****

**BOARD OF DIRECTORS MEETING MINUTES**

**July 20, 2018 – Lancaster, PA**

**Lancaster Chamber of Commerce**

**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 20, 2018 at 10:00 AM.

**Board Members Present:** Bob Paul, Andrea Field, Paula Hamel, Gregory Wims, Kelly Gutshall, Sally Hornor, Bill Gill, Brian Macnamara, Steve Pattison, Steve Levitsky, Ginny Snead, Jennifer Troy, and Jan Jarrett. Present via phone: Joe Carnahan.

**Members Not Present:** Dennis Chestnut, Dan Cornell, Shawn Kimbro, Jack Detweiler, Jim Elliott, Tara Scully, and Richard Hart.

**Alliance Staff Present:** Kate Fritz, Jeanne-Marie Leroux, Jenna Mitchell, Jenna Mackley, Leslie Weller, 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 Paul gave a brief overview of the day and defined the goals for the day.

**Guest – Phil Wenger**

Jenna Mitchell, Pennsylvania State Director, introduced Phil Wenger, CEO of the Lancaster County Conservancy. Phil Wenger gave an overview of the challenges facing the Lancaster County watershed, some of the finest quality unirrigated farmland in the world. Farmland preservation has been very successful, but the agricultural movement didn’t include environmental considerations.

The Lancaster County Conservancy buys natural lands along waterways to restore and preserve, not agricultural lands. The Alliance is a natural fit with the Conservancy.

Alliance is a natural fit – we wouldn’t be here with our Jenna and her team

The Conservancy partners with organizations and businesses to reach common goals. Water Week raised corporate dollars ($150k the first year, $175k the second year). Phil Wenger attributed commented, “companies want their names associated with clean water.”

**Approval of Minutes from April 20, 2018**

Ginny Snead moved to approve April meeting minutes. Greg Wims seconded the motion. The minutes were unanimously approved with the following amendements:

* Location updated to reflect the office of Hunton Andrews Kurth
* Dennis Chestnut was present, removed from not present
* Corrected spelling of Sally Hornor’s name

**BOARD AND COMMITTEE UPDATES**

**Finance:** (Jack Detweiler)

Jaja Leroux, Director of Finance, stated financials are on target for the year and expenses are where they should be at this time of the year. Audit and 990 for 2017 will be presented to the Board via email for approval.

Kate Fritz noted historical data from the past ten years has been analyzed to look at trends. This information will be used to evaluate programs, development efforts, and help make future decisions.

The Finance team will send additional information prior to the November Board meeting.

**Goverance:** (Andrea Field)

A survey of current Board member skills was conducted in an attempt to be strategic with Board. A diversity of skills and connections is important to increase financial support or profile. Survey Notes:

* Think about geographic regions, not just states to give a better idea of where connections are present. Example: Washington, DC metropolitan area includes parts of Maryland and Virginia
* Deficiency of skills include legal, agriculture, finance, strategic planning, marketing, and real-estate planning
* Community connections are important: Corporate, religious, media philanthropy, etc.
* Board members: think about who you know to fill gaps.

**Prospective Board Members**

Jenna Mitchell came through to help fill some of the gaps with Chris Sigmund and Naomi Young from Pennsylvania.

Chris Sigmund

* President of TeamAg, Inc.
* Background in nutrient management
* Convinced people that economically it makes sense to do intelligent for the environment
* Devoted to helping stake holders to take the first step
* Very interested in serving on the board
* Connection to agriculture
* One concern –TeamAg, Inc. has contracts with the Alliance. Not an issue if stated in the conflict of interest form at the beginning of year.

Naomi Young

* Economist with strategic planning experience
* Public policy background
* Director of Economic Development Company of Lancaster County
* Uses market based principles to help decide programming, projects and development areas
* Excited about joining board

Andrea Field noted they met last night and both were very enthusiastic.Bob Paul spoke to both at length and confident they will be approved. Resumes of each prospective Board Member provided. Vote to be held in November.

**Program Committee** (Ginny Snead)

Sally Hornor will be taking over Program Committee Chair now that Ginny Snead has shifted to Board Chair-elect.

Ginny Snead discussed learning about various programs at the Alliance through Board/Program presentations. Most recently, Nissa Dean, Virginia State Director, presented a very informative and well prepared overview of RiverWise. Presentations will be added to the Board Portal.

**Development** (Jenn Troy)

Update was given on fundraising for the *Taste of the Chesapeake*. All Board Members were asked to find three new sponsors.

*Back to the Bay* was held on Browns Island in Richmond, VA on June 9th in partnership with the *Festival of the River*. This event was made possible by sponsors. The event attracted over 4k attendees, 1500 engagements, and a list of 1000 attendees and supporter of the event. *Cheers to the Chesapeake* was held at West Rock on June 8th in conjunction with *Back to the Bay*. These events were noted as a great success for the Alliance that raised our profile in Richmond and raised $14k.

* Bill Gill noted it created a lot of visibility and value for Smithfield
* Brian Macnamara called the events a “homerun”
* Nissa Dean and the Virginia staff were congratulated for their efforts

12:06 Break for Lunch

12:48 Meeting Resumed

**Executive Director Report** (Kate Fritz)

Organizational Goals

1. Increase and diversify revenue
2. Staff Retention
3. Telling Our Story

Growing Pains

* Organizational structure
* Staff wear multiple hats
* Internal communications
* We’ve grown programs, but not bottom line

Chesapeake Bay Trust Capacity Building grant

* Resources are vote of confidence
* Strategic planning committee – volunteers needed
* Frist call in November

**Strategic Planning Discussion** (Bob Paul/Ginny Snead)

Review of 4 core values from January branding session

* Inclusivity and collaboration
* Leadership
* Inspiring local action
* Commitment to clean water

Breakout Groups – summary of notes

Question 1. Core values appropriate, correct wording, others?

* Lacked energy or aspect
* Sounds like we are a consultant
* Action words may be more fitting
* Inspiration > igniter or catalyst
* What do they mean? Need explanations
* Commitment to clean water most important
* Building networks of champions
* Passion, energy

Question 2. How do we want to be known?

* Sustainability
* Facilitator of partnerships
* Backbone for all Chesapeake Bay watershed groups
* Help industries
* Partnership vs. ownership (but not impartial)
* Boots on the ground
* Engaging local communities
* Saving local streams
* Model for projects

Post breakout group discussion

* Perdue has explanation of each value
* More action words, maybe verbs instead or nouns, leadership > lead
* Seems pretty good, but needs some word play
* Better define values – good next step
* Take credit, don’t stand in the shadow
* We lift everyone – partnership

**Communications**

Marissa Spratley, Communications Specialist

Alliance Logo Refresh

* Differences explained in detail
* Emphasis is on the “ALLIANCE” to differentiate us from other watershed groups with Chesapeake in their name

Social media 101

Why social media is important:

* Engage and connect more people
* Drive traffic to website
* Increase support and donations
* Share content

Meeting adjourned at 2:59