derek will review the notes for fee for service model and provide follow-up information.
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- 2007 CAMConnect Budget Review
  
  - Board Meeting follow-up
    - Sean recommended that Derek indicate copyright protection information on all CAMConnect material
  
  - Strategic Direction Review discussion
    - Review strategic framework and develop organizational structure that's workable; Derek indicated that our membership model is unique
    - Our primary focus needs to consider funding streams with membership as a smaller priority and should be aligned with fee for service priorities
    - Develop an outline with information about who are the members in our member categories, Sean will send list he began to develop to Derek who will share the list with all members for input.
  
  - Non-funded work – options to update website and create new Camden Facts reports