

District Committee Meeting
March 1, 2012
One Bergen County Plaza
Hackensack, NJ,

Key People

Pat Stamato, District Chair
Leslie Sonkin, District Vice-Chair for Program
Robert Deutsch, District Vice-Chair for Development
Joel Lieberman, Senior District Executive
See attachment for other attendees

Pre-Meeting

Pat handed out adult application forms for people to fill out to establish themselves as members of this District Committee. There is no fee if a person already appears on a troop or pack or other roster, otherwise he must pay the standard \$15+\$5 registration fee. Pat also had an agenda for tonight's meeting.

Opening

Scott Lomberk lead the Pledge, followed by the Scout Oath, Law, Motto, and Slogan.

Membership - A new chair

Pat introduced Susie Becker as "the new Chair of the Membership Committee." She told how she got involved with Scouts and became more and more enthusiastic about the program. She said that she is also involved with her daughter's Brownie troop. Susie drew applause when she said, "I'm very enthusiastic to get our numbers up." However, she will have to miss the March 10 Membership Summit that Pat and Scott will attend.

Awards - Scouter of the Year Dinner (Feb 17)

Pat thanked Ed Quinn for organizing the Scouter of the Year dinner and gave him a souvenir to add to the Scout Museum collection from an old Wood Badge weekend. Referring to the S-O-Y award, Norman Kasser asked Ed and Tom Molnar to look for and send him the text that accompanied Tom's award when Eric Kudlack made the presentation.

Finance - FOS presentations

Robert Deutsch said that he had received requests for Family FOS presentations and had forwarded them on to Joel who was able to announce \$13,481 pledged by 17 units so far, adding that 66 additional units are scheduled. He said that he hopes to get another 15-20 requests from units that have had FOS presentations in the past, and that he will try to recruit some other units with neither a date nor a history. Joel said that Leadership FOS has pledges from 23 Scouters totaling \$5,830, which is bit short of the goal, but "we have a number of folks who haven't pledged yet." He said he will bring more pledge cards to the next meeting. He said that the goals are \$10,000 for Leadership FOS and \$90,000 for Family FOS.

Gordon Beattie said that he always makes donations to the Scouts by way of his company's United Way plan, but is always disappointed that his donations are never credited to the FOS campaign. Joel said that Cindy Withers in the Council office has access to the records and is in the best position to make an adjustment.

Finance - Corporate donations

Gordon said that he liked making company payroll-deduction contributions, because "it's painless." That reminded Joel about some corporations willing to donate as a way to encourage employees to do community service. He said, "Folks that work for Verizon get a \$750 check for doing 50 hours per year." He said that Bloomberg will write a \$5,000 check to the Council for any employee who is a registered Scout leader who puts in 100 hours. Norman added that Mayor Bloomberg is an Eagle Scout. Joel proposed that others should ask their companies if they are also willing to make similar contributions, saying, "You'd be surprised. Some companies are actually willing to support the Scouts that way."

Finance - Community FOS and goals

Pat said, "Don't forget, we really didn't do anything on FOS last year," and listed some of the factors, such as the merger, the flood, the earthquake, and some units who "left the reservation." Joel added to the list with, "Also, many families were financially strapped." Joel proposed these targets based on some past years' contributions: the former Hudson-Liberty once got as high as \$15K, the former Tantaqua had done \$30-35K, and the former Twin Valleys had done \$35-38K. Joel said, "We keep going back to the same families and same Scouters year after year, and that's why we've got to find some outside sources."

Pat said, "We have a golf outing coming up, and we started our outreach program going after businesses." He explained that the first event for 2012 will take place in Bergen County and said, "We'll be coming back to our membership for support to bringing in businesses to help us out." He said that one event had already been run in Hudson County, and that, even with a light turnout, it had raised about \$7,000. Thus three such events this year could bring in \$21,000.

Finance - Getting help from individual units

Gordon proposed another approach to raising money that sounded good. He proposed that a Scout troop might ask a local company to make a donation to the Council, and the Council would then agree to let the troop keep a portion. He said, "It would solve both the Council's and the unit's fund-raising issues. It would also give you new people to go 'mining' for the money." Joel said, "I could never officially back it," but Pat embraced the idea enthusiastically.

