



**BOARD OF DIRECTORS MEETING MINUTES  
January 19, 2018 – Annapolis, MD**

Meeting was held at the Annapolis Maritime Museum in Annapolis, MD

**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, January 19, 2018 at 10:00 AM.

**Board Members Present:** Bob Paul, Jim Elliott, Andrea Field, Jack Detweiler, Joe Carnahan, Jan Jarret, Steve Levitsky, Jennifer Troy, Ginny Snead, Tara Scully, Sally Horner, Bill Gill, Brian Macnamara, and Shawn Kimbro. Honorary Directors Present: Don Boucher and Alex Beehler.

**Members Not Present:** Steve Pattison, Paula Hamel, Kelly Gutshall, Dennis Chestnut, Dan Cornell, and Richard Hart.

**Alliance Staff Present:** Kate Fritz, Jeanne-Marie Leroux, Nissa Dean, Lou Etgen, Jenna Mitchell, Mary-Angela Hardwick, Marissa Spratley, and Jeremy Browning.

**WELCOME AND INTRODUCTIONS**

The meeting was called to order by Bob Paul at 10:00 AM, followed by introductions. Bob welcomed everyone to Annapolis and the January Board meeting.

Bob Paul gave a brief overview of the day and defined the goals for the day and year.

1. Board recruitment – current Board is 21 members, full Board is 24 members.
  - a. Vacancies need to be filled
  - b. Diversity is a priority
  - c. All Board members are responsible for board recruitment
  - d. Governance committee reviews candidates and brings to the Board for approval
2. Strategic planning 2015 to 2020
  - a. Looking at tasks and doing an assessment, not redoing
  - b. Today's focus is visioning
  - c. April meeting should move on to other initiative, perhaps communications

3. Make the Alliance's presence known better
  - a. Elevate state offices
  - b. Engage Board at state/local level
  - c. Initiatives to engage people

Bob Paul noted Rich Hart has resigned as Governance Committee Chair and Andrea Field is the new Governance Committee Chair.

Board members asked to complete and return Conflict of Interest and Board Pledge Form before the end of the meeting.

### **Welcome - Annapolis Maritime Museum (AMM) – Alice Estrada, Executive Director**

Alice Estrada welcomed the Board to the AMM and described the Alliance as long-time friend and partner of the Museum. Alice gave a brief history of the AMM, explained their mission, programs, and challenges. Alice shared some of their most successful partnerships that have contributed to the growth of their programs, including Back Creek Nature Park, which AMM leases from the City of Annapolis.

### **BOARD AND COMMITTEE UPDATES**

#### **Approval of Minutes from October 20, 2017 Board Meeting**

Corrections:

- Page 4, first paragraph: Jack Detweiler's term, change from 2017 to 2019
- Names referenced in the minutes should include last names

Jim Elliott motioned to approve the amended minutes, Ginny Snead seconds. All in favor, none opposed.

#### **Finance – Jack Detweiler**

Budget vs. Actual

- Approximately \$960k in receivables, see grants list
- Budget will be over when received along with program income and sponsorships
- Underestimated grant program expenses, adjusted for 2018
- Travel - \$4,500 over in 2017, increased to \$20k for 2018
- Rent/utilities –
  - Annapolis Office - new lease in negotiation to take over entire building
    - \$21k from landlord for renovations and deferred maintenance
    - Will increase expenses by \$27-28k per year and maybe more for utilities, but price per sq. ft. would be lowered \$7-8 (less than \$20 psf)
    - Opportunities to sublet, several inquiries already

- \$15k added for rental income
      - Richmond Office – increase in rent
- Healthcare – 100% coverage in 2018, major increase
- Review of October Budget
  - Much of increase will be paid by indirect
  - Line 2 of budget, reduced grant income
- Interim Parental Leave Policy
  - Approve subject to legal review
  - \$20k added to budget for parental leave policy
- Reserve Fund
  - Need to open separate account
  - Needed to alleviate cash flow problems
  - Goal for fund is \$50k, need system to set aside money
- Outreach – 2017 the \$10k was not spent
  - State offices planning to do more outreach in 2018
- Over 6 million in income and expenses in 2017, net change in assets was \$87k

#### **Approval of 2018 Draft Budget**

Jack Detweiler moved to approve the 2018 Draft Budget, Bob Paul seconded. All in favor, none opposed.

#### **Interim Parental Leave Policy**

Closed Session – Staff asked to leave the room.

Given conditional approval subject to legal review. Kate Fritz will provide Draft Interim Parental Leave Policy to Jim Elliott and Andrea Field for review.

