

**Overfalls Board of Directors Meeting Minutes**  
**September 13, 2019**  
**Net House, Lewes, DE**

**In Attendance:** Albert Didden, Tracy Mulveny, Sue Tolbert, Bud Vai, Eric Van Guilder, Don Gansauer, Bob Garry, Tom Wrubel, and Al Klineburger

**In Bill's absence Tracy called the meeting to order shortly after 10:00**

**Secretary's Report:** Motion made by Al D. and seconded by Eric to accept the minutes as submitted for the August meeting. Motion passed.

**Treasurer's Report:** Eric reviewed the Profit & Loss Previous Year Comparison and Revenue and Expenditures January through August 31, 2019 making note that although the report read July 31, it was to the end of August. Our liquid assets in the bank and investment accounts are \$422,482 vs \$447,029 this time in 2018. The major expense has been the work on the bulkhead. Al D. questioned the \$7500 individual donation in 2018. It was explained that it was a unique situation. Eric said he had had an occasion to meet with Jason Smith, the state's comptroller in charge of the Grand in Aid. It was recommended we "get to know and get close to" the state's congressmen. There is also money available through the bond bill. There is a possibility the bond bill could help fund the next restoration project on the ship or of more immediacy the repair and restoration of the bulkhead. Tom suggested a GoFundMe campaign be set up for that purpose. Someone needs to talk to Judy Battista about doing that. It was suggested there needs to be strategy established and then schedule a meeting with influential individuals. There being no further discussion Al D. moved the report be accepted, Bob G. seconded and the motion passed.

**Committee Reports:**

**Curator** – Ray being absent due to Pam's double hip replacement there was no formal report. It was suggested there be a photo with William Frank Taylor's family to document the donation of his uniform to the Overfalls. Ray will be packing up the artifacts for winter storage.

**Dirty Hands Gang:** Report submitted by Don – "Work this past month was limited due to temperatures over 90° which canceled two of our work dates. The major job completion was the painting of the interior decks. The only remaining areas below deck are the officers and crew staterooms. Numerous small tasks were completed. The electricians have installed photo cells on the liberty lights, replacing the timers that were constantly getting out of sequence. JGM Custom Painting completed the painting of the bulkhead cap. The parking restriction signs were in place for the month and had the desired effect of limiting non-visitor parking. They have now been removed but will return in time for next season's tours. The Welcome Center sign has been taken down and new letters will be installed over the Winter. Work on the floor of the Ship Store will begin once all merchandise has been removed. Bill Schmidt, a carpenter

helping on the Monomoy, will be in charge of that job. September 17 will be our final day of work this season for the entire gang. The exterior artifacts will be removed and stowed for the Winter. Also, the blue canopy will be taken down.”

**Education:** the last of the Family Flag Fun programs was given August 21 with 9 children participating. Marcos is interested in attempting to do another in the fall, but a date has not been set yet.

**Events: Sundowner** – Today - 5:30-7:30; Admission \$10.00 for adults and \$5.00 for children 12 and under. There will be a food truck for the main meal. Beverages (beer, wine, water), ice cream sundaes and brownies will be provided. Volunteers are needed for 50/50, admission (hand stamping), tending bar, etc.

**Coast Day** – The ship will be open for free tours for a limited time period. Dave has one tour guide committed to it and will need more.

#### **Membership Meetings**

**Annual Meeting** - Friday October 11; 7PM at St. Peter’s church. Bob Evans a former menhaden fisherman will be the speaker. Tom requested information on the speaker and topic for the website.

**Friday, November 8; 7PM** at St. Peter’s church Jack Emery will speak on his experiences with the Apollo 11 land team. Perhaps the weekend could be extended for a Veteran’s Day event offering tours through the weekend including the holiday Monday

**Christmas Party** – Friday December 13 There still needs to be confirmation from Ted Becker that we can use the room at the Inn at Canal Square.

Al D. reminded Tracy that Gary Stabley has offered to speak Perhaps he can be the January or March speaker. Tracy will contact him.

**May 22** – National Maritime Day proposed as the day for unveiling memorials with invitations being sent to donors.

**Opening Party** – A committee needs to meet and report back to the board in January with their proposed plan. Don reminded the board of the Officers’ Club’s availability at the State Park. Limited time availability, cost \$750 and capacity of 250. Al spoke to the folks at The Children’s Beach House as a possible venue. It was suggested the party be held on the grounds with large tents.

