BOARD OF DIRECTORS MEETING MINUTES
APRIL 14, 2014 – WASHINGTON, DC.

PURSUANT to notice, a meeting of the Board of Directors of the Alliance for the Chesapeake Bay was convened by Alex Beehler, Chair, on Friday, April 14, 2014, at 9:20 am at FaegreBD Consulting in Washington, DC

Members present: Chair Alex Beehler, Mary Barber, Don Boucher, Dan Cornell, Jim Elliott, Pete Faust, Scott Fosler, Chris Hamilton, Rich Hart, Bruce Keiner, Bill Matuszeski, John Quinn, Celeste Regan, Steve Schwalb, Jennifer Troy, Mary Wadleigh, Neil Wilkie, and Jason Ericson (alternate for Paula Hamel). Present by phone: Stewart Leeth

Members not present: Jack Detweiler, Steve Pattison, Bob Paul and Greg Wilson,

Alliance Staff present: Al Todd, Lou Etgen, Laura Ricciardelli, Jaja Leroux, Sarah Davidson and Joyce Samm

Welcome and Introductions

Approval of April Minutes

Minutes from the January 10, 2014, meeting were reviewed. It was noted that “Audubon” was misspelled.

Upon motion made by Steve Schwalb, seconded by Neil Wilkie, and unanimously approved, it was RESOLVED that the draft minutes from the January 10, 2014 Board Meeting, previously provided, be approved upon incorporation of the above correction

Executive Director’s Report

Al Todd provided an update on Alliance programs and activities:

- Businesses for the Bay

  o Hosted the first Chesapeake Business Forum in Richmond, VA. There was great support and enthusiasm and an interest in rebuilding the B4B Program. Will look at hosting at least one more Forum in the MD/DC area in late Fall to get a broader perspective.
  o Need to establish a specific purpose and focus on what’s important for the bay.
  o Need to determine how we recognize and acknowledge members
  o Several attendees didn’t know of the Alliance. Will need to move forward quickly to capitalize on Alliance recognition
  o Will follow-up with attendees within 30 days.
  o Was an excellent opportunity to build our business database.
- Poultry Growers Clean Water Initiative - Will be submitting a proposal in early May.
- RiverWise - Getting close to finalizing plans for this program. Will launch a game for children on Facebook on stormwater practices.
- ForumPlus – have begun holding regional events. First event was in Harrisburg, PA, with over 100 in attendance, and received great feedback.
- LGAC, CAC and Communications Grants have all been renewed by EPA.
- Working on approximately $2.5 million of new grants.
- Upcoming Events – will be making a presentation at a summit hosted by CBF in late April and will be moderating a CBT event in late May.
- Annapolis Lease – have informed the landlord that we will not be renting entire building and are beginning to search for options.
- Discussed details of the June board retreat which will be held at NCTC on June 27th and 28th.

**Development Report**

Laura presented two short videos as an introduction to the Development report. Discussions then focused on Development activities and strategies:

- **Project Clean Stream**
  - PCS is an important event for the Alliance and has mass appeal. Should consider making it a year round program. Additional resources would allow us to expand more quickly and make it more structured.
  - Can we ask participating organizations to include the Alliance logo/name in their correspondence to help get our name out.
  - How can we capitalize on PCS event and develop new opportunities.

- **What did the Alliance do in March?**
  - Participated in the Annapolis Film Festival and were able to offer complimentary tickets to members.
  - Held a tour of Poplar Island with approximately 20 Alliance members. Were able to get our message out to all members through the invitation.
  - Hosted the Chesapeake Business Forum in Richmond, VA.

- **Ideas for increasing unrestricted funds**
  - Obtain mailing lists – need to invest to grow
  - Further expansion into digital media marketing
Hold fundraisers/events in addition to the Taste (golf tournaments, wine tastings, etc)
- Pursue monies from estate settlements
- Investigate donor search tools. Don Boucher offered to fund a subscription.
- Determine how to break the level of donations from our major sponsors. We have several loyal corporate donors who contribute $5K - $10K – how do we go to the next level.
- Need to evaluate how we can better recognize our Corporate Sponsors
- Investigate and pursue more grants for unrestricted funds.

- Taste of the Chesapeake

Taste is the Alliance’s best opportunity in 2014 to raise unrestricted funds
- Would like to refresh the event this year with a new highlight, theme, guest speaker, etc.
- Requested help from the Board to help identify new sponsors. Will send a package to the Board about the Taste along with supporting materials.
- Have already received sponsorships from Dominion and Robert W. Baird and have submitted a grant to Perdue. Jack Detweiler has verbally committed as well.
- Discussed moving the event to DC next year. Noted that we will need to support of DC based Board members to help with this transition.

Discussions then moved to the new staff position of Development Assistant. Al pointed out that this position would require a shifting of funds. He noted that initially the primary focus of the Development Assistant will be the Taste of the Chesapeake and major gift efforts. This position will allow us to pursue many opportunities that we haven’t been able to due to lack of resources.

Upon motion made by Celeste Regan, seconded by Alex Beehler, and unanimously approved, it was RESOLVED to move forward with the new position of Development Assistant, (with risk to the budget.)

Financial Report

Celeste Regan reported that preliminary 2013 numbers are positive and in excess of the budget. She noted that the audit begins May 5 and no surprises are anticipated.

For 2014, Celeste reported that much progress has been made in infrastructure. Our revenue is on track. There are $3.1M in outstanding proposals and $2.1M of new business has been secured. The challenge will be monitoring the indirect rate to make sure it is in line with our actual administrative costs. Lastly, Celeste noted that we have $700,000 in cash.

Governance Report

Al briefly reviewed the process for establishing the Honorary Board. He noted that a letter has been developed to send to potential candidates. Mary Barber has agreed to assist in the recruitment process.
The Priority List of prospects and potential candidates was reviewed: The following candidates were discussed:

- George Glatfelter – Mary Barber will contact
- Mary Barber – has already volunteered to serve on Honorary Board
- Bill Matuszeski – will consider volunteering
- Fran Flanigan – Mary Barber and Al Todd will contact
- Paul Sarbanes – may request that Charlie Stek contact him

Al asked Board Members to continue thinking about prospective candidates.

Discussed the upcoming small group meetings. The focus of these meetings will be Board recruitment, development ideas and Taste sponsorship.

**Objectives & Expectations for 2014**

Alex Beehler asked Board Members to think about specific resources or interests that could benefit the Alliance. He noted as an example Dan Cornell and Altria’s in-kind contribution of providing a team to lead the Alliance through the Salesforce transition.

**Program Committee Report**

Discussions began with identifying those areas where the Alliance should be focusing their efforts and ideas for program development priorities:

- Focus for 2014 – Businesses for the Bay
- Continue to work on poultry based effort
- ForumPlus
- Step up support of local government activities
- Develop a TedX event with Jennifer Troy’s assistance (a Chesapeake TedX)
- Begin Spanish speakers outreach, possibly a video
- Have had great success with the Stormwater website – need to focus on expanding our website
- Riparian Buffers being renewed. Have already met with several organizations to try and initiate this effort

Alex Beehler concluded with thanking the Board and staff for all their efforts.

Meeting adjourned at 2:35 pm.