#### **Governance – Andrea Field**

#### **Vote on Chair Elect, Ginny Snead**

Andrea Field motions that Ginny Snead succeed Bob Paul. Other nominations? No. Bob Paul moved to a vote. All in favor, none opposed.

Ginny Snead stated she is very excited and thanked the Board for the opportunity.

#### **Vote on new Board Member – Greg Wims**

Kate Fritz and Bob Paul had lunch with Greg Wims and feel that he would be a positive, connected and good addition to the Board. Kate Fritz noted that Greg Wims had already started brainstorming fundraising ideas and his number one priority at the Rotary Club was tree planting. Greg Wims connection the other Rotary Clubs could be explored for visibility, volunteers and support.

Alex Beehler knows of Greg Wims and he has a high, positive profile noted Greg's service as Commissioner of the Washington Sanitation Commission in DC could add great connections.

Andrea Field motioned approval, Bob Paul seconded. All in favor, none opposed.

### **Program Committee – Ginny Snead**

Updates:

- Program Committee calls with Program Staff helpful to better understand Alliance programs
- Past topics: Local Government Advisory Committee, Chesapeake Forest
- Next topic: Project Clean Stream
- All board members encouraged to call-in for the 1 hour calls for better understanding
- Alliance staff come well prepared, have great ideas and excitement
- Bob Paul noted these calls are a good opportunity to link program exposure and development at the state level
- Tell local citizens what we are doing

### **Development – Jennifer Troy**

Jennifer Troy and Mary-Angela Hardwick provided development updates and presented the 2018 Draft Fundraising Plan

Updates

- Taste 2018
  - Joe Carnahan will replace Jack Detweiler as Taste Chair on the Development Committee
  - Last year we experimented with sponsorships, each year we raise more money from sponsors
  - Joe Carnahan challenges Board to bring at least one new sponsor for the Taste in addition to current sponsors
- DC opportunities
  - Jan Jarrett and Tara Scully have lots of ideas
  - Tara Scully trying to build off of Project Clean Stream and plugging the program a lot
  - Possibly a DC event at the end of summer 2018

### **Overview of 2018 Draft Fundraising Plan**

- Breakout groups from October Board meeting steered regional focus on events, outreach, programs, etc.

- Information and ideas from meetings with state directors, program directors and staff incorporated into fundraising plan
- Today is Boards opportunity to contribute
- Board commended for past participation and for 100% Board giving in 2017

#### Highlights of proposed 2018 fundraising plan

- Board Giving
  - 100% Board giving
  - Raise \$20k
  - Board members can give monthly
- Major Gifts
  - 20 Donors
  - Raise \$30k (\$11.5k raised in 2017)
  - Strategy
    - Target and cultivate donors in each region
    - Board encouraged to share historical knowledge about past Board members and supporters
    - Development about building relationships and sharing passions
    - Past award winner engagement
- Events
  - Taste 2018 goal of \$150k from 90 sponsors
  - One major event in each region to raise \$10k each, \$30k total
  - Engage more people
  - PA Give
  - Chesapeake Awareness Week in VA
- Appeals
  - Goal to raise \$50k (\$41k raised in 2017)
  - Identify matches
  - Rally at least 100 new donors
  - Expand monthly giving to 50 donors
  - Grow organically, not going to buy lists
    - Brian Macnamara – why not buy?
    - Jenn Troy – we would consider a good, small, targeted list
- Workplace Giving
  - Raise \$15k
  - Attend regional fairs
- Private Foundations
  - Raise \$10-30k
  - 1-3 grants from family foundations

- Example, Wheeler grant for \$20k for PCS, Jenn Troy met Connie Wheeler at a PCS event
- Planned Giving – take steps to launch campaign in 2019
  - Needs Board subcommittee
  - Strong focus and leadership
  - Don Boucher noted there are strategies for maximizing tax benefits and we should have connections to financial advisors

### **Communications Plan** – Marissa Spratley, Alliance Communications Specialist

- Tell our story
  - Showcase our work and projects
  - Create a pipeline of communications from regional offices
- Communications and impact
  - Getting data from staff
  - Numbers tell our story
- Share more unique content
  - Keep up to date with stories and current events
  - Ex. Viral video of the fox on ice – those are stories people love and share
- Improve branding and consistency of messaging
  - Working with Pomerantz Marketing – pro-bono
- Expand visibility and recognition

