BOARD OF DIRECTORS MEETING MINUTES
JUNE 27, 2014 – SHEPHERDSTOWN, WV

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, June 27, 2014, at 10:15 am at the National Conservation Training Center in Shepherdstown, WV.

Members present: Chair Alex Beehler, Mary Barber, Jack Detweiler, Jim Elliott, Scott Fosler, Rich Hart, Bruce Keiner, Bill Matuszeski, John Quinn, Steve Pattison, Bob Paul, Celeste Regan, Mary Wadleigh, Chris Hamilton, Paula Hamel. Present by phone (part-time): Neil Wilkie

Members not present: Greg Wilson, Don Boucher, Dan Cornell, Stewart Leeth, Pete Faust, Steve Schwalb, Jennifer Troy

Alliance Staff present: Al Todd, Lou Etgen, Laura Ricciardelli, Mary-Angela Hardwick and Joyce Samm

Welcome and Introductions

Meeting called to order at 10:15 am. Alex Beehler began with discussing the importance of Board pledges and asked for support for the Taste of the Chesapeake. He urged those who had pledged to send in their donations. He then reported that four members will be rotating off the Board and encouraged members to assist in the recruitment of potential candidates to fill the six slots that will be open at the end of the year.

Executive Director’s Report

Al Todd discussed the agenda and details for the retreat. He introduced Mary-Angela Hardwick, the new Assistant Director of Development, to the Board. Mary-Angela briefly discussed her background. Al then provided the following updates on Alliance programs and activities:

- New Bay Agreement signed by all six states and DC. The Alliance has been asked to chair the efforts to develop management strategies for Citizen Stewardship Goal.
- The USDA has also asked us to lead an initiative to look at riparian forest buffer issues. This was launched with a Leadership Summit which was a huge success with 68 people in attendance at the US Capital.
- The Alliance is continuing to work on Businesses for the Bay. Arrangement for the second Forum, which will be held in the fall/winter, are beginning.
- Working with a graphic designer, Joe Barsin, who designed the Bay plates, we are developing a membership/volunteer campaign to build upon the “Together we can get the job done” tagline.
- Briefly reviewed the results from the Membership Survey. These results will be discussed in further detail during the Strategic Planning Session.
- Proposed changing the September Board Meeting to Thursday instead of Friday and the Board concurred with this change.
- Reviewed the recommendations for recipients of this year’s Environmental Leadership Award (Luke Brubaker) and Watershed Champion Awards (Charlie Conklin, Harriet Tregoning and John Tippett). Briefly discussed their contributions and qualifications.

Upon motion made by Mary Barber, seconded by Alex Beehler, and unanimously approved, it was RESOLVED to approve all proposed recipients for the Environmental Leadership and Watershed Champion Awards.

Approval of April Minutes

Minutes from the April 14, 2014, meeting were reviewed.

Upon motion made by Jack Detweiler, seconded by Celeste Regan, and unanimously approved, it was RESOLVED that the draft minutes from the April 14, 2014 Board Meeting, previously provided, be approved.

Governance Report

Al Todd requested that Board members continue to think of potential candidates for the Board and noted that Bruce Keiner, Scott Fosler, Mary Wadleigh and Neil Wilkie will rotate off the board at the end of the year. He stated that the Governance Committee will continue to consider the balance of the Board. Honorary Directors letters been prepared and we will be moving forward in the very near future.

Finance Report

Referring to the Budget vs. Actual report, Celeste Regan stated that, for the third year, the Board approved a very modest budget. Therefore, it is not surprising that the Alliance is in excess of 44% on the expense side. She reported that there is a lot in the pipeline and cash is adequate. Our projection for 2014 was $2M. We have taken in $2.4M so far in the first half and are anticipating approximately $1-2M more for the year. She noted that level of existing staffing is being taxed and we may need to look at additional resources.

Celeste reported that he 2013 audit is going well. We are finalizing and confirming numbers with the auditors.

Development Report

Laura Ricciardelli provided the following updates on development activities:

- We’re in discussion with UnderArmour to partner with us in Project Clean Stream
- Mary-Angela has written three press releases in just the last few weeks
- Working on our branding
- We are finalizing promotional materials/giveaways
- For the second annual photo contest, we plan to reach out to more serious photographers and not just members. Photos will be used again this year for our 2015 calendar.
- The Mid-Year Appeal was sent out in June.
Discussions then moved to the Taste of the Chesapeake. Al stressed the important of the Taste, as it is our only fundraiser, and requested that Board members reach out to their friends and colleagues for sponsorships. This year, there will be Sponsor Spotlight Posters for all major sponsors ($5000 and above). These will be displayed at the Taste. We are hoping to exceed last year’s sponsorships and bring on over 25 Friend sponsors.

Alex Beehler concluded discussions by requesting 100% Board participation in sponsoring the Taste.

Board meeting adjourned at 1:45pm.

The Strategic Planning Session followed.