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# Executive Committee Meeting Notes

April 14, 2005 10:00AM-12:35PM

**Attendance:** Dr. Jean Mouch, Darrell Staton, Dr. Jeff Brenner, Bill Whitlow, Jerry Harris  
Staff: Derek Ziegler

## I. PM transition to ED Plan/AECF Funding Issue

- Discussed at March 10th meeting. CAMConnect needs to focus on fund raising. A “face” or point person is needed for fund raising. This PM to ED transition is needed especially with AECF’s interest to discontinue their annual financial support.
- We have built and will continue to cultivate our outsourcing and consultant relationships.
- Firm membership recruitment is also a reason for a new ED.
- Bill Whitlow expressed a valid concern regarding a possible “vacuum” in overseeing product development.
- Dr. Jeff Brenner believes we need to nurture, sustain, create a hub of relationship with consultants and staff.
- Jeff and Derek Zeigler will meet with AECF, April 15<sup>th</sup> to discuss their funding.
- A fund development discussion is necessary with members who have past experiences with fund development.

## II. Strategic Plan

- Reviewed and discussed the “Directions for Jan. 2005 to June 2007” document
- Derek believes that one key is to build the membership base.
- Derek discussed an idea to offer membership levels that provide consulting, mapping and data service hours. A student membership fee and college library subscription was also considered. This marketing model will be presented to the board. A credit card option is placed on the website to subscribe to CAMConnect.
- The exec. committee also discussed a possibility of hiring a PT marketing/sales person to visit local business and organizations to market

CAMConnect and its services to increase membership. Also to increase CAMConnect's opportunity to be written in grant proposals.

### **III. PM UPDATE** (Derek submitted the PM Update dated 4-14-05)

- Derek discussed the Summer Surveys with Rutgers Univ. STARR students. RU – STARR program fee is significantly lower than Hopeworks. Bill Whitlow stated that he may be able to provide up to 5 PDAs for the STARR survey. Bill and Derek will meet later in the month.
- A letter to Hopeworks will be sent out declining their survey service.
- ***ACTION TO BE TAKEN:*** *To purchase new PC and software. VOTE WAS TAKEN AND APPROVED.*
- Three new members were recruited and Camden City School District has paid CAMConnect \$1,000 for its services.
- Relocation Packet will be developed to assist Camden residents.
- Work Plan: The Municipal Budget and Taxes Report will be released prior to the election. Current and past BA with stakeholders can review the report and offer comments in a discussion group setting prior to 5-27-05, prior to Randy Primas's report to the state legislature. Both events should coincide.
- A press release about the report can be sent to the NJ Business Journal.

### **IV. Board Meeting**

- Prepare transition to ED, marketing model, credit card portion, and college library subscription fee for the board meeting. Next Exec. Committee meeting is 5-5-05.

### **V. Spring Member meeting**

- Meeting will be scheduled for 5-26-05 or 6-2-05, 9-12PM.

*An Open-Door Invitation policy is issued to all Board members and stakeholders to attend the executive committee meetings. This policy is to encourage stakeholder and board member participation as well as to utilize our Board's expertise and resources. Visiting members or stakeholders may participate but cannot vote or be present during an executive session of a executive meeting.*