



## **BOARD OF DIRECTORS MEETING MINUTES**

**JANUARY 10, 2014 – ANNAPOLIS, MD**

**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, January 10, 2014 at 9:00 am at the Chesapeake Bay Program's "Fish Shack" in Annapolis, MD.

**Members present:** Chair Alex Beehler, Mary Barber, Don Boucher, Jack Detweiler, Jim Elliott, Pete Faust, Scott Fosler, Paula Hamel, Chris Hamilton, Steve Pattison, Bob Paul, Jennifer Troy, Mary Wadleigh, Neil Wilkie and Greg Wilson. **Present by phone:** Steve Schwalb

**Members not present:** Dan Cornell, Bruce Keiner, Stewart Leeth, Bill Matuszeski, John Quinn and Celeste Regan

**Alliance Staff present:** Al Todd, Lou Etgen, Don Tsusaki, Jaja Leroux and Joyce Samm

### **Welcome and Introductions:**

### **Approval of September Minutes**

Minutes from the September 27, 2014, meeting were reviewed. Mary Barber noted that a typographic error needed to be corrected.

**Upon motion made by Don Boucher, seconded by Neil Wilkie, and unanimously approved, it was RESOLVED that the draft minutes from the September 27, 2013 Board Meeting, previously provided, be approved upon incorporation of the above correction.**

### **Governance**

#### **Appointment of New Board Member**

Rich Hart, from Luck Stone Corporation, was presented for nomination to the Board. His resume had previously been provided.

**Upon motion made by Bob Paul, seconded by Jack Detweiler, and unanimously Approved, it was RESOLVED that Rich Hart be appointed a new member of the Board, effective January 10, 2014.**

#### **Approval of Honorary Directors Strategy**

Pete Faust provided an overview of the Honorary Directors strategy. He discussed the process for establishing the honorary directors and reiterated what their responsibilities and expectations

would be. Pete mentioned that one goal would be to provide strategic guidance to the Board and another would be help with capital campaign and outreach. We also hope to target and recruit those who have a passion for the Bay and the mission of the Alliance. Past board chairs will be considered as potential candidates for the Honorary Board as well. Pete noted that he would like to have 6 to 8 solid members to move forward. The first step would be a gathering of the group followed by engaging them with the organization. A first draft of potential members was submitted to the Board and members were asked to comment on and offer additional names for consideration.

After discussions regarding term of office, it was agreed that the Honorary Directors would serve a two-year term and could serve for two consecutive terms.

**Upon motion made by Pete Faust, seconded by Don Boucher, and unanimously approved, it was RESOLVED that the Alliance move forward with the Honorary Directors Board.**

Pete then asked for commitments from Board members to serve on the various Board committees. He and Alex will begin the recruitment process in the next few months.

## **Development and Finance**

Don Boucher began by discussing the progress that has been made over the last two years in the development arena and complimented Laura Ricciardelli for her efforts in increasing Taste sponsorship and membership revenues.

Don also discussed the need for additional resources to expand our development efforts. He asked for a shifting of funds to allow for a communications/development assistant.

In Celeste Regan's absence, Al Todd presented the financials and reported that the number of grants brought in was over \$3M. Al further reviewed preliminary positive outcomes from 2013 and referenced expenses and income to date which is on par with goals.

## **Executive Director's Report**

Al Todd provided an update on Alliance programs and activities:

- There was a strong focus in the program area in 2013 with additional resources brought in.
- Received close to \$800,000 in grants in the Forest arena.
- The Alliance signed an agreement with Altria for \$300,000 for carbon offsets through tree planting.
- Interfaith partnership with IPC has grown. We are working with them on several projects.
- Working on year 3 of a 5-year agreement with Howard County for the READY program
- Businesses for the Bay is getting off the ground. The Alliance will be hosting the first business forum in March at Dominion in Richmond.
- Significant time and effort was spent upgrading our website

- Salesforce transition is almost complete.
- The E-newsletter is being distributed monthly now instead of quarterly.
- The Alliance had its first clean audit in several years.
- Jaja Leroux was promoted to Finance Director. Liz Biggs will remain on contract during the transition period.

### **Presentation on History of Chesapeake Bay Restoration Efforts**

Ann Swanson, Director of the Chesapeake Bay Commission gave a presentation about the history and successes of the Chesapeake Bay Restoration efforts.

### **Communications Presentation**

Al Todd introduced David Rockland, a partner in Ketchum, an international public relations firm. David provided pro-bono assistance to help with communications and messaging of the Alliance. He reported some of his findings from the workshop that was held with Alliance staff in the Fall.

Following these discussions, an exercise was held, asking the Board to write their own "Alliance story". Some responses were shared at the meeting and all were collected and will be compiled for later distribution to the Board.

### **Strategic Program Direction**

Bob Paul reviewed the three goals of the Alliance as outlined in the Strategic Program Opportunities document. Discussions then focused on program opportunities and potential new program development. The following comments were made:

- Local Government – how do we find out what local government needs?
- In PA, protection of local water supplies is a big issue. How can we capitalize on this?
- Capture energy of collaboration by using smaller groups
- Fracking – have to find a specific role for the Alliance. ForumPlus may be a way to get regional involvement on this issue.
- Poultry and water – agricultural use of manure
- DOD and forestry – maybe a new initiative.
- Involvement in nutrient trading- verification?
- Expand the reach of Project Clean Stream (promote high school community service requirement)
- Sojourns – good business connection, link to Businesses for the Bay
- Chesapeake TedX event for raise awareness and visibility
- Involvement with Audobon Society
- Connect with Spanish television stations (possibly do PSA's)
- Headwaters – Brook Trout – tie an initiative to habitat credits and riparian forest buffer. May be possible to team with Trout Unlimited

## **Concluding Comments**

A list of proposed 2014 Board meeting dates was distributed. Al suggested that this year we hold a two-day Board Retreat in June in place of the July Board meeting. He also asked to have the Fall Board meeting on the Thursday before the Forum instead of Friday. The Board was receptive to both suggestions.

Alex Beehler asked all Board members to provide their pledges to him by the next Board meeting. He stressed how critical it is to have 100% participation.

All new board members were requested to send Bios and pictures which will be posted on our website.

Meeting adjourned at 3:30 pm.