Finance - Partnering with ShopRite

Paul Adams described plastic discount cards that he had seen Scout units and schools sell as fund-raisers. He said, "You buy them from Inserra [*ShopRite's parent company*] at a discount, sell them at face price, and keep the difference. Gerry Beatty and Pat recalled

how our Council tried something similar a year ago. Norman said that they were called "Camp Cards," because each card said "you are helping Scouts earn their way to camp." He said, "However, they really didn't work because the cards were not made available until May, and some of the expiration dates came too quickly to be useful."

Finance - Council Sports Dinner (Mar 8)

Pat said, "The Council is asking us to help them by selling tickets." He added, "I might be able to get some donations to buy extra tickets, so let me know if you are interested." He joked, "The guest speaker is from the Giants. They won something or other..." Someone jokingly suggested, "They won the US Open."

Activities - Calendar for next year

Bill Metts, "I took the events we've done so far, plus what we have planned for the next few months, and projected them for the next two years." He added that it was his understanding that NNJC Scout Exec Doug Dillow had asked for a Council-wide plan covering two years.

Activities - Two high adventure events requested

Pat asked Bill to add two high adventure events to his district calendar, one for summer and one for winter. He asked Bill to consult with Tom Molnar and said, "Council is willing to support us on this." Tom said that the lack of snow had caused Patriots' Path Council to cancel its Operation Zero and added that he was disappointed, because he wanted to learn how they went about it, saying, "I wanted to get my feet wet."

Lillian Molnar pointed out that the amount of snow is also important, since there has to be enough to build igloos. Gordon disagreed, and said, "Winter camping has its own challenges, even without snow -- although it's more fun when you have snow. Learning how to camp in really cold weather is an adventure. Even simple things like washing your gear." Tom recommended High Point as a good and convenient location, and said it's a good place to snowshoe when snow is on the ground.

Activities - Council Camporee (October)

Leslie said that the Camporee will take place in either the first or second week of October, depending on location. She said they would prefer not to use Campgaw but will settle for it if needed.

Activities - District Pinewood Derby (Mar 17)

Leslie said that the Pinewood will take place in the Paramus Elks Club from 9:00 AM until about 2:00 PM, followed by a fund-raiser Pinewood for adults. Pat said that adults will pay \$25 and can race "anything goes" as long as their car fits on the track. Gordon questioned the safety of "anything goes," and proposed to ban rocket engines and CO₂ cartridges. He also thought that putting a fishing line tether onto a powered car would be a good idea.

Leslie said, "Hopefully, all you guys that miss the Cub Scout days when you made your kid's car -- I mean when you *helped* make your kid's car -- we're hoping that you're all going make cars and race them." Pat joked with Tom about how they should place a side bet about whose car will be faster. Tom rose to the challenge and said, "I have 10 years of Pinewood Derbies." Finally Pat stopped the jokes and said, "Nice, but we can't do it. It's illegal."

Later in the meeting, Leslie said that she and Ernie Sprance will run a Pinewood in Jersey City on March 10 in order to allow units without access to a track to race and then qualify for the District Pinewood on the 17th. She said, "It will take place at the Hudson Mall, and we're hoping to get 4 Tigers and 4 older Cubs to qualify." There will also be a Council-wide Derby Day as "the next step."

Activities - OA Trade-o-Ree (Mar 11)

Ed Quinn had a flyer for the Trade-o-Ree and said it will take place in Allendale, 9:00 AM - 2:00 PM, with no fee.

Activities - Window Display Contest (Feb 5-11)

Mark Wrightington and Bob Lilley named the winning Scout troop and Cub packs. However, Mark said, "There wasn't an overwhelming number of submissions. Outside of Twin Valleys this is a new event, so we'll try to push it more next year." Mark said that winners were selected during the February Roundtable based on photos submitted. The plan was to award Campmor gift certificates to two packs, two troops, and two crews. However, since no Venture crews submitted a photo, two joint troop+pack submissions received the remaining gift certificates.

Joel said that he happened across Pack 311's display while shopping in Hillsdale with his daughter. She said, "Daddy, come and check this out!" and led him to a vacant storefront filled with all kinds of Scout-related things. He said that the display was "fabulous" and added, "The foot traffic there is incredible with Kings, a pizza shop, and Blockbuster."

