



## **BOARD OF DIRECTORS MEETING MINUTES**

**April 17, 2015 – Annapolis, MD**

**PURSUANT** to notice, a meeting of the Board of Directors of the Alliance for the Chesapeake Bay was convened by Don Boucher, Chair, on Friday, April 17, 2015 at 10:00 AM at St. Luke's Episcopal Church Meeting Room in Annapolis, MD

**Members present:** Chair, Don Boucher, Katie Maloney, Robin Clarke, Jim Elliott, Celeste Regan, Chris Hamilton, Bob Paul, Paula Hamel, Mary Barber, Jack Detweiler, Doug Lashley, Steve Pattison, Rich Hart, Alex Beehler, and Jennifer Troy

**Members not present:** Peter Faust, Stewart Leeth, John Quinn, Steve Schwalb, Dan Cornell, Martin Poretsky and Dennis Chestnut

**Alliance Staff present:** Al Todd, Mary Angela Hardwick, Laura Ricciardelli, Jeanne-Marie Leroux, Lou Etgen, Lisa Wadsworth and Don Tsusaki

### **Welcome and Introductions**

Meeting called to order at 10:00 AM. Don Boucher introduced himself and welcomed all of board members to the meeting. Don thanked Mary Barber for attending the board meeting as an honorary board member. Don thanked Al and the Alliance Staff for their work over the year and reiterated how much he enjoys working with the Alliance team. Don then requested that everyone go around the room and give a brief introduction of themselves. Don then turned the meeting over to Al.

Al gave a brief overview of St. Luke's. St. Luke's was founded as the waterman's church and has water theme throughout the building. The parishioners of St. Luke's have been active in the environmental community, have an environmental green team and have a major project going on to prevent storm water runoff on their property and surrounding area.

### **Business and Committee Reports**

#### **Approval of January Minutes**

Minutes from the January 23, 2015 meeting were reviewed.

**Upon motion made by Don Boucher, seconded by Jack Detweiler, and unanimously approved, it was RESOLVED that the draft minutes from the January 23, 2015 Board Meeting, previously provided, be approved.**

## **Appointment of CAC at-large Member**

Approval of the re-appointment of Joseph Maroon, Virginia Executive Director of the Virginia Environmental Endowment to the Citizens Advisory Committee beginning April 17, 2015 and ending April 17, 2019.

**Upon motion made by Alex Beehler, seconded by Jack Detweiler, and unanimously approved, it was RESOLVED that Joseph Maroon be re-appointed to the Citizens Advisory Committee.**

## **Finance Report**

Presented by Celeste Regan and Jaja Leroux. Celeste provided an update on 2014 end of year results. We exceeded budget dramatically. There was a little more than \$4 million in revenue while expenses were at around \$3.7 million. The Alliance had a net income of about \$319,000. At least \$50,000 will go to reduction of deficit. The unrestricted net deficit is down to approximately \$30,000. We are on track to elimination of this deficit in 2015, far ahead of projected. Expenses/income are on track but it is still early in the year to identify any issues.

On a Finance committee call earlier in the week, they discussed the balance sheet and operating budget. The Alliance savings account has about \$300,000. Celeste recommended that with improved financial stability, are we at a point where we should begin discussing a more sophisticated strategy for investment of operating reserves to ensure that we earn more than .1 percent on our savings. Don said we can start thinking about what we want to do with our savings and develop a game plan and budget for 2016 that is more forward looking. The first order of business will be determining what level of operating reserve is appropriate. The Alliance can then propose investment pools for an operating budget in communications, etc.

Alex said to the newer board members that we have cause to celebrate because only 4 years ago, the deficit was at \$380,000 and through discipline, better management and aggressive staff work to develop programs, we have been able to get rid of that deficit. Alex said that Al, Mary Barber, Alliance staff and the Alliance financial committee has done so much to bring us to where we are today financially. In addition, we received a clean bill of health from the IG audit by the EPA and 2 clean annual audits.

Al also mentioned that staff has been doing a superb job of applying for grants.

Don also highlighted that a key to improving the health of the Alliance was the development team. In the past, the Taste of the Chesapeake netted \$20,000 - \$30,000 in unrestricted dollars and now we are bringing in over \$100,000.

