

**FINAL**  
**OVERFALLS FOUNDATION BOARD MEETING MINUTES**  
**November 18, 2021, 1:00 pm**

*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 valuable 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.*

**Call to order and President's remarks** – Holiday event at Tracy's is cancelled due to COVID concerns. Washington Master Chorale Chamber Singers Concert at Groome Church (601 Savannah Road) is being held on 12/5, from 6:30p-8:30p. Masks are required. Tickets are \$60 (tickets in DC area are typically \$200/each). Mike encourages all to attend and invite others as well. Anchor drop is currently planned to go forward on NYE. **Additional note:** Mike encouraged all to carefully review the Overfalls Board Key Contacts spreadsheet that was sent with the Agenda, et al, to ensure that info on all tabs is correct and complete.

**1. Secretary's Report**

- Approval of October minutes – **Unanimously approved.**

**2. Treasurer's Report**

- Monthly Financial Report – Bob G. reviewed the monthly report. Nothing unusual to report. No questions. Mike asked Bob to do an analysis of 2021 store sales, donations and tour revenue to compare it to previous years since 2020 was a non-revenue generating year. **Unanimously approved.**
- Status of Conflict of Interest / Whistleblower Protection Forms – As of today two are missing; one of which is expected shortly.
- Check signing / Bank account access update – Resolutions are signed; need to plan a visit to the banks, likely the first week of December.
- Alan Klineburger Donations Status (Mike S./Bob G.) – Mike met with Tish while picking up some Overfalls materials that Al had possession of; Al had an OF computer and projector which has been returned. Tish is strongly in favor of a scholarship named in Al's honor and asked that consideration be given to kids that have a financial need. CHHS students receive over 100 scholarships from \$100.00 to "full rides". CHHS also reports that students in most need have the best access to financial aid. Mike recommends that preference should be given to students pursuing maritime careers plus need be considered as well. As part of Sue and Steve's Community Outreach role, Mike asked them to oversee the scholarship program. A small committee was recommended. Sue recommended that Tish be involved in the scholarship process and Tracy will likely want to remain involved. Sue would reach out to Tracy if she cannot find the application forms herself. Discussion of whether follow-up with recipients should be instituted; we were not sure we would have the capacity to do the additional work, but it would be considered. Jeff Banning (major donor, Al's former employer) advised Mike that the \$50K donation will be sent within the next couple of weeks. Need to recognize the donation in the Cape Gazette, etc.

**3. Director & Committee Reports** (Written Committee Reports are preferred. Incorporate as much old business noted below as possible.)