Activities - Gold Rush (Apr 14)

In describing the upcoming Gold Rush, Mark made these points:

- It will take place in North Bergen in Braddock Park.
- The "southern" location was chosen to balance other district events that have so far taken place in the northern part of the district. He said, "We want to share the wealth."
- Leslie said that past Gold Rush events drew 200-300 Cubs. We must let units in our new district know that it's a fun event.
- Mark said that so far only one pack registered in response to a recent e-mail, but Leslie said that registration is always last-minute. Mark added that he also expects walk-ins.
- Mark said there will be a bunch of stations, and that Cubs go from one to another "without any particular rhyme or reason." However, with such a large attendance

expected, he thought they might try to establish a recommended path for Cubs to follow.

- Mark said that he plans to alternate the theme from year-to-year between Gold Rush and Pirate Quest. He said, "Even though the stations will be the same, if we change themes, then kids won't refuse to come because they did it last year."
- Paperwork has been sent in requesting use of the park, but no response yet.
- Mark said that he wants to put "Braddock Park" on the souvenir patch, but everyone was surprised when he said he will need express permission from the park people to do so. Pat proposed giving them a plaque as a thank-you.
- Mark said that no advance skills are required.
- Mark wants to promote summer camp with both a table and with camp staff members circulating around the park to talk it up.
- He also had a good location for the promotion table. He said, "We usually have a sheriff who is allowed to throw parents in jail. The information table can be right next to the jail, and the Camping Committee can talk to the parents." He joked, "They're literally a captive audience."

Activities - Skit-o-Rama

Mark said that past Skit-o-Rama events were held in March, but there's clearly not enough time to plan and publicize. He said that Joe Yammarino, who had been M.C. for past events agreed to do this one as well, and had suggested a Friday in April.

Leslie was hesitant due to two Cub events already on the April calendar (Gold Rush and Weboree), leading Gordon to suggest a Friday in early May, saying, "It's right after the Weboree, and boys will be 'skit-a-fied' for the first time in their lives." The idea was well received.

Activities - Activity Day

Leslie pointed out that the prior Activity Day was done in early November, and the Gold Rush moved from its usual October to April this year. She said that she wanted to discuss the possibility of swapping them. *[Editor's note: Gordon was the chair, organizer, and one of the principal presenters at Activity Day.]* These points were raised:

- Gordon preferred not to schedule anything in October during a year when the Catholic Retreat is also scheduled. He said, "Too many units who should be there are not there, because there's always an excuse not to attend. I don't think we should compound that injury."
- If November, Gordon warned about doing anything past the second week, since it would come too close to Thanksgiving.
- Gordon was worried about scheduling the Gold Rush too early in the Cub year, because some of its events require skills not yet learned. However, Mark and Leslie quickly corrected him, saying that maybe the former Twin Valleys Gold Rush required skills, but this upcoming Gold Rush will be strictly a fun event with no advance skill preparation.
- Jim Wrynn questioned scheduling anything for October, basically saying that it's too early in the year. He pictured a Cub pack starting to meet in September and

- parents still trying to get organized in October. He said, "By April, things will be more organized and we'll get more participation."
- Gerry Beatty said that early events have their value. She gave the example of the fire-building station she ran at the November Activity Day where she told Cubs "this is stuff you'll need to know" for the January Klondike Derby.
 - Mark questioned Gordon's concern about conflicts in October. He said that he went to a Catholic Retreat weekend and found it was mostly Boy Scouts. Similarly the October Council Camporee will also be mostly Boy Scouts.
 - Mark also questioned Jim's concern about October being too early. He agreed that some packs take a while to get organized ("my pack has been guilty of it too"), but he pointed out that plenty of other packs organize quickly, as shown by the good attendance at this year's Activity Day (about 200), with some prior years even higher.
 - Robert Deutsch was concerned about the frequency of Cub events, pointing out that several rely on having Boy Scout volunteers as staff, which is "one of the plusses of the event -- the Cubs see Boy Scouts at work." But he added, "We run the risk of running them ragged." Mark said that the Gold Rush is an exception, since it relies more on adults.

Camping Committee Report

Barry Messner reported these items:

