

Minutes of Overfalls' Board Meeting
March 13, 2020
Conference room at 17527 Nassau Commons Blvd

Attendees: Bill Battista, Mike Safina, Bob Garry, Tracy Mulveny, Tom Rew, Dave Beck, Al Klineburger. Al Didden, Sue Tolbert and Maggie Bauer by conference line

The meeting was called to order by President Bill at 10:05 followed by a roll call of those present

Secretary Bob Gibson was unable to attend; Sue Tolbert agreed to take minutes

1 -Secretary's Report: As per the policy established at the January meeting and written in the minutes from that meeting the minutes were approved and accepted as written.

2 - Coronavirus Impacts -President Bill Battista announced when the executive board met it was decided to be on the side of caution and to school back on activities. Hence the public speaker scheduled for March 20 has been canceled. However, the Board agreed not to change anything until we heard from the City. So, the breakfast with the mayor April 18 is still on. The next scheduled tour before the season is May 7 – CAMP Rehoboth has teamed with AARP to do a tour. A decision on whether to cancel this will be made closer to the event. All near term meetings and public gatherings are to be reconsidered using the latest guidance from the State and City of Lewes. The board remains committed to keeping members and the public safe.

3. Treasurer's Report: (Bob Garry)

- It was noted the membership monies received were down in comparison to 2019. Perhaps the higher figure for 2019 reflected 2018 IRA distributions posted early in 2019.

- **Mike moved, Al Didden seconded, and all approved the treasurer's report.**

- The 2020 budget was reviewed. There was a reduction of proposed expense for utilities as they are covered in the lease agreement for the office.

- **Tracy moved, Mike seconded and all approved the 2020 budget.**

- There was a comment from Al Didden regarding the possibility of hiring someone to help with the website – Should that be included in the budget? Further discussion was to be taken up under the webmaster agenda item.

4 - Committee Reports:

Curator: (Ray Glick) Ray was absent, but he submitted a report stating Museum displays template in April and displays will be set by May 15.

Dirty Hands Gang: (Don Gansauer)

Although Don was absent, he sent the following report: -

“There is not much going on this time of year.

1. Weekly ship inspections by the DHG continue. The ship is once again sitting on the bottom during extreme low tides. Nothing else of note to report.

2. The fishnet drying rack was removed on Thursday, 3/5/2020 by LHS. A location for it will be found on their campus. There are still some concrete and rebar abutments that need to be removed. They may need to be jackhammered. Contractor's now have an open path to dump the riprap for erosion abatement at the Western edge of the bulkhead.

3. Work is almost complete on the Ship Store. The counters and countertops were reinstalled 3/10/2020. Only things remaining to do are trim and paint, Air conditioner installation, floor covering, and exterior cedar shakes. And of course, cleanup.

4. Water to the ship will not be turned on until there is certainty of no more freezing temperatures.”

Education Committee: (Sue Tolbert)

- Tracy and Sue met to brainstorm ideas for the summer family programs. Earlier Marcos from LHS had provided dates of June 24, July 15 and August 19 when LHS would be able to assist with the family programs. Tracy submitted a grant application to the Rotary to help finance the summer programs. We will be meeting again March 30 with Marcos.

Ship Store – (Sue Tolbert and Sue Townsend)

Mike took some merchandise from the storage unit to sell at the Mardi Gras event. \$65.00 worth was sold and was turned over to Cathy Heronemus.

Sue Townsend has agreed to remain responsible for purchasing and maintaining an inventory.

Al Didden mentioned the sign was looking shabby. There had been discussion previously that it looked “rustic”. However, Dave commented we are a ship and things should look “ship-shape.” So perhaps it should be refreshed and painted.

Events: (Tracy Mulveny)

Opening Party – Has been replaced by a fall gala – “Rock the Boat” or “Rock for the Boat” to be held at Baywood Greens September 11, 2020 with a cost of \$75.00 per person. There is to be a live band, “Hot Salsa”. Heavy hors d’oeuvres will be served with an open bar for a limited time. There are to be up to 6 experiences to be auctioned with a silent auction similar to the “Wine Wall” consisting of gift certificates

Al Didden contacted the Lewes publication – “*Lewes Neighbor Magazine*” and offered to speak further with the editor. Tracy has already spoken with Judy Stevenson from the magazine and will make sure the event

is included in the publication along with any other articles about the Overfalls. Mike reminded the Board that all publication communications are to go through Tracy.

Historian (Al Klineburger)

- Al began by saying what a privilege it has been to meet with Tracy regularly. He appreciates all the knowledge about the organization she has given him.

There is nothing new under history; Interviews will resume in April.

Memorial Naming/Giving: (Al Klineburger)

This hasn't been as easy as he thought it would be.