## **Governance Report**

### **Board Member Recruiting**

Al presented the governance report for Pete Faust. The Alliance is still trying to build a cadre of recommendations for new board members and seeks the advice and ideas of existing board members. There are currently three open board seats. There will be no board turnover in 2015. The Alliance is looking to fill vacancies preferably in Pennsylvania and Virginia.

Jim Elliott has reached out to agri-business in Pennsylvania and some Board candidates we were pursuing in PA went to work for the State and are no longer eligible to participate as board members. Jim Elliott has also recommended Andrea "Andy" Field from Hunton and Williams

LLP. She is a managing partner in the DC office but lives in Virginia. Andy was Jim's mentor and Mary Barber recommends her as well.

Al had a meeting with Ginny Sneed and thinks that she may be a good board candidate. Ginny used to be the stormwater regulation lead for state of Virginia and now works for Louis Berger Group running their Virginia office. Ginny is on Businesses for the Bay committee and is interested in joining the Board. Louis Berger is also a potential sponsor for taste. Al will bring her name to the board with the governance committee for presentation at next board meeting.

Steve Schwalb did not attend the board meeting because he was attending a meeting regarding anabolic digesters in the poultry industry. Steve will be retiring from Perdue this year and is still deciding if he will remain on the board as a private citizen but has also requested that we consider Jeff Smith from Perdue to replace him at the corporate level. Jeff is the Director of Corporate Environmental Services at Perdue Farms. Jeff also does work with Project Clean Stream for Perdue. Jeff has won many awards for his work in environmental aspects of the poultry industry.

Alex said that we should also reach back out to David Rockland from Ketchum as he will be retiring this year and may have the capacity to join the board.

### **Honorary Directors**

We could not get critical mass for attendance at the honorary board meeting in May. Only 3 honorary board members could attend so it has been cancelled. We need to come up with a strategy that will make sure that the honorary board members are engaged. We will invite them to the Taste. Al opened the floor to ideas.

Mary suggested that we hold some type of meeting – it can be low key – it can be at the office where there are current local board members that can attend. Mary would like to have this done by June - definitely before the next board meeting. The goal will be to try to have everyone come to the office as a meet and greet and then we can have a short program to outline the Alliance mission. Honorary board members Donald Kohn and Walter Boynton know very little about the Alliance mission and would like to learn more. Al suggested an evening cheese and wine social and Mary suggested the Fish Shack as an option as well. Lou said that we could do an evening cruise but the drawback is that it has a definite beginning and end time. President's Point on Spa Creek was suggested as an option as well. Jennifer suggested we meet at the office and then walk over to another place for dinner. Doug suggested the Hall of Fame building for the outside space as they control the dock and space around there. We will make sure we get invitations to the Taste out to honorary board. Don Kohn will not be able to come to the Taste.

### **Development Report**

Jennifer Troy started the development presentation. Jenn asked the board to suggest taste sponsorships to their contacts and if the contacts could not sponsor then offer them the chance to buy tickets so they can learn more about the Alliance. Jenn loves the Taste venue for 2015 and that this year we will be encouraging health with environment – Our theme will be food, environment, and health. Mary-Angela added that at the Belcher Pavilion we have lots of space and are not constrained with how many tickets that we can sell. We can have many Friends sponsors this year to get our names out there. Jenn likes the brochures and other work that we did for our Taste materials. Laura talked about the still photo presentation that we are going to have as a big benefit to our cornerstone and platinum partners. We hope to have 300 guests at the Taste.

The Taste is considered a major Annapolis event so restaurants and caterers want to participate. Palate Pleasers, Main Ingredient, Jalapenos, and Osteria would like to participate. We will also ask Light House B.E.S.T to do some of our catering. On the agenda for this year's taste will be our annual environmental award and silent auction. Our challenge is to raise \$150,000.

The Alliance provided each board member with Taste brochures with introduction letters and sponsorship forms. The Board should identify major sponsors but just as important is to bring in friend sponsors – we hope to have 50 friend sponsors. 50 friend sponsors would bring the guest list 100.