- NNJC has arranged a partnership with next-door Patriots' Path Council, with each having access to the other's summer camps. He said we have a similar agreement with Camp Alpine owned by the Greater NY Councils (but not with GNYC's Ten Mile River Scout camp).
- Barry added some details. He said, "We have reciprocal agreements for payments and the whole nine yards. We'll get credit for kids attending those camps." Barry said that this will help many families in Patriots' Path that have to commute over an hour to get to a camp, adding, "We have kids in Norwood and Closter who have the same long commute to Yaw Paw."
- In response to Gordon's question, Barry said that we can use our camperships to attend the other camps and vice-versa.
- Barry said that most of the focus was on Cub camps, but we also hope to draw Patriots' Path Boy Scouts to Floodwood.
- An information night will be held for Cubmasters on Mar 21. Barry's opinion was "I think the information's coming a little late." Gordon agreed, noting that the Campership deadline is March 15. Barry guessed that the campership deadline might be extended.
- Barry plans to bring camp brochures to the next Roundtable and recommended that unit leaders contact the DEs if they need brochures.
- Barry called the existing videos for camp promotion a "hodgepodge, and said, "We really need a professionally-done DVD to give to the guys who make FOS presentations so they can do a camp promotion at the same time."
- Barry said that No-Be-Bo-Sco plans some kind of "to-do" to honor their 85th anniversary, and Yaw Paw also plans to have something for their 90th.

Communications - Too Many E-mails?

Norman said that he is getting pushback from the Council Webmaster about too many e-mails, saying, "They cost the Council money, and so they want me to try another approach. They suggested setting up some kind of bulletin board. They suggested sending out an occasional broadcast, maybe once a week, saying 'Look at the bulletin board and here's what you'll find there.'" He concluded, "That's the suggestion and nothing's been decided yet. But -- it is a money issue."

Gordon said he was happy to continue receiving Norman's e-mails and suggested that Three Rivers switch to another provider, such as the one his own troop uses. Gordon was certain that our distribution list of about 650 would not be an issue. Mark agreed, saying, "I understand the money part, but we have to send e-mails! Things don't happen by word-of-mouth, and in this day and age, e-mail is the easiest way to contact people."

Norman asked, "Does anyone here feel they're getting overloaded?" There was a chorus of "No," but Gerry was a "Yes!" She said, "To tell the truth, I don't have time to read half of them, and I come into a meeting not knowing what's going on. Getting one per week that I could look through would be much better for me. My entire e-mail box is taken up by Scouts." Lillian said, "I feel the same way. I feel overloaded." She explained that she also receives lots of communications from her union and the combination is just too much.

Returning to the bulletin board idea, Gordon said, "I don't want to have to go to some site myself to get information. I like having it fed to me." Norman said, "When I send a broadcast, I try to be as helpful to Gerry and Lillian as I can. The subject line tells what the event is along with a date. This way they can just look at the subject, decide that it's not of interest, and simply delete it." They both agreed that they do in fact skip or delete based on the subject line.

Advancement - Eagle Project of the Year

Ed Ference said that each December the Council Advancement Committee will decide on an Eagle Project of the Year, based on three submissions from each of the three districts. The winner will be submitted to National.

Advancement - Upcoming Eagle ceremony

Pat was concerned that no one from the District will attend an upcoming Eagle ceremony in Norwood, and was relieved to hear that Gerry planned to be there. Pat said he tries to make as many as he can, but the Pow Wow will take place on the same day. Leslie asked for the Scout's name so she can print up a certificate.

Advancement - New Eagle project workbook

Robert Deutsch had a copy of the 2012 edition of the Eagle Project Workbook and said that it has "significant changes -- sort of". He explained that the actual project requirements have not changed, but rather the way the requirements are described and

organized in the workbook. Robert said that a project that was approved prior to 2012 should still continue to use the old edition. He recommended that someone should make a presentation at one of the Roundtables.

Advancement - Merit badge updates

Bill said that 13 or 14 merit badges recently had requirement changes, with Woodwork getting a complete overhaul. He named three new badges for Chess, Robotics, and Welding. Robert added that Joel was asked to take over as the professional advisor for Advancement, saying "Yet one more job he has to do."

Staff Changes at the Council

Picking up from Robert's comment, Joel listed other recent staff changes, some of them triggered by his returning to the Council after military duty overseas. He repeated that Ian Meades wanted to go back to school and needed full time to study for GRE exams. He said that Vladimir Bonhomme ("He took over for me in Broken Arrow") also decided to go back to school. He said, "As a result, I've taken over both the Advancement and Training Committees -- which is fine, since I know most of those folks anyway."

Later in the meeting, Barry asked Joel if the Council plans to hire new DEs, but Joel said "I don't make those decisions, but I hope they will." Bob Lilley got a lot of laughs when he joked, "Where's the need? It's only one district!"