### Media Outreach

- Social Media
  - Currently 2700 likes on FaceBook
  - Goal for 2018 is 5000
  - Everyone please like and share!
  - Steve Levitsky – How often do we post? LinkedIn?
    - Facebook 1-2 times a day
    - Marissa will add LinkedIn
    - Currently posting on Facebook, Instagram, Twitter, Pinterest, Google Plus
- Traditional Media
  - Reaching out to local media outlets to establish report
  - Following reporters, editors, and news outlets on twitter to connect

### **Executive Director's Report** – Kate Fritz

## Vision Recap

- Diversification of revenue
  - Giving Tuesday and PA Give, successful in 2017
  - Looking ahead
    - Major donors – cultivation
      - Major donor society
      - Find out what makes them tick
    - Fee for service opportunities
- Attract and retain great staff
  - 100% health insurance premiums offered in 2018
  - Annual cost of living increase
  - Closed office for 3 days during holidays
  - Intentional onboarding practice
  - Looking ahead
    - staff retirement plans
    - Clarifying career opportunities and staff development paths
    - Retooling the innovation fund for staff training
    - Use staff strengths for cross-training
- Telling our story
  - Created pop-up window to capture site visitor emails
  - Increased social media following
  - Earned media opportunities
  - Looking ahead
    - Better branding and communications
    - Pro-bono marketing opportunity, Pomerantz Marketing

### **12:10PM Break for lunch**

### **12:50PM Resume meeting**

#### **Branding and Visioning Workshop**

Facilitated by Hasdai Westbrook, Changing Media  
Additional Alliance Staff present

Goal: Brand Promise Statement

#### **Updates from Maryland Programs**

Lou Etgen, MD/DC Director

- Watershed Forum
  - Board encouraged to attend in 2018
  - 2017 was one of the largest
  - Premier networking event of the Chesapeake Watershed Community
  - Program income generator, \$40k+
- Large Project Management
  - Grew out of RiverWise Congregations, projects popped up and no one else could implement
  - St. Luke's Church
  - Asbury Broadneck
  - 2 living shorelines
  - City of Annapolis came to Alliance for a project in Admiral Heights
  - Calvert County Research Lab – potential Project
  - Alliance can be a fiscal agent for these projects
  - Better negotiations with DNR needed
- READY
  - Howard County READY now operating independently
  - New READY Program in PA, second one in MD and another in VA possible

#### Ted Wolfe, MD Program Assistant

- Project Clean Stream
  - Staple program of the Alliance
  - Entering 16<sup>th</sup> year
  - Lead and bring people together on the ground
  - Goal is 10% increase in 2018
  - PCS Day – first Saturday in April, 4.7.18
- Chesapeake Network
  - Online resource
  - Improvements launching on Thursday, 1.25.18
    - Announcements, jobs, and events in your area
    - Incorporate youth jobs, internships
    - Volunteer opportunities
- Tree Plantings
  - 2017 focused on Trees for Sacred Places
  - 2018 will focus on engaging residential owners to plant at least on tree

#### Marissa Spratley, Forum Plus

- Forum Plus is an extension of the Watershed Forum to expand reach and audience
- 2016 in VA with Bill Gill
- 2017 in PA with Shawn Kimbro
- 2018 on the Eastern Shore of MD with Shawn Kimbro

RiverSmart – DC Water

Erin O’Grady, RiverSmart Homes Program Coordinator

Rain Barrel Program

- Started in 2008 with pilot program
- Provided trainings for contractors
- Goal is to install 1700, about completed 900

Landscaping – Rain Gardens and Bay Scapes

- Grant or rebate options for home owners
- Installed 950 rain gardens
- Installed 45 Bay Scapes

Laura Todd, RiverSmart Homes Program Associate

Permeable Paver Program

- 43% of dc is impervious surface
- Designed to incentivize homeowners
- Began in 2015 & 2016 neighborhood of Bloomingdale – free pavers offered
- Overhaul in 2017 – now anyone in DC can get a rebate, \$10 for sq ft for pavers, \$5 for vegetation
- 53 rebate projects since 2017
- Reduced 46k sq ft of water
- Comes with maintenance plan for homeowners

Lou Etgen, filling in for Corinne Stephens, Business Partnership Manager

Businesses for the Bay

2018 Plans

- Webinar series with CBP
  - Aligned with Chesapeake Watershed Agreement
  - How “actions” tie in
  - Request to do more, this year we will highlight the 5 areas and show business and what they are doing in B4B
- Businesses want access to Bay decision makers
  - Sessions with local government
  - Secretary Grumbles – how can they work together?
- Keith Campbell funding is pretty secure
  - Target PA

Ginny Snead (filling in for Bob Paul) adjourned meeting at 3:59PM

Submitted by: Jeremy Browning, Alliance staff