

CAMConnect
Executive Committee Meeting
January 3, 2008

Present: Bill Whitlow, Joye Rozier, Jen Ping, Stacey Pierce, Joe Myers, Sean Brown,
Derek Ziegler, Bernadette West
Excused: Jeff Brenner, Jean Mouch

- Welcome and Introductions of new Committee members.
- Review and approval of November 1, 2007 Executive Committee Meeting minutes
 - Members who were present for the meeting approved the minutes.
- Review of December 7, 2007 Annual Members Meeting minutes. The question was raised about the status of the “conflict of interest” issue raised by Barbara Coscarello at the Annual meeting. Bill directed members to the website to review the policy. Joe said that when Coopers Ferry contracts with CAMConnect they include an addendum to the contract that specifically notes a staff member sits on the Board thereby providing full-disclosure.
- **Executive Director’s Update.**
 - CAMConnect is working with Cooper’s Ferry to identify employment patterns at waterfront businesses in an attempt to get a better picture of what the labor force looks like in Camden. The question was raised as to whether healthcare is a growth area in the city. Members had no data on this. The Courier Post recognized the work of CAMConnect in reporting on the 2007-2008 city budgets. Members will be apprised of this in an upcoming newsletter.
 - CAMConnect has submitted a proposal to the Empowerment Zone in response to the RFP for website development assistance. Stacey asked if CAMConnect planned to apply for CDBG funds—suggesting there was a potential role for the agency.
 - Regarding Camden Matters—there was a discussion of CAMConnect’s possible role in this effort given possible changes in its production plan. Hilary asked if this might be something a VISTA worker might be able to assist with. There was general agreement that the service is very useful and Derek will investigate with Greg Allen plans for the future and report next meeting.
- **Review of the 2007 CAMConnect Budget and the Draft of the 2008 CAMConnect Budget.** Derek reminded members that the CAMConnect account is handled by the Cooper Foundation which reimburses Cooper/Family Medicine for salary costs. He noted that whereas Family Medicine had provided \$20,000 of support for CAMConnect in the past, it would not be doing so in 2007 and likely would not be doing so in the upcoming year as well. They would, however, continue to supply in-kind support in the form of office space and use of equipment. The shortfall in 2007 was made up by use of delayed funding recovered from the IEHD and other sources. Bill suggested sending a letter to the Chair of Family Medicine thanking them for past support and reminding them of the work of CAMConnect. Derek will draft this letter for Bill. Derek pointed out that unless new grants or fees for service are increased, the organization will need to dip into reserves to cover costs. One grant proposal is almost ready to be sent out which—if funding—would provide money for staff support. There was a general discussion of

possible corporate sponsorship for CAMConnect projects in exchange for giving appropriate acknowledgements (via tagline on the website or note on the back of documents). Stacey noted that a list of corporate sponsors was developed several years ago. Jen suggested that corporate sponsors could be conceived of broadly to include companies outside of Camden, in Philly, as well as companies such as PNC Bank located across NJ. Bill noted that it was important for CAMConnect to maintain neutrality and integrity. Stacey suggested a possible mailing effort of a marketing package which would include what potential sponsors might receive in exchange. Derek suggested discussing ideas for marketing with Jean Mouch who is in charge of Funding. Bill suggested making “Marketing” a future agenda item. Other budget concerns were raised. Sean suggested money be added to the Marketing and Funding line if the group plans a marketing drive. He also suggested adding money for training for staff to remain up on the latest technology as well as adding a line for memberships in professional organizations. Bill suggested Derek identify potential organizations that would be important for CAMConnect to join. Derek noted the goal for 2008 was to go “green” and encourage even further electronic distribution of documents. Derek noted that any outstanding final expenses would be added to the 2007 Budget. It would be ready to finalize at the next meeting. The 2008 Draft Budget was approved contingent upon a final review by the Treasurer (to be done via email).

- **Review of Camden Facts and Release Schedule.** Derek said the plan was to publish ~ 200 color copies. Color copies are provided to members. Stacy suggested enforcing charges for non-members. Derek said they have generally been given one free copy, with notice that there will be a charge for additional copies. The tentative timeline for release as presented in the Executive Director’s Update for 1/3/08 was discussed. Members felt the timeline was realistic with a final release date of 2/29/08. Derek noted that some updated crime data now available would be added to the report as well as possible additional health data (from BRFSS) as proposed by Jean Mouch and Joan Gray. Sean said he would review possible pictures for the report which Stacey has in the office.
- **Review of Proposed 2008 Workplan.** Derek noted that he plans to update the website this year. Bill noted the primary goal was to obtain stable funding sources for CAMConnect with a secondary goal of encouraging all Board members to become active in assisting Derek. Stacey proposed holding a targeted work session (possibly in March) devoted to marketing. At the session members could develop a plan for what might go into the marketing package. She discussed the Funders Conference held last year and said she would share information from the conference with CAMConnect. She asked Derek to participate in the upcoming March 4 follow-up conference to discuss “presentation of data.” She noted this would be an opportunity to market CAMConnect as well. Stacey encouraged Derek to ask Board members for help with projects when needed. She offered to help with development of a marketing package. Bill suggested that each member bring suggestions/recommendations of possible foundations/funding sources to the next meeting. Members agreed to bring suggestions (blurb/deadline/contact information) as follows:
 - Bill—possible federal sources
 - Jen –possible state funding sources
 - Hilary—possible county funding sources
 - Stacey—possible foundations

- Joye—possible corporate funding sources
 - Bernadette—possible University funding sources, e.g., IEHD
- Members discussed the December Data Fair. Comments and suggestions included very good attendance, possibly shorten presentations by speakers, avoid academic presenters, encourage attendees to circulate and visit posters/tables, increase interactive opportunities. Possible speakers for next year might include Judge Davis.
- Future Board meetings to be held in conjunction with Executive Meetings as follows:
 - February 29th (to coincide with release of Camden Facts)
 - May 1
 - September 4
- Future Marketing Work session to be scheduled for March 6.
- Derek said he would contact all new Board members to welcome them to the organization.

FOLLOW-UP MEMBER ASSIGNMENTS:

- Derek
 - Investigate with Greg Allen plans for the future and report next meeting.
 - Draft letter for Bill to send to Chair of Family Medicine per suggestion from Bill
 - Identify potential organizations that would be important for CAMConnect to join as members per suggestion from Sean.
 - Ask for review of 2008 Draft Budget by Treasurer (via email).
 - Contact new Board members to welcome them to the organization
- Stacey
 - Share information from the Funders conference with CAMConnect.
 - Bring possible foundation sources
- Bill--Bring possible federal sources
- Jen --Bring possible state funding sources
- Hilary --Bring possible county funding sources
- Joye --Bring possible corporate funding sources
- Bernadette --Bring possible University funding sources, e.g., IEHD
- Sean-- Review possible pictures in Stacey's office for Camden Facts

Summary respectfully submitted by Bernadette West
1/4/08