

OVERFALLS FOUNDATION BOARD MEETING MINUTES
February 19, 2021

The mission of the Overfalls Foundation is to preserve, teach and honor the United States lightship service and the maritime history of our community through the preservation and display of the Lightship Overfalls (LV-118) and its collection of associated maritime artifacts.

To provide a world-class museum experience that honors, preserves, and promotes the contributions of the United States lightship service to this nation's history. To obtain national recognition as a leader in promoting the cultural significance of maritime history in our community. To be good stewards of the generous contributions of our donors, sponsors, and volunteers by leveraging those contributions to provide interactive educational experiences that have a lasting and positive impact.

Attendees: Mike Safina, Ray Glick, Bob Garry, Maggie Bauer, Tracy Mulveney, Craig Schaefer, Tom Rew, Elaine Simmerman, Don Gansauer, Sue Tolbert, Dave Beck, Bob Gibson, Albert Diddion

Call to order at 10:09am – President's Opening Remarks - City Council meetings – (1) Janet Reeves is the Parks Administrator and Mike, and Ray are in regular communication with her. Plan is to start approving permits on 4/15, subject to state and DPH recommendations and approvals. Tracy believes we've not used permits previously. Mike will keep Janet informed of events to be sure the City doesn't have any issues with our plans. (2) The City approved the arts commission project; it will be in place on a seasonal basis, Apr-Oct. Mike voiced that he would like to see installations of a greater maritime nature by a DE artist in the future. It will be placed in the rain garden. (3) Net Reel – the city is having another entity to review guidelines for this artifact. Elaine S. overviewed how this body performs such a review.

1. Secretary's Report

- Approval of January minutes – **Motion made, unanimously approved.**

3. Treasurer's Report

- Monthly Financial Report – Bob reviewed the financial statement which was provided to all members. **Motion made, unanimously approved.**

4. New Business

- Ship and store opening preparations (92 days from opening) – there will be a virtual volunteer orientation on 4/20 at 7 pm for all new and returning volunteers. Mike will provide a summary to Tracy so this can be submitted to the Cape Gazette. This meeting is intended to bring all up to speed on the ship and the pandemic requirements. Will follow up with an on-site, in-person training for pandemic protocol training in how to use the protective equipment and cleaning supplies. Also will need guides and store personnel to keep track of pandemic supplies throughout the season to ensure that we have sufficient supplies on hand to keep everyone safe. Discussion of adding a photo along with the info for a press release so that it is featured prominently in the Gazette, ideally around mid-March so that it is in the paper in early April.
- Overfalls Digital Communications Strategy – Tom W. has implemented most of the Exec. Cmt. recommendations to update the current website. Mike will follow-up on one

open item (moving events to a separate linked page). The Board agreed that it continues to be very pleased with the responsiveness of Tom Wrubel in maintaining and managing the website. The Foundation has been offered a gratis 2-hour session from Matt Urban of NuPoint Marketing & Market Research (<https://nupointmarketing.com/>) to help develop a Digital Communications Strategy for the Overfalls Foundation. Matt Urban was recommended by Eric Davison as someone who has experience in the field. This could potentially lead to a grant to restructure the Foundation's digital footprint, to include the Facebook page, Web site and how we conduct online activities (web cameras, auctions, sales, membership, etc.). **Mike moved that we use Matt Urban to work up a Digital Communication Strategy. Seconded and unanimously approved. Volunteers include: Mike, Maggie, Elaine, Tom Wrubel and Chuck Patalive. Subsequent to the meeting, Mike confirmed that Judy Battista will also participate.**