- *Director of Communications (Bob R.)* Upcoming events are posted on social media and the website. Spoke with Mike Darling from Groome Church about the Washington Master Chorale benefit concert; he will send a “teaser” video to entice attendance and communicate with the Cape Gazette. Will be sent to Tom Wrubel for eBlast via MailChimp. Also recommended to post on *I Love Lewes* on FB and to make sure the Lewes Chamber is aware. Judy B. to ensure that all is on FB and Holli will add it to the Instagram page. It was also noted that Chuck Patalive was planning to have the OF camera be focused on removal of the swing bridge tomorrow, 11/19, however later on it was noted that Cape Gazette reported the removal had been postponed
  - Marketing: Mike reported that Georgia H. has posted an ad for volunteers in CHHS school paper. Georgia is also interested in working on marketing ideas for the 50<sup>th</sup> anniversary advertising artwork/ad media and was asking the Board for any ideas or suggestions.
  - Digital Communications Strategy & Web Design (discussion) – held meeting with Matt Urban. Need to get back to Tom and Chuck re updated website contracting. Need to unify website, social media and digital communications to better serve a central purpose for the Foundation.
  - New Advertisement Designs – Mike will continue working with Georgia on ideas for this and encouraged everyone to participate. We regularly put ad in the Delaware Beach Book and they give the OF a 50% discount. In the interest of time, Mike updated last year’s ad with some new pictures and updated language and attached it to the email sent last night. Discussion and informal approval of the new ad. Mike cited the need to better promote the Maritime HoF in both the ad and otherwise. Ray asked the board to consider whether this ad is providing the needed value and revenue stream – he has yet to see tourists identify the Beach Book as the source of what prompted their visit. This is a fair call as most tourists report that they find out about the ship simply by walking by. Mike indicated that we need to turn this around and to improve our marketing. The Beach Book is used by local realtors and gets distributed to all the hotels in the area. It was agreed to continue this ad for the time being and Mike will submit the ad. Bob G. confirmed there sufficient funds for it.
  - Updated Tri-Fold Brochure – needs to be updated for 2022. We have a vendor who places these in DELMARVA strategic locations (hotels, rest areas, etc). Pam Glick, Bob Gibson, Dave Bernheisel and Chuck Patalive have been involved in the past. A new design needs to be developed starting in January.
- *Director of Membership (Tom R.)*- Annual giving campaign letters were sent out 11/1. There were over 600 on the mailing list; 380 are members. The Board discussed looking into ideas for membership appreciation items based upon membership levels. Looking into a members decal similar to the Lewes Yacht Club decal along with ideas such as lapel pins, hats and t-shirts.
- *Director of Volunteers (John B.)* -
  - Dates are needed for Volunteer/New Board Member Orientation and Volunteer Appreciation. John agreed to take a look at options and report back.
  - Tour/Event status (recent/future) – Sea Scouts toured the ship. The ship was open on Veteran’s Day, but there were not a lot of tours (this is typical). There is a birthday party this coming Saturday at the ship’s grounds. Tours will be provided to the kids and the ship will not be used for the party. Noted that the ship is in

disarray. The bird droppings are fairly severe right now, the artifacts have been boxed up but not yet removed. Ray was going to relocate the boxes and John was asked to see if the guides could do what they could to clean things up – at least from the gangway to inside the ship. It will be up to the guides to make any final decisions with regards to opening the ship up for this event – safety remains the top concern.

- Discussion about when and how to open the ship in the off-season. This discussion needs to be had at length and protocols decided during a subsequent meeting. It's important the Board agrees to the schedule and does its best to stick to it.
- Discussion of 50+ - tracks hours and provides insurance to participants when they are volunteering.
- Volunteer Recognition: Volunteer of the Year & Unsung Hero/Behind the Scenes – In the past a volunteer luncheon, has been held in the spring, usually at the Inn at Canal Square. The OF has paid for some food as well as potluck. Mike suggested that going forward, we should hold an appreciation event at a restaurant out of our budget for the guides and store volunteers and give the guides their new uniform shirt. John to determine the date and location; Mike would like to attend. Volunteer of the Year & Unsung Hero/Behind the Scenes – Mike asked for nominees for these awards. Mike provided suggestions for both and asked fellow Board members and Committee leads to provide their suggestions as well. [These are awarded at the discretion of the President.]
- *Director of Facilities, Engineering & Safety (Craig S.)*
  - Facilities (Albert D.) – Drainage – The Troy Virden bid was revised to include additional work areas he had missed. Proposals had also been received from Country Lawn Care, Sussex Tree, and Precision Marine. Sussex Tree carries insurance and plans to hand dig. Albert was working with Troy as well as the other bidders to make sure they understood the scope of work. The Board discussed the pros and cons of the bids. The EC will make the final decision pending responses to additional questions Albert and Mike planned to pose to the bidders. Bob R. noted that the vendor who carries workers comp insurance is a plus and there was general agreement the Board wanted the best value not necessarily the lowest bid. The Board wants to be sure the vendors understand the scope of work and that the job will be done well.
  - DHG (Don G.) – Ended DHG maintenance activities on 10/12. All was cleaned, water lines drained, and the watch list was assigned. Awning was removed as well as assigned artifacts.
  - Store operations (Sue T.) – Apologies for having emptied the store so early – Pat had done this without discussing it with anyone first. Marilyn and Sue attended the vendor show in Ocean City. They found some items stored in a somewhat disorganized manner and this is being rectified. Mike asked Sue to verify that the store can be opened on 12/4 and let Tom W. know to do an eBlast. It was discussed that we should consider some different plans for store operations in the off-season; ideas such as having a “table” on Second Street on Small Business sales night(s), a table at the Lewes Farmers Market from time to time and a table at the annual Christmas Market.
  - The discussion on Porta-Johns for the 2022 operating season was deferred to the next meeting.
- *Director of History, Curator of Artifacts and Museum Management (Ray G.)* – Ray is working with the interns and they are doing a great job. Mike asked that he (and other

Board members) report work done by the interns to him so that he can send this info on to CHHS. He has already provided an initial quarterly report for Maya and Georgia.