**Historian** -Al Klineburger is working on a history of the foundation that made **The Big Lift** possible.

**Insurance:** The insurance form has been submitted for the Monomoy and sent to the underwriter. In writing the submission Al researched The Cape Gazette’s files for the story about the Monomoy and sent that with the forms. It may be that insurance will be on an as needed basis when the boat is trailered to events.

**Membership:** Al K. presented the following - Independence Initiative.

## Independence Initiative

### Background

The Overfalls Foundation's membership roll remains static as the members are aging and becoming less active and less able to develop the new programs to carry the Foundation forward. Historically, most of the members have come from the City of Lewes and have been attracted by just seeing the ship and being interested in being a part of it. With how the demographics of Lewes are evolving, there will not be adequate members to carry the mission forward much less initiate new programs. To survive and thrive, the Foundation must reach new residents and those outside of the City of Lewes for new members.

### Approach

To attract the new members, the Foundation will focus on the newly built communities in the area surrounding Lewes. The first community approached will be Independence. The lessons learned in the Independence initiative will then be used to tailor the approach as it is applied to many other communities. The approach uses two prongs:

- First, a presentation at the target community's facility, and
- Then a follow up visit which would be on the Overfalls Foundation's grounds.

### At the Community

This would be about a 45 minute PowerPoint presentation followed by a Q & A session and general discussion. At this session, each attendee would receive a Foundation brochure intended to reinforce the message after the fact. The Independence session is scheduled for 10:00 on Wednesday (August 28). The objective of the PP presentation and discussion would be to:

- Introduce the Foundation,
- Explain what a lightship is,
- Describe how the Lightship Overfalls was saved and is now being preserved,
- Identify the Foundation's other initiatives (Hall of Fame, Monomoy, ALM, etc.),
- Outline what we might do in the future to further meet our mission, and
- Spark the audience's interest in what we are doing and leave them wanting to know more.

### At the Overfalls Foundation Grounds

The real intent of this session would be to recruit the visitors as members but, in addition, to interest them in the activities of the Foundation to the extent that they would want to take an active role in one or more committees. The Independence visit is scheduled for 4:30 on Wednesday (September 4) and would all be done in an informal atmosphere with light refreshments. The sequence of events for the session would be:

- Opening remarks and welcome to the Overfalls Foundation,
- Tour the ship and other attractions on the grounds (Hall of Fame, Monomoy, ALM, etc.),
- A plea from each of the committee chairs and others who welcome help and new ideas,
- Identify other tasks that aren't being done that should be (outreach to the press, restart

the newsletter, etc.),

- Discuss membership, why we became part of this and our hope that they will join us, &
- Close with our desire that we will see them again and often.

- 

Then reported that he, Dave Bernheisel and Dave Beck visited Independence August 28 with an attendance of 35 interested community residents. They were invited to an Open House at the ship September 4 where 25 attended. The result was 2 potential tour guides, 1 DHG volunteer, 1 store docent and a possible administrative helper. Al, Dave and Dave have visited Lewes Landing and are setting a date for another ship Open House.

- 

**Monomoy:** No report due to Bob's absence

**Property:** It appears the soft spot (hole) in back of the store by the net developed due to the dredging. Don has filled it in with rocks. However there needs to be something more permanent done. Don met with Evelyn Murmeyer regarding the situation and she has agreed to submit all the necessary permits for the work. The board approved fees up to \$5000 be paid to Evelyn for her consultation. The depression by the buoys has been addressed and is leveled.

**Safety:** There have been no reported safety incidents since the last meeting. With the ship closed, a safety review and inventory will be conducted this fall to verify the condition of all safety equipment and to identify any deficiencies that will need correction over the off-season.

**Ship's store:** It appears a check has not been written for the towels. The puzzles can be returned to Puzzles. Sue Townsend will be doing an inventory and packing the merchandise for the winter. She agreed to doing this year, but there is a need for someone to take over the store. The sale of merchandise is minimal. More important is the physical contact the volunteer has with visitors. Al D. questioned the ease of the credit card machine. Although outdated it is user friendly for our volunteers.

