

OVERFALLS FOUNDATION BOARD MEETING MINUTES December 17, 2021, 10:00 am

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 – 10:03am

President's remarks – Event at Groome Church went well; it was very well attended. The Foundation will receive \$2000. Event on 12/4 was well attended; many people with children visited for tours and to see Santa.

1. Secretary's Report

- Approval of November minutes – **unanimously approved.**

2. Treasurer's Report

- Monthly Financial Report – Bob G. overviewed the financial report sent via email. No questions. Mike asked for a report of the last five year-end reports so the Board can look at trends. Bob asked for a status of the \$50K memorial donation (Al K.). Mike will follow-up to see if this will be received in 2021. Details of the Groome Church donation are being worked out. **Report unanimously approved.**
- Check signing/bank account access update – this is tentatively scheduled for 10 am on Tuesday, 12/28 for the Executive Committee members and Cathy. Bob G. will confirm with the banks and advise on which bank to meet first.
- Mike asked that Al D. get all cost estimates for planned projects around the bulkhead in to Bob G. ASAP so that the Board can confirm agreement on the work and expenses.
- Meet at Ocean Grill at 5 Points on Tuesday, 12/28 at 8am to discuss how best to spend the grant money received for the bulkhead – Mike, Bob G., Bob R., Don, Al D. and any other Board members who have input. Mike will send a copy of the 2019 bulkhead evaluation report out to the Board.

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

- *Director of Communications (Bob R.)*
 - Anchor Drop announcement – It's on the website calendar and is published on the Lewes Chamber of Commerce web page. The event will take place on the starboard side of the ship (Park side). Ray is handling fire pits. Maggie is handling hot chocolate. Don is handling microphone and working with Chuck Patalive on camera adjustments for the evening. Event will only be called off in the event of heavy rain and for weather that creates unsafe conditions to lower the anchor. Mike will contact WRDE and Radio Rehoboth media outlets. Tom W., Judy and Holli will handle the website and social media. Bob R. will draft the announcement and send it on to the Gazette, copy to others for reuse.

- Summer Advertising – Billboards: large \$1800/mon; digital \$2000/mon. Bob R. is awaiting callbacks. Location is likely a price factor. We will be in the 2022 Beach Book. Bob is looking at airplane advertising as well as billboards. Need to replenish stock of rack cards and check on whether they are replenished when they are out as well as establishing a process for replenishment. TDS Distributors distributed the cards last year. Also last year, Cape May/Lewes Ferry asked for a discount which we did, and they published in their magazine. We will do the same this coming season.
- Digital Communications Strategy & Web Design (discussion) – Bob R. and Mike have reviewed the RFP prepared by Chuck P. and Tom W. It covers the existing website design considerably but does not provide much detail on what we need or what an offeror needs to propose. Need to consider Google SEO placement; include in the web design. Bob R. and Mike will come up with a draft of the RFP and then include others, e.g., Maggie, Pam G., Holli. Mike asked the Board if perhaps we should simply go to Matt Urban who helped us develop the Digital Communications Strategy to have the work done. His company, NüPOINT Marketing, is capable of performing the work and also can be helpful given their approach to helping organizations with marketing. They can also assist in developing a grant to help pay for the work to be done. We can sole source this work if desired. Given the lack of responses to the original RFP put out by Tom W. and Chuck and the limited expertise of the Board, all agreed that we should move forward with Matt’s company. Mike will contact Matt and ask him to submit a proposal. He will also advise Chuck and Tom W. of the Board’s decision on moving forward.
- New Advertisement Designs – Mike will work with Georgia H. and Bob R. to get things started for new advertisement designs as well as updating the Tri-Fold Brochure. This will include getting pricing from TDS for distribution of the brochures. [6500 brochures were distributed in 2021 at a cost of \$650.]
- *Director of Membership (Tom R.)*
 - Annual letters/Thank you – Tom sent out an email with details about contributions and membership numbers. The annual giving letters were sent out. Tom sends thank you letters for donations under \$100 and Bob Garry sends them for \$100 or more.
 - Tom will send the names of new Admiral-level members so that Mike can personally thank them.
- *Director of Volunteers (John B.)*
 - Dates for Volunteer/New Board Member Orientation and Volunteer Appreciation
 - Tour/Event status (recent/future)
 - There was a good turnout for opening the ship on 12/4 with about fifty people participating in tours. The morning saw more traffic than the afternoon and periodically letting people at the playground know about the free tours made a difference.
 - A “Sea Scout” event will be held in the spring; this will ideally encourage younger people to become tour guides.
 - Volunteer Recognition:
 - Plaques for Volunteer of the Year & Unsung Hero/Behind the Scenes award will be ordered by Mike (names will be identified once recipients are notified).
 - Volunteer Appreciation luncheon - Heard back from Irish Eyes; seems too pricey, awaiting additional prices for the Inn at Canal Square and the

American Legion. There will likely be seventy-five invitees with fifty attendees. Virden Center, Camp Rehoboth, Officer's Club at CHSP and/or St. Peter's are also possibilities, as well as Bethany Blues.