- Living Shoreline Proposal/Waterfront Bulkhead repairs – There is no change in the status of the LHS permit from DNREC. Al D. reports the work may be done in late March or early April, per Rob Whitford from Precision Marine. Precision Marine is planning to proceed with the Overfalls Foundation portion of the work – setup takes approximately 30-45 days. OF already has the permit from DNREC. Related to this work, Mr. Josh Moody, Restoration Program Manager of the Partnership for the Delaware Estuary has prepared a Living Shoreline Proposal for the LHS portion of the area along the canal. He has requested the OF to provide a letter of recommendation/concurrence for their approach. It was agreed that Motion is not required for this but everyone agreed with Mike sending a letter.
- Delaware Maritime Hall of Fame – Elaine reported that the committee has been trying to decide between an indoor event at the Yacht Club and outdoor event at the ship in consideration of the ongoing pandemic and concerns about holding a large indoor event in the fall. Committee recommends to have it at the ship site, with a simple induction ceremony in May along with the ship opening ceremonies planned on/about National Maritime Day in the afternoon with 5 inductees. Nominees are very strong this year. Event would be financially neutral. Elaine also mentioned she would like to see the DMHOF have an improved presence on the website. **Motion – DE Maritime Hall of Fame to be restructured and held on or about 5/21 and the committee to have the flexibility to structure an appropriately honorable event. Unanimously approved.**
- Comcast business internet offer – The Weather Station committee received a proposal from Comcast to install internet services at the Museum Store. The proposal offers a standard Comcast business package for \$99 initial fee and a \$120/monthly basic fee with a 24 month agreement. Comcast will be investing \$8k to run the lines from the street to the store. Mike will ensure this includes a land line voice service vice a cell phone. Discussion around longer-term contract, exactly what this service will provide and whether there is a special rate for a 501c. **Motion to accept the Comcast offer. Unanimously approved.**
- Use of Overfalls Logo material – this may already be in place with Land's End; unclear whether this is officially in place and Mike will investigate further. Mike will pursue whether the Foundation can receive a “kick-back” on use of our logo and determine whether/how to trademark the logo. Ray indicated there may be some trademark information in the ship files located in the office.
- Board Liaisons to committees – Dave Beck offered to help Al Klineberger with events. Other liaison discussions were deferred to next month.
- Storage locker access / key control – there are many keys out. Upon discussion, appears that all keys are accounted for and have proper owners. As of now, Safety Officer (Bill

Battista), President, Vice President/Curator, Ship Store (Courts), and DHG have keys. Mike will confirm with the Battistas to see if they have keys.

- Attendance at virtual events – reasonably good attendance. Usually the same people. Mike encouraged more Board members to attend.

5. Old Business

- Webcam investigation – Proposal Review – detailed discussion postponed so the Board could take their time to review the proposal sent by Chuck Patalive. Limited discussion was on whether or not the Board should proceed with the concept subject to finalizing the details on location, sponsorship, cost, etc. **A Motion was made to approve the basic concept of a weather station with the camera, subject to a later agreement on the details (e.g., locations, specifications, sponsorship, how it will be paid for, etc.). This is not an agreement to enter into any agreement to purchase any equipment or services but would allow Mike and the committee to initiate conversations with outside organizations such as the City of Lewes and news stations on the topic. This was approved (7 in favor, 1 abstain, 1 opposed).** Next steps: review the proposal; send questions to the committee; review the answers at the next meeting.
- Grounds Event Hosting – New committee status – pended to next meeting, however Tracy reported by email that she is investigating the potential use of an events coordinator to help with developing a plan.
- Confirmation of Membership Rates – there was a discussion on raising membership rates during the last Board season that did not get documented. At the January 2021 Board meeting, membership rates were discussed as part of the recommendations provided by Mike Rawl of Horizon Philanthropic Services. Consistent with that discussion, a **Motion was made to increase the membership rates for Able Seaman to \$35 and Ship Crew to \$50. This was approved (9 in favor, 1 abstained.)**
- Erosion Control Status – discussed previously under the Living Shoreline Proposal item.
- Strategic Plan Activities – Team Leads report – postponed until next meeting.

7. Committee Reports

- Written reports requested, verbal reports by exception/as needed.

8. Schedule of Upcoming Events

- TONIGHT! February 19, 5 p.m.: Mardi Gras Happy Hour
- March 12, 7 p.m.: Guest Speaker - Bill Cogar, HNSA – Ray will get info from Bill to publicize this event in the Gazette.
- April 10, 9 a.m.: Virtual Breakfast with the Mayor of Lewes – on track
- April 20, 7 p.m.: 2021 Volunteer Orientation – Mike coordinating with Dave Beck and Ray Glick on developing presentation material
- May 21: Ship Opening Ceremony
- May 22: Ship opens for tours / National Maritime Day

9. Next Meeting/Regular Meeting Schedule (Same Zoom link as above)

- March 19, 10 a.m.
- April 16, 10 a.m.
- May 21, 10 a.m. (Should we move this up a week?)
- June 18, 10 a.m.

10. Board Member Inputs – Around-the-Table

11. President's Closing Comments – rust never sleeps!

Meeting adjourned at 12:24pm