He has spoken to some folks who have expressed concern that the fall gala is not being held in Lewes proper. The Board discussed that we need to do more outside of Lewes. Mike reminded the Board that additionally our mission statement says we are to educate on DELAWARE Maritime History, not just Lewes.

Al mentioned by having his hometown on his name badge it has opened doors to conversations that have been fruitful in making the tours more interactive. In making the name badges for this coming season Sue Tolbert said she will ask each volunteer for their hometown in order to include that on the badges.

Al recommended to read **Who Moved My Cheese?**

Bill questioned on the location of the bricks sold to the general public. Al said those bricks would be installed in a separate area from the Memorial Bricks to the left of the ship store.

Property and Insurance: (Albert Didden)

- The pictures Al had taken of the ship at low tide were passed around.

The net reel has been permanently removed by LHS in preparation for the erosion repair work and the long-term future use of the area. Al needs to contact them re. cleaning up site and status of their permit. Contractor would like to do both jobs at same time. Permits have been submitted, and we are waiting to hear from Evelyn Maurmeyer regarding their status. We also need to check exact survey line. A start date on the project will not be made until the permits are approved. Al noted further that the \$12,500.00 contract is strictly for the Overfalls portion of the erosion repair. LHS has a separate contract.

Under Insurance – Mike stated he had reviewed the insurance policies sent to him by Al and was concerned we may not have any liability insurance for anything beyond the ship, museum/store and the Monomoy trailer. Al responded he had sent an e mail to the insurance agent regarding body injury liability coverage. Bob Garry expressed concerns the Public Art Project may attract more people to the Overfalls' grounds. Al mentioned he had received a previous quote for the Monomoy from a different insurance agent that was

\$16,000 in cost. He also would recommend we have the current insurance agent (Valerie) review any third-party insurance for towing and that we get legal review of any third party towing agreements.

Mike suggested a small committee be established to look further into insurance – Bill appointed Al Didden, Mike and Bob Garry to review insurance issues/concerns and report to the Board by the beginning of the tour season.

Membership & Volunteering Committee – (Tom Rew)

He continues to familiarize himself with the process – working on a mailing list. It was recommended by Bob Garry and agreed to eliminate sending the tax letter in favor of having the Annual Giving letter along with individual letters for all contributions of \$100.00 and higher be sent to the donor. Tom will be calling Nancy Beck for further assistance.

Maritime Hall of Fame (Elaine Simmerman/Emily Yeager)

Elaine Simmerman was not present but sent a written report as follows.

“We have not had a DMHOF meeting since the last Overfalls Board Meeting but here is a brief report: There is some concern about the similarity of two fall events sponsored by the Overfalls Foundation this year (similar price, similar organization and closeness of the two dates -DMHOF Oct 10 Induction Banquet and the Sept 11 Overfalls Baywood fundraiser). The deadline for DMHOF nominations is May 31, 2020. Former board member and treasurer Jack Leshner (302 841 8108) may know more about the registration of the DMHOF. I was not involved in that.”

The board recognizes the dates are within a month of one another and does not see a need to change them (deposits for both events have been paid). Bob Garry agreed to check the safe deposit box and look further into the registration to renew it prior to expiration.

Fundraising (Bob Garry)

Bob said we need to find a major need/financial goal to give a reason for fundraising. Perhaps taking the ship into dry dock and the dredging while the ship is away. In discussing the dredging Tracy mentioned we need to coordinate with the city when it is being done.

Foundation Office (Mike Safina, Maggie Bauer and Tom Rew)

With all in place for the office at Nassau Commons Bill thanked the committee for its work and the committee has been dissolved.

It was suggested that brochures be stored in the office rather than the shed. In that way they are more accessible. Tim from DTS Distributor will be setting a time to gather the brochures for the distribution he makes at the beginning of the season. Mike agreed to pick up the brochures from the storage unit and move them over to the office to make it easier for Tracy to coordinate with Tim for pick-up.

There is a need (desire) for a 36" circular table for the office. If anyone has one to donate that would be appreciated. Bob Garry donated two folding chairs.

Strategic Governance (Mike Safina, Ray Glick, Maggie Bauer)

The committee met with Mr. Tony Ferlenda of DANA. The contract cost will be \$2700. Tony will facilitate the planning sessions with the Board and then will draft up the plan following these sessions. The board discussed when to hold those sessions, and it was agreed to hold them sooner and not defer until the summer or fall. Tony offered several dates and it was agreed by the board to meet as follows: April 16, Thursday, 1 pm for 2 hours, > April 24, Friday, 1 pm for 3 hours, and May 7, Thursday, 9 am for 3 hours. Dates will be adjusted as needed regarding CAVID-19 health impacts.