Laura recognized Dominion as our first \$10,000 sponsor. We will be sending out our sponsor commitment list each month to the Board which will always be updated with firm commitments. Board members are on the sponsor commitment sheet. We are looking for cornerstone partners and AI and Laura would like to have the Board suggest some potential sponsors that we could approach for this sponsorship.

A potential sponsor list was given to each board member. The list contained prior sponsors and potential sponsors and Mary-Angela suggested that it only be used as a trigger for the board to think of potential sponsors.

Mary Barber suggested that we add the fitness community to the list. Since we are focusing on health then we should approach insurance companies and fitness centers.

Lou suggested that perhaps we display not only Alliance programs at the Taste but also health related programs such as clean air, healthy living, etc. The goal would be to display these programs and not require they be sponsors.

Doug Lashley said he joined the board because the Alliance is able to get projects on the ground and that this should be used as a tool to get people to give to the Alliance. He also added that boaters are a great group to target because they like clean bays. He also suggested that we could somehow attract boaters or waterfront home owners to donate to the Taste so that they can negate their negative impact on the environment.

The Alliance should meet with SpinSheet and PropTalk to see what they have to say about potential sponsors and an in-kind print sponsorship. – Molly Winans is the Editor and Mary Ewenson is the Publisher.

We could also consider tabling at the boat shows to get our name out to the general public.

Public Companies now have sustainability mandate. There are a lot of companies that have budgets that they must spend on environmental improvements. Usually, these companies just give to one big environmental organization. We should try to find local businesses that can give to the Alliance. Giving to galas is not the thing anymore. Chris said that companies want to give directly to programs not gala events like the Taste. AI said that Taste is an organizational event and not a program event. Laura said that the Taste is unrestricted funds that we use for programs not just the Taste. Jennifer said that only a small portion of our funds is used on the event and that everything else is used to support the Alliance's programs. We are able to keep Taste expenses at 10% or below. Jim said that a benefit for the larger companies is that they can show their employees that they are having a positive effect on the environment – especially the younger employees.

Jim Elliott will reach out to oil and gas industry. Since AAMC is allowing the Alliance to use its facilities, we should reach out to John Hopkins to see if they would act as a sponsor. John Hopkins has taken over many of the local medical practices and it's possible one of these practices would want to sponsor the Taste. Environmental consultants, WSSI, are another potential Taste Sponsor as they too have environmental responsibility. Katie will approach Toll Brothers and Elm Street Development. Karen is on CAC and may be good for sponsorship. Local law firms are potential sponsors as well – Linowes and Blocher LLP, Venable. Going to advisors, accountants, attorneys, etc. is good idea because they are not as hindered by giving restrictions like large organizations.

Jennifer suggested a Google sheet that everyone can access and update with their Taste sponsor suggestions. The Alliance and Jennifer will create a Google spreadsheet so board members can update or email Jennifer. We should get started on Taste sponsorships now before summer vacation.

Marty's list contained Weems and Plath – Peter Trogdon volunteered for silent auction; Unity Landscapes; Charles P Johnson & Associates Inc. (CPJA is an engineering firm).

Al's list contained Delmarva Financial Group; Northrup Grumman; Lockheed Martin – David Gunnarson, currently sits on B4B steering committee; Lewis Berger; Volvo – Frank Ferrogine is the owner; Eastern Mountain Sports for auction item donation; Whiting-Turner.

Katie's list contained CareFirst; Morris & Ritchie Associates Inc.; W. Rogers & Associates; WSSI; Toll Brothers; Baldwin Homes; Farm Credit in connection with Delmarva Poultry Industry; Hogan Companies – Tim Hogan; Funk & Bolton; Miles & Stockbridge.

Don's list contained Crystal Gordon; Morris & Ritchie Associates; Spring Development LLC should sponsor as well as Prudential Carruthers Realty.

Robin's list contained Rifkin, Weiner, Livingston, Levitan & Silver LLC; Council Baradel; and all of the small businesses on Main Street – the Annapolis Business Association. Mary-Angela then talked about Web Chamberlin and how he is face to face work by delivering Taste materials on Main Street. Robin also added: Maryland Bankers Association; Johnson Fiat (also Porsche of Annapolis); Weston Annapolis; Annapolis Yacht Club; Watermark Cruises; and the Hartman family. She also suggested presenting a booth at the boat show to advertise the Alliance name.