- Considering making presentations at area communities. Mike has the Overfalls Laptop that was held by Al Klineburger, but it is password protected, so he's not sure what presentation material is on it. Dave B. believes he has the presentation. Mike will also send the Volunteer Orientation presentation from last year to John and Dave.
- *Director of Facilities, Engineering & Safety (Craig S.)*
 - Facilities (Albert D.) – Drainage work will begin on 12/20; details per Al D.'s written report. Al will get 3-4 landscaping bids after the drainage work is completed.
 - DHG (Don G.) – Don sent a detailed message, much of which has already been discussed. Camera is working well. DHG luncheon was held.
 - Store operations (Sue T.) – Sue sent a status report. Her additional comments included: a brochure rack outside the store would be welcome; there is a loose (broken?) shingle on the Ship Store roof.
 - Porta-Johns for 2022 operating season – Difficulty with Porta-Johns is two-fold: having the maintenance/delivery trucks drive over the walkways and having the city approve it. The cost is \$75-100/day, which the Board deemed too expensive. Mike will order signs pointing to the rest rooms at the Net House and we'll see how that goes for the 2022 season. Mike will check with Lewes City Park manager to ask them to consider adding additional signage as well.
 - Status of Honor Roll bricks – Al K.'s brick was installed. Another memorial item will also be installed. Cindy Foster's brick is pending. Process appears cumbersome and needs to be streamlined. Craig recommends narrowing the process owners to himself and Bob G. The Board agreed with streamlining the process. Craig and Bob will work on redefining the process and contacting Clean Cut Pavers as with regard to the process as well.
- *Director of History, Curator of Artifacts and Museum Management (Ray G.)* Museum is now in storage to protect from the winter environment. We have a new artifact; a complete traffoil, which is a current speed indicator
- Mike asked that we start working on an exhibit for the Rollins Center for 2023. Ray can identify artifacts but not put the exhibit together; we need a vendor qualified to do that. Ray stated that we have thousands of photos, including all of the lightships that have served.
- *Director of Programming and Special Events (Paul M.)*
 - 2022 Annual Gala Update (Maggie B.) Maggie to set up meeting with Paul in January.
 - Fees for other events (birthday parties, advertising pictures, etc.) – Ray emphasized that the ship is a National Historic Landmark, not a party site.
 - Will consider asking the Cape Henlopen High School Jazz Band to perform over the summer.
- *Director of Community Outreach (Sue & Steve T.)*
 - January programs – Allison Rogerson DNREC, Living Shoreline discussion on January 21 at 7 pm
 - Discussion of ornament and possibility of having an annual ornament - a holiday ornament would be a great seller. Sue sent an ornament design concept to the Board for consideration (comments due back to Sue).

- Sue is coordinating with the LV-79 BARNEGAT people for a visit to Overfalls on January 11 at 1 pm.
- *President & Executive Committee*
 - Standard operating procedures and bylaws update – all SOPs need updating, and many are overly directive/prescriptive.

4. Old Business

- Annual Operating Schedule – Mike needs to work with Paul on this.
- Groome Church donation – see above.

5. New Business

- Locations for meetings/events: American Legion, St. Peter's Church, Net House are potential meeting locations, but for the time being, we will continue virtual meetings due to the ongoing pandemic.
- Disaster Recovery Plan (Holli recommendation) - pended
- COVID Preparedness – Virtual vs. Face-to-Face (F2F) events
 - 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)
- Scholarship preparations – Mike asked Sue to reach out to Tracy to start the process in January
- Board nominations for 2022-2023 operating year – Mike will work with Dave Beck on this.
- Sponsorships – need to figure out a process for developing a corporate sponsorship program.

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

- Friday, Jan 21, 10 a.m.
- Friday, Feb 11, 10 a.m. (This is a date change)
- Friday, Mar 18, 10 a.m.

7. President's Closing Comments

Adjournment – meeting adjourned at 12:25pm