- *Director of Programming and Special Events (Paul M.)*
  - 2022 Annual Gala Update (Maggie B.) – Overviewed the highlights of the event: Sunday, 10/9/22 in the Baywood ballroom from 6-9. Heavy hors d'oeuvres, passed and stations, cakes and cookies, drink tickets and cash bar, dance band and dance floor. The gala committee will be reconstituted in early 2022.
  - December 5<sup>th</sup> – Groome Church Overfalls Benefit Concert – Mike asked that the BOD arrive no later than 6pm with him and Paul arriving about 5:30. We will bring brochures to be handed out with the programs to help educate people about the Overfalls.
  - Holiday parties (yes/no, dates, venues) (discussion/decisions) – the board party and foundation pot luck are cancelled due to an inability to ensure safety.
    - ~~Board Member Party (12/5) (Venue change)~~
    - ~~Foundation Pot Luck (12/17?)~~
      - Anchor drop – consensus is to have the event and to do it at midnight. Bob G. noted that we should let people know that we are going to hold it as soon as possible.
  - Fees for other events (birthday parties, weddings, advertising pictures, etc) – Mike noted that we normally get a \$5 donation pp for our regular tours and that should serve as a guide for large group tours and events as well. Need to come to an agreement on this.
  - Facility Events Checklist/Agreements – Maggie is looking into drafting one and will consider taking an initial stab at developing a price structure for events to this agreement.
- *Director of Community Outreach (Sue & Steve T.)*
  - Monthly program line-up (3<sup>rd</sup> Fridays, 7 pm) – All is set for the speaker event tomorrow and for January, both at St. Peter's church.
  - Monthly speakers thank you (Big Lift, \$25 gift card, personal note) – Sue will get items from the storage unit. Future speakers: Ray suggested a speaker from the humane society; Sue suggested getting a Sea Shanty group. Mike reminded Sue to submit receipts for any associated costs.
  - Sue mentioned that training sessions are available on "Do More 24".
  - Dave Beck will introduce the speaker tomorrow. Mike asked that he also announce upcoming events as well as the speaker event in January.
- *President & Executive Committee* – Nothing additional to report.

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#### 4. Old Business

- Digital Communications Strategy – Mike and Bob R. to meet separately to review the draft website solicitation in the context of the draft strategy.
- Status of Honor Roll bricks and certificates – Craig reported that he checked with Clean Cut Pavers and the recent order has been sent to the engravers, but they have a large backlog.
- Annual Operating Schedule – deferred, but all were asked to review it.

#### 5. New Business

- Locations for meetings/events: American Legion, St. Peter's Church, Net House - defer
- Disaster Recovery Plan (Holli recommendation) – deferred to next meeting but will also include considerations for the documentation retention plan that Bob G. had recommended in a previous meeting.

- COVID Preparedness – Virtual vs. Face-to-Face (F2F) events – No change.
  - Continue to follow State regulations and current standard business practices, situation dependent
  - F2F meetings indoors still require social distancing and masks (Net House, Office, Rollins Center, Ship and Ship Store)

**6. Next Meeting/Regular Meeting Schedule (Same Zoom link as above, every month)**

- Friday, Dec 17, 10 a.m. -
- Friday, Jan 21, 10 a.m. -
- Friday, Feb (TBD?)

**7. President's Closing Comments** – Mike thanked new members for proactively participating and all for 2021 having been a very productive year. The Board and Committee leads should be proud of what was accomplished.

**Adjournment – 3:26pm**