Lou has 11 contractors that will be doing work for him and will be sending a note to them to sponsor.

Jim Elliott made the following suggestions for sponsors: Purcell Shale Coalition; his cardiologist at John Hopkins; Kinsley Construction; Wolf Real Estate & Development and George Glatfelter. George contacted PNC Bank and Merrill Lynch to be Taste sponsors.

Chris Hamilton made the following suggestions for sponsors: Washington DC M&A law firms; Venable; Offit Kurman; Charles Waller; Aronson LLC; Kirchhoff. Chris will send the Alliance his complete list. Chris said that help he needs in landing big sponsors is specific information about what the money will be used for. He says that he needs to be able to tell the sponsors exactly where their dollars are going and how they are improving. How can we be partners with our sponsors? What can we do for our sponsors? Many just do not want to write a check without a cause. Chris also suggested Suntrust and BofA.

Sustainability executives and corporate shareholders are putting pressure on big companies to make sustainability commitments. The Alliance should come up with a sustainability pitch to businesses in the watershed – the big ones. Doug will send the wording for this to the Alliance.

Steve recommended the following sponsor contacts: Baltimore Port Alliance (collection of ports and industries within the ports). On June 4<sup>th</sup>, they will allow the Alliance to make a presentation at their periodic meeting for Taste support. Some groups that will attend are Wilhelmsen Group, Maryland Port Administration, McAllister Towing – all of these groups are looking for stormwater projects to meet their goals. The EPA will also be there.

Don made the following suggestions: Columbia Bank, Wells Fargo Advisors, Eris Technologies (should make a significant donation once they get funding from Saudi Arabia), Chesapeake Center for Excellence. We should invite the Belcher Family since the taste will be at the Belcher pavilion at AAC.

Bob made the following suggestions: Rolf Williamson – will be honorary director and will be at the Taste as well. Jim Muldoon of the Chesapeake Bay Commission, the military community, and the following environmental consulting firms – EcoAnalysts, KCI Technologies, Tom Daughery from Old Line Bank.

Mary-Angela recommended Susquehanna Bank which will soon be merging with BB&T Bank.

Alex suggested AES Corporation since his daughter works there.

Mary suggested the following potential sponsors: Mellon Bank (Susan Trahar); will give name of contact that worked at PayPal; Johnson's Nursery; Danaher; Woodbury Fund (Jane and Dan); Eggly Family; Giant; the Cohens; and the Lehrmans. Mary will give us the address to the real Woodbury Family so they can learn about our progress on the Bay.

Jack provided the following contacts: Bert Jabin; North Sails; Quantum Sails; Dick Franyo; Phillips Seafood (Steve); Severn Savings Bank (Alan Hyatt). Mary-Angela mentioned that we had followed up with Kevin Carter. Brick Companies gave \$1000 to PCS.

Paula will follow-up with names of some environmental companies and also gas environmental consultants. She also wanted to point out that the correct name of Dominion is Dominion Resources not Dominion Power!

Doug suggested the following contacts: Pussers restaurant; Ronald Cohen from (Cohen Siegel, Willco and Rockfield groups; Jerry from Park Place.

Rich suggested these contacts: Hunton & Williams (Matt Jenkins, Windward Advisors; Titan HR (Genevieve Roberts); Heritage Advisors (Dee Ann Remo); Bon Secours; VA Trust and Estate (Nancy Rogers).

Laura suggested follow up with 3 sponsors who did not participate last year - Towne Park, Thompson Creek Windows, Norfolk Southern, and Water Works.

Al concluded the development portion of the meeting stating that Jenn and the Development Team would be following up with each board member on their list soon.

## **Election of Environmental Award Recipient**

Mary-Angela coordinated a committee to select the Alliance's annual Environmental Award recipient. We had many nominations and have not selected the watershed champions but the committee was unanimous in giving the environmental award to Bill Matuszeski.