Bob Garry moved we pay the bill to DANA, Tracy seconded and all approved.

5. Old Business

Recommendation to proceed with DANA Strategic Planning – already covered under committee reports.

Lightship Sailors Association (LSA) Memorial (Steve Tolbert)

The executive committee feels the memorial is consistent with the Overfalls Foundation mission, but there are some questions that need to be addressed prior to moving forward with signing an agreement with LSA - i.e. maintenance of the memorial once it is established on the grounds and the financial status of the LSA. Mike reported that the Executive Board requested Steve to prepare a proposal for the Board to consider once the questions sent to Steve were investigated and the answers incorporated into the report.

Al Didden mentioned the need for the City's agreement to the memorial as well.

Property Liability Insurance (Al Didden)

Already covered under Property/Insurance

Opening Ceremony – (Al Klineburger)

Al presented the proposed agenda for the May Opening Ceremony.

There has been an initial meeting of eh committee with another scheduled for Monday March 16.

Items that are in place – Al presented a tentative schedule of activities for the day. It will be held Friday May 22,2020 at 4:00 PM on the grounds by the ship. Al has managed to get agreements to participate from the CHHS jazz band, ROTC. and Scout groups. There is still negotiation for a keystone speaker – The CO of Indian River CG Station has been approached. A budget is being developed and Al is also coordinating with LHS, the Police Department and the Little League to make sure there are no interferences.

The Board was pleased with the progress Al has made in setting up a committee to make this a reality.

Zwaanendael Museum Maritime Events – May 28-30 (Bob Gibson)

With Bob's absence there was little discussion other than it would be an ideal place to have the Monomoy. However, without the liability insurance for it, the risk is unacceptable. There was further discussion regarding the need for a new banner. Al Didden offered to investigate it but needs to know what should be on it.

Master Calendar (Mike Safina)

In the interest of time Mike requested everyone looks over it carefully and sends him changes and updates as needed.

6. New Business

Questions from Sarah Dill, CPA (Bob Garry)

Bob reinforced the need for each Board member to provide the average hours volunteered per week on Overfalls Foundation business. Perhaps each member should try to record their hours on a calendar.

Marketing Overfalls 2020 (Al Klineburger)

Al provided some recommendations to implement a marketing strategy. In the interest of time it was decided to table any further discussion on the marketing plan until the next meeting.

Assistant Webmaster Recommendations (Tom Wrubel/Tracy Mulveny)

> Tom Wrubel was absent and provided a written report as follows –
“There are three items that were addressed since the last update (not in any order of significance):
· A follow-up on our scholarship program for a “Where Are They Now” article to be included on the website as well as in an e Blast. The first awards were made in 2016: Cole Conrad and Ricky Brokaw (click). As these gentlemen should be graduating this year, I thought this would be a perfect opportunity to show the community how our funds are being used to promote educational paths (marketing tool). If we have email contact information for all scholarship recipients (4 years) I would try to follow up. This is a BOD decision.
· “The Overfalls Beacon” – A marketing tool (Al Klineburger) that may be used to further reach out to our community to show what we do and how we do it. When initiated back when (way back when), it started as a monthly newsletter then over a few years appears to have been distributed randomly, I think USPS, and discontinued when the first version of the website was initiated. At this point we have the website as a collection point and e Blast availability as a distribution tool. In order for this to happen (1) the frequency of distribution has to be agreed upon (semi-annual, quarterly) and (2) a major commitment by all has to be made in order to provide relevant content. Articles can include the DHG activities, outreach, educational programs, DMHOF, speakers, etc. This is a BOD decision. ·

“Webmaster backup – Janet Enslen. Ms. Enslen contacted me about serving in the backup webmaster role. Going back and forth with her through emails it became apparent (1) she may have some very technical program management skills as they relate to a packaged vendor application but (2) has no web development experience. Additionally, she has expressed no interest in acquiring those needed skills. Regardless, her MBA Marketing may be beneficial to the outreach effort headed by Al Klineburger. As she kept insisting on a telephone conversation (not a good idea for me) I gave her four BOD names, including Al, to contact. Whether she did or not I don’t know. On a future event note, I need ticketing and who is managing info on the April breakfast event. That’s it from down south. I will not be joining the conference call”.

In the interest of time discussion was tabled until the April meeting.

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> **2020 Scholarship Program Status** (Tracy Mulveny)

> No report as Tracy had left the meeting early.

There being no further business and a time constraint to leave the room the meeting adjourned at 12:00.

Next meeting to be held April 3, 2020, 10AM. Board members were requested to be prepared for potential changes due to potential COVID-19 impacts.

Respectfully submitted,

Sue Tolbert for Bob Gibson