Training - Upcoming events

Not missing a beat, Leslie said, "Joel, since you're now doing training, what's coming up?" Joel responded by saying that the upcoming Pow Wow will have a session dealing with how units can earn the new Journey to Excellence Award, added specifically to help new Cub leaders. He said that JTE expects Den Leaders to be involved with earning the award. Joel said that an all-day Commissioners College session will take place at the same location as the Pow Wow, but off in a different part of the Westwood High School.

National Jamboree sign-ups

Joel said that the Pow Wow will also have a room devoted just to Jamboree information and sign-up, where he can talk to interested Scouts, but was careful not to call it an interview, but rather a "5-minute heart-to-heart talk." He said that there are currently two fully staffed provisional Scout troops with the eventual goal of 7 troops and one Venture crew. Joel said that this will be the first time NNJC has done a crew and is still trying to work out how to handle a co-ed unit and the need for an adult woman to staff it.

Joel said that he was disappointed in how badly National had implemented the website for online sign-up and recommended simply mailing in a paper application. He said, "The 2010 site for signing up was broken, and while they were trying to fix it, they made it even worse."

Journey to Excellence Award for the District

Referring to JTE, Pat asked Joel how our district did and found that we had earned a silver award and just missed earning gold by a few points [*applause*]. Joel said that program-related requirements got top marks, but problems with finance and membership pulled us down. On the other hand, JTE had a big advantage over the Quality District Award that it replaced. He said, "In the old days, finance and membership were the first two criticals. If you didn't make them, you didn't even bother looking at the rest of the sheet. But now we look at the whole sheet, and strong areas can balance out weak ones." Pat said that he will have JTE patches for Committee members next month.

Recognitions - Upcoming Awards Dinner (Apr 15)

Ed Quinn said that he has tickets with him, and that people can take one now and pay him later. He said that it will take place at the Elks Club in Paramus and will cost \$25. He then read the contents of the menu.

In response to Leslie's question about nominations for the District Award of Merit, Ed said that Bill Metts and Rich Curran are in charge and expect the nominations to be submitted prior to this month's Roundtable. Bill said that our district is entitled to award up to 8 DAMs based on our count of 191 units. He also added Assistant District Commissioner Kevin Kilroy as one of the people who will evaluate nominations.

Bill said that individual units are allowed to nominate one of their own to receive a "Three Rivers Service to Local Unit Award." However, Bill did not know if the Training Committee is planning to present training awards. Pat asked if we planned to present a knot patch to go with the Local Unit Award. He tried to recall what was discussed in a prior meeting about how it might be designed. Norman recalled that someone had suggested using a splice instead of a knot, possibly a back splice, but the discussion did not appear in that meeting's minutes because he assumed it was all in jest. In any case, Bill was certain that it was not intended to go with the Local Unit Award.

Combining FOS and Camp Promotions

Tom Molnar said that he recently gave Family FOS presentations at two Cub packs that he said had lots of boys and were clearly well run. However, he said, "One of them was familiar with the resident camp at Lewis but knew nothing about the day camp at Yaw Paw. The other pack knew nothing at all about summer camp for Cubs." Tom said that Matt Dalzell [*a staffer at Camp Lewis*] came with him and was able to do a camp promotion. Tom liked the idea of one person asking for a donation, and then a second person explaining how that money will be put to good use. He recommended that this technique should be standard procedure.

Pat agreed with Tom and said that his FOS presentations always mention Camp Lewis, but he added a second consideration, saying, "I heard that every time we do a merger, we seem to lose a camp property. We simply cannot afford to lose Camp Lewis! Whatever we need to do to promote this camp -- we need to do it!"

Promotional merchandise

Pat asked everyone to look at and admire a Three Rivers hat that Eric Dlugolz was wearing. He said that he wants the district to make available as a fund-raiser a whole line of such merchandise, such as hats, golf shirts, and sweatshirts. He added, "We need quality shirts -- not ones that fall apart after the first washing." Pat said that Biff Van Kleef is designing a district flag, and Ed Quinn told him that tradition calls for district flags to be red.

**District Committee Meeting
March 1, 2012**

Attendance

Paul Adams
Jim Africano
Gordon Beattie
Gerry Beatty
Susie Becker
Greg Boyle
Mike Carp
Robert Deutsch
Eric Dlugosz
Ed Ference
Oscar Hernandez
Norman Kasser
Joel Lieberman
Bob Lilley
Scott Lomberk
Barry Messner
William Metts
Lillian Molnar
Tom Molnar
Ed Quinn
Paul Rodriguez
Patrick Stamato
Mark Wrightington
James Wrynn