**Upon motion made by Don Boucher, seconded by Alex Beehler, and unanimously approved, it was RESOLVED that Bill Matuszeski be elected as the 2015 Alliance environmental award recipient.**

## **Break for Lunch**

### **Executive Director's Report**

The Annapolis Film Festival was a success. The environmental showcase played to a sold out crowd.

Project Clean Stream had a goal of 500 sites and managed to exceed that goal by having more than 576 sites. Al congratulated the Alliance staff who worked on PCS this year, especially Joann Freeman for her leadership. For the first time, we tried to have business sponsorships of PCS but did not go really well. We are trying to evaluate why – thought it would be business sponsored partnership but we could not close the deal. We need to have more lead time and better strategy. The cost of PCS totals about \$30,000-\$35,000 for staff time and materials. We need to have more lead time to be strategic about getting funding for PCS. Paula suggested moving PCS out to match more with when funding is received. Al stated that April is best time to hold event due to Earth Day, vegetation, etc. Laura said PCS is the face of the Alliance. We need to work better with companies on press releases and provide more support to small groups. Paul said press releases for Dominion would go a long way to future sponsorships. Corporations always get bad press but if we do press releases or videos of them doing good then that really helps them out in their communities.

Busy time for applying to EPA grants. LGAC/CAC Renewal, Citizen Monitoring Program, and Communications Program for CBP.

NRCS conservation grant – impact investing to conserve forests. Alliance was selected for full proposal submittal.

Strategic plan has been getting positive feedback from other organizations that reviewed it.

Businesses for the Bay has a new person starting on May 11<sup>th</sup>, Corinne Stephens.

Staff retreat was successful. Cecil County gave the Alliance a very warm welcome.

### **Alliance Program Highlight: Stormwater**

Donna and Mary gave an update on CAC and LGAC and how much progress is being made in PA. They mentioned the MS4 program – Pennsylvania is a true commonwealth with thousands of small jurisdictions. Many local governments lack the capacity or the resources to meet their stormwater needs. The Alliance has been facilitating collaboration among municipalities to foster a regional planning approach, develop shared outreach tools and joint financing strategies, and to train local practitioners and municipal staff to enhance BMP implementation; ultimately saving the jurisdictions money and creating a more effective approach

RiverSmart homes in DC – We manage this program for DC department of the environment. We train and certify contractors to be more environmental. The Alliance trains landscape contractors and contracts the installation of rain gardens, conservation landscapes, and

pervious pavement to eliminate stormwater runoff from homes in the City. Funded by impervious surface fees.

Chesapeake RiverWise Communities - Using experience gained from work in DC and other cities, the Alliance developed a framework and resource guide for local governments and watershed groups to use to establish and implement residential-scale green stormwater programs in their communities. The RiverWise approach is being demonstrated through projects in Virginia and Maryland.

RiverWise Congregations – In partnership with the Interfaith Partners for the Chesapeake and the Watershed Stewards Academy, the Alliance is working with 25 faith communities to train watershed stewards and leaders in congregations in Anne Arundel County, MD and develop and implement stormwater plans for each property. The St. Luke's Project is an example.

Don gave brief overview of the ready program. READY demonstrates the value of creating green jobs and involving local communities in stormwater remediation work. With funding support from the stormwater program in Howard County, the Alliance in partnership with People Acting Together for Howard, a local citizen group, designed this model for training young adults as summer construction crews who install rain gardens and other practices as well as perform needed stormwater practice maintenance on community properties in the County. In the last three years, READY has hired and trained 126 young adults who have installed over 100 rain gardens and other watershed protection practices treating over 20 acres of impervious surface. In addition to helping the County meet its water quality goals, READY builds awareness among the community and support for needed stormwater investment while building lifelong environmental stewards.

### **Walking tour of St. Luke's**

Betsy Love from St. Luke's church gave overview of their stormwater project for Back Creek. A pipe currently carries all runoff from 27 acres directly to Spa Creek. They are building a treatment train to catch the runoff and reduce sediment by 100 percent and phosphorous by 97 percent. We then took a walking tour of the project. This project is a part of the Alliance's River Wise Congregations program and the Alliance will be sponsoring a grant application to the State of MD to fund the implementation of the project.

**Meeting adjourned at 3:30 PM**