**Maritime Hall of Fame** -No report

**Old Business:**

**Fundraising** – There needs to be a committee to explore various avenues of fundraising. Al D. mentioned there are companies that focus on fundraising and offered to contact one he knew. Tracy offered to contact DANA for assistance in fundraising ideas.

**Memorials Committee** – The committee presented the following guidelines for memorials.

## Memorial Notifications Guidelines

### Purpose

These guidelines are an attempt to create a policy by which the passing of members, or others who may have significantly contributed to the Overfalls Foundation (OF), can be appropriately recognized with a memorial walkway paver “brick” (Brick) and on the OF website. There needs to be sufficient flexibility in these guidelines to permit exceptions to be made by the Board of Directors Executive Committee (EC).

### General Statement

All past OF Presidents and Vice-Presidents, as well as founding members, should automatically qualify for a separate website memorial page. Other considerations are for long time members who have played significant Board of Directors roles without being an officer or served in long term leadership positions with the Dirty Hands Gang, ship’s store, Delaware Maritime Hall of Fame or any other OF sponsored activity. These individuals also receive a Brick compliments of the OF. Obviously, there can be other factors to be considered on an individual basis as determined by the EC.

For those members not qualifying for separate memorial web page consideration they should be automatically included on the website “In Memoriam”, “Passings” web page. This page serves as “website bricks” (WebBricks) and should, other than for those who have their own website memorial page, replicate those Bricks shown on the memorial walkway as well as include the passing of all other current or past members.

Providing Bricks gratis should be approved by the EC on an individual merit basis. It is recommended that at least five years of continuous membership be one criteria.

A program allowing for all other individuals to purchase Bricks honoring a loved one should be initiated with mention on the website. A recommended charge is \$250 and includes WebBricks placement. Bricks purchased under this program should be installed in a separate area, or at least non-contiguous, from the member memorial walkway.

An annual Brick unveiling ceremony, recommended June-August, should be held rather than unveiling individual Bricks during the year. All family members of those honored would be invited. A WebBricks insertion can be completed at any time and not necessarily coordinated with the unveiling ceremony.

eBlast notification of a member passing is solely at the discretion of the EC and by specific direction of the OF President or Vice President. Care must be taken to ensure such an eBlast is not viewed as overreaching the purpose of an eBlast by distribution list recipients as it could cause future event specific eBlasts to be automatically disregarded and/or recipients to unsubscribe.

## Other Considerations

If possible, family members should be encouraged to include a statement in the obituary to the effect:

*In Lieu of Flowers you could make a contribution to the Overfalls Foundation in memory of the deceased.*

OF representation at funeral services should be encouraged as a matter of respect and appreciation. This also increases organizational visibility; something critical to OF long term survival.

After reviewing the guidelines with the emphasis being made by Tom that it was merely to be a guideline and not necessarily policy Eric moved and Bob G. seconded that the guidelines be approved for use. The motion carried. Tom will put it into a PDF format and include it on the webpage under documents.

**New Business** – The Lightship Sailors Association has made a request to relocate a memorial honoring lightship sailors to the Overfalls' property. The Association is to have its meeting October 9 and someone from the Association would like to come to talk to the board shortly afterwards. As Bill has all the information it was decided to table it, but it was suggested to go on the association's website [lightshipsailorassociation.com](http://lightshipsailorassociation.com)

**Comments** -Al D. suggested brochures be available outside the store. – Perhaps a holder for them could be mounted. He displayed the Lewes Realtor booklet and the current Osher course catalog. Both have pictures of the Overfalls on the covers – Great exposure.

Tracy reported we currently pay someone \$300 at the beginning of the season to distribute brochures in the area. Tom questioned the cost effectiveness of the expenditure. Do we know how people hear about the ship? Sue responded when visitors go on tours, they sign the book that asks how they have heard about the ship. Tom suggested we try to capture contact information on them.

There being no further business Al D. moved and Don seconded the meeting adjourn. Motion carried and the meeting adjourned at 11:45

## Schedule of Upcoming Events:

Sundowner – Closing Party tonight 5:30-7:30

General Membership Meeting – Election of Officers/Speaker – Bob Evans – October 11,2019

Next Board of Directors meeting: Saturday, October 12, 2019 at 10 AM in the Net House

Minutes respectfully submitted by;

Sue Tolbert, Acting Secretary