



Winnebago Council New Visions Task Force Meeting 3 - Minutes

January 17, 2012, 7:00 P.M. – 9:45 P.M.

Larry Pump's Office

117 N. Jackson, Charles City, Iowa

In Attendance: Ed Narigon, John Winter, Mike Schweizer, Brenda Devries, Bob Brunkhorst, Tony Thompson, Dr. David Stoakes, Dan Beenken, Jim Hughes, Larry Pump, Todd Wordel, Bret Spaulding, Christie Kangas, Jim Ehmen and David Kuehner.

Discussed the plan for Task Force meetings. The members will be assigned to subcommittees to work out details and then the large group will develop the proposal. Council will have a website prepared for the Task Force and should have the protected area for work product in a day or two. Once the website is ready, Task Force documents will no longer be sent to members by email.

Membership

Christy Kangas presented an overview of membership, and reminded the Task Force of the large drop in numbers 1971. The question was asked, "What is the percentage in the change of each type of membership?" and Christie will look into this.

In 2007, total membership was 5749 and as of 12/21/2011 it is 3870.

Cub scouts down 1/3

Boy scouts down 1/4

Venturing down ½

National average is 3% decline.

**Market share of available youth in Winnebago Council is level at around 11% and this is above National average and in line with Midwest councils. The potential to increase market share significantly is slight.

It was mentioned that a large opportunity for new members is females for Venturing programs and Exploring programs.





Note – In Iowa, 38% of families are headed by female with children under 18, and are below the poverty level.

Suggestions - Membership committees for each district need to be formed. Each unit needs to have commissioners to help build the unit.

Another opportunity might be the American Heritage Girl program. Lori Meier is involved in this and can be asked about AHG information for demographics and growth.

Outdoor programs

Bret Spaulding led a discussion of Winnebago Council programs.

- Provide a place for units to camp and summer camps

- Two pools for swimming, lifesaving, recreational swim, includes all water activities. (Pool needs to meet national and Iowa requirements. Additional restriction is that Cub Scouts cannot be on moving water (rivers).

- Shooting sports – Ingawanis has bunker for clay pigeon thrower for shotguns.

- Nature studies – Ecology lodge set up at both camps.

- T-1 - Trial to first class – gets signed off by unit leader (Advancement)

- Cub advancement activities – Emphasis at Cub camps is fun. Leaders have requested belt loop programs.

- Horse program (Ingawanis) – This is a unique offering and a draw for out-of-council units.

- Mountain bikes - Ingawanis. Mountain bike club uses.

- Pedal cars at WSR.

- Winter sports – Mainly at WSR Snowy Owl and Polar Bear. Klondike Derby is held at both camps. New sledding hill at Ingawanis.

- COPE & climbing - High and low COPE at IAB – Climbing in quarry at WSR. Some companies do use our COPE course. COPE committee handles all marketing.

We rank at 50% units that use that are resident camping. We have 30% of individuals that are using our own camps.

Residence camps require much pre-work by camp directors and staff. Cub Scout camp can be held anywhere, but need to plan for adults with the scouts. We had 436 youth along with 375 adults.





Assignment to Program subcommittee:

1. Review list of programs and determine which require a camp property. There is guidance from National on this, and the Task Force should adhere to this guidance or make a good case for any deviation.
2. For those programs that require a camp property, specifically describe what structure/equipment they require. (There are worksheets in the Camping Assessment Workbooks provided by Jim Horner.)

Proposed Vision Statement: Winnebago Council will have an outdoor program that is financially sustainable; contributes to membership growth by attracting and retaining youth; and provides activities that support unit programs, advancement and leadership development.

Proposed definition of Financial Sustainability:

1. Outdoor program should break even (including depreciation).
2. Programs and activities should provide income 15% over costs.

General discussion of financial status of Winnebago Council, timeframes to develop a plan to achieve sustainability.

Thanks, Brenda, for taking notes.

