BOARD OF DIRECTORS MEETING MINUTES
July 14, 2017 --- St. Mary’s College of Maryland

PURSUANT to notice, a meeting of the Board of Directors of the Alliance for the Chesapeake Bay was convened by Bob Paul, Chair, on Friday July 14, 2017 at 10:00 AM.


Members Not Present: James Elliott, Doug Lashley, Brent Fewell, Kathleen Maloney, Robin Clark Eilenberg, Steve Pattison.

Alliance Staff Present: Al Todd, Kate Fritz, Jaja Leroux, Mary-Angela Hardwick, Corinne Stephens, Marissa Spratley, and Jeremy Browning.

WELCOME AND INTRODUCTIONS

The meeting was called to order by Bob Paul at 10:05 AM, followed by introductions.

Bob Lewis from the St. Mary’s River Watershed Association gave a presentation on the oyster reef project in the St. Mary’s River.

BOARD AND COMMITTEE BUSINESS

Approval of Minutes from April Meeting
Bob Paul asked for a motion to approve the April 21, 2017 meeting minutes, Andy Field made the motion to approve, and Ginny Snead seconded. The minutes were approved unanimously without correction.

Finance Report: Jack Detweiler and Jaja Leroux
2nd Quarter Financials
• Financial projections indicate the Alliance is operating within guidelines according to the approved budget
• Budget vs. actual discussed
• Donations slow during the first 6 months
• Taste donations made in 2016 for Taste 2017 not included in FY 2017
• Personnel is down, some positions are open
• Longer, more detailed audit process this year was noted
• Innovation fund has not been used much
• Update on grants, federal funding and benefits
  o Grants
    ▪ New grants goal was $750,000, actual this year is $1.2M
    ▪ Additional $2M in proposals still pending
    ▪ Staff get monthly reports with balances to track budget
  o Federal Funding
    ▪ Alliance has significant exposure to Federal grants
    ▪ Forward funding for the Chesapeake Bay Program through 2018
    ▪ These grants provide the Alliance with a lot of indirect cost recovery
  o Benefits - Health insurance
    ▪ First year Alliance has provided health insurance to staff
    ▪ Tracking close to our budget, doing quite well in terms of cost which is dependent on individual choices
    ▪ Spending less than 50% coverage
    ▪ Continue to track cost, poll staff, and revisit at October board meeting
    ▪ January 1, 2018 maybe a good time to implement changes

Governance Report: Rich Hart
• Board Recruitment – Updated Succession Plan – Small Group Meetings
  o One rotation off this year
  o Reminder – all board members are responsible to assist in recruitment
  o Next year – board needs to think about lists
    ▪ 5 members completing second term next year
    ▪ 7 to consider term extensions
  o Small group meetings are very effective, better conversations, more names, and approve as a larger board
• Election of new members:
  o Jack Detweiler moved to approve both Brian Macnamara and Shawn Kimbro as new Board Members, Rich Hart seconds
  o Vote: All in favor, none opposed

Programs Committee: Ginny Snead
Board members want to learn more about Alliance programs
• Board members invited to participate in conference calls with program managers/leaders – the Program Committee has designed a series of questions
• In process of setting up first meeting with Mary Gattis around July 31
Development Committee: Jennifer Troy and Mary-Angela Hardwick

- Update and progress on the 2017 Fundraising Strategy and Plan
  - Board encouraged to reach out to their networks for donations, okay to get no’s, you will get some yeses
  - Almost 100% Board giving
  - Mid-year appeal – mailed on July 7th, just beginning to receive responses
  - Planned giving campaign to begin next year
    - Met with one financial advising company with expertise in non-profit legacy giving, including finding tax benefits for donors
    - Planning to meet with two more companies
  - Major gifts campaign – encourage matching gifts

- Planning for Taste of the Chesapeake
  - On track with sponsors, continue outreach
  - Chaney joins as a Bronze sponsor
  - Taste is a great venue to introduce prospective supporters to our work
  - Consider redesigning sponsorship – bronze could be for individuals only
  - If rejection is timing, follow up for next year
  - Track upsell from year to year
  - Program to be printed on August 15
  - Taste invitations – add personal note, board members can comp tickets

Introduction of Kate Fritz, New Executive Director

Bob Paul thanked everyone for their hard work in the process to find a new Executive Director for the Alliance. Lots of meetings and over 100 candidates were screened. Kate comes to the Alliance from the South River Federation where she has been the Executive Director for 3 years and begins at the Alliance on August 1, 2017.

Kate Fritz stated that she is very excited to join the Alliance and shared her background and experience with the Board. Kate asked the Board to plug her in to their networks to help raise funds.

Lunch at 12:15
Reconvene at 1:00

Directors Report: Al Todd

As Al’s 6 years as Executive Director come to a close, he thanked the Board for their commitment and passion to the Alliance. Al praised the work of the Board and the staff and knows Kate will continue to improve and move the Alliance to the next level.

Along with a written report, Al pointed out some highlights:
- **Businesses for the Bay** – Structured strategic action plan to guide marketing and expansion of the program. Bill Gill and Smithfield providing support.
- Forest team – exploring environmental markets and working with land trust community to increase protected lands to improve water quality
Lots of work for the Land Trust Alliance
Looking to expand to Pennsylvania where there is no regulation or programs or environmental markets

- Frame work for citizen data – *Chesapeake Monitoring Cooperative*
  - Alliance is working with the Chesapeake Bay Program to develop a MOU
  - Currently, data are not used because it is hard to determine the quality of the data

*RiverWise Congregations*: St. Luke project – waiting for permitting, hope to begin construction this fall

- Engaging the dairy industry - Turkey Hill Dairy
  - Proposal for USDA funding submitted
  - John Cox, CEO interested in working with the Alliance on a proposal
    - Opportunity to develop a set of standards for the dairy industry
    - Market incentives for farmers

- Nancy Dodge – opportunity to expand relationship at the August Sojourn

- Organizational Health
  - Executive Director search was primary focus
  - Staff retreat – great team building and diversity training which will be extended to the Board in the future

*Back to the Bay* – 1st event had lower attendance than expected, but great exhibitors and better hopes for next year

- Brewery outreach – Katcef Beers donating beer for the tasting table at the Taste

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**Results of 2015-2020 Strategic Plan Review**

Strategic plan assessment (not revision) - Goals correct? Thoughts?

- Needs
  - Diversity - Add language
  - Objectives or statements
  - Focus on action plan

- Some sections may not be relevant now
- Many have been achieved
- Build on where we are now

- Fundraising and development
  - Still what we are aiming for
  - Ideas for prior to fall meeting, 2018-2020

- Ideas from ED Search
  - How we market ourselves
  - How we delineate ourselves from CBF

- Watershed – connection in PA is to local streams, not bay, we need to capture that to make ourselves more distinctive
- Forum has grown, maybe forum plus could become more local
- Missing goal? Consider adding communications as specific goal
• Realign focus
  o Need local focus
  o Need venue
  o Replicable model for local fundraisers
  o Each office should be its own magnet
• Collaboration – plug into local philanthropy networks
• Awareness building – branding: Who we are and what we are doing
• Revisit in October

April Review
• At the April 21st Board meeting all participants broke into small groups and worked according to Board Committees
• Weekly Executive Committee calls to come up with strategy
• Look at action plans - finance has been accomplished
• Consider touch up every year - valuable for management team

Businesses for the Bay: Corinne Stephens
Corinne presented a PowerPoint to the Board on the development and strategic objectives for 2017-2018
• Program is at the tipping point
• Impact – B4B members are required to do at least one “action” and many are doing more
• Reaching out to our sponsors, businesses, non-profit and government agencies
• Steering Committee has identified sea level rise as an important concern for coastal communities
• Media – B4B program is gaining exposure
  o VA Turf Council – great article
  o University of Maryland – marketing opportunity
  o Keep writing articles to build meaningful content
• Find ways to keep our members engaged to increase retention in the program
  o Professional Development
  o Monthly member emails
  o Webinars – data tracking and follow up survey to determine what works and what doesn’t
• Building corporate leadership
  o Turf grass management companies need B4B
  o Translate BMPs to Spanish for workers
  o Scotts is a great example
  o Think geographically

• Expand small business engagement
  o pricing – for small businesses might be too expensive for some
  o Where are the strategic businesses?
Narrow down industries to increase marketing efforts and results
Trade associations
Interrelationship of businesses

B4B – what do you get? Survey:
• List themselves on the website and use the logo
• Press release, positive press for gold members
• Stickers, ribbons, and certificate to display
• Recognition, businesses want to be known as members and to be seen as good stewards of the watershed
• Research:
  o Moral goes up with stream clean up
  o Folks that come out of college will take a pay cut if their values line up
  o Certificate is on the wall where you do interviews
  o Build more educational content

Announcements
New Board Members were asked if they wanted to comment
Shawn Kimbro
• Whole lot to learn
• Interested in outreach, recruiting, and fundraising
• Sportsman Forum
• Politics – neutrality is a good thing

Brian Macnamara
• Echoed Shawn, whole lot to learn
• Strategic plan is good, execution is harder
• Recently graduated from the Virginia Tech Executive Masters in Natural Resources (XMNR) program
• Alliance is a leadership organization

The Board thanked Rich Hart for his hard work during the Executive Director Search process and gifted with an Alliance jacket and Macallan Scotch

Meeting adjourned at 2:55PM