

FINAL
OVERFALLS FOUNDATION BOARD MEETING MINUTES
January 21, 2022, 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 at 10:02am

President's remarks - none

1. Secretary's Report

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

2. Treasurer's Report

- Monthly Financial Report & 2021 Year End results – Bob reviewed results as presented on documents previously sent to the Board. **Unanimously approved.**
- 2022 Budget Discussion – Bob reviewed the budget, noting that annual giving should be \$15K for 2022. Numbers are preliminary, Bob encouraged comments and inputs. Scholarships will be increased to \$2500. each based on expectation of \$50K Al K. memorial gift to the Foundation. Discussion of extending to all of Sussex vice Cape Henlopen HS only; will limit to CHHS for this year. Vote taken on raising scholarships to \$2500.; **agreed to raise to \$2500.**
- Volunteer Hours – Sue and John are calculating all volunteer hours. All Board members need to send Sue their volunteer hours for 2021 by Tuesday 1/25.

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

- *Director of History, Curator of Artifacts and Museum Management (Ray G.) – no additions to the written report.*
 - 2022 Planning
 - 2023 Rollins Center Exhibit – Mike asked that he, Ray, Holli, and Maya have a virtual meeting the week of 1/31 to discuss the exhibit, e.g., ship's timeline, promoting awareness of the ship, etc.
- *Director of Programming and Special Events (Paul M.) – fundraising meeting held on 1/20/22 with fundraising professional, Lisa Titus, Director of Planned gifts for CHOP. Her recommendations were very helpful.*
 - 2022 Annual Gala Update (Maggie B.) – first meeting of the gala committee will be held on 1/27. Maggie and Mike overviewed recommendations/comments made by Lisa Titus, including having Board members buy 4-6 tickets and participate in fund raising activities.

- Summer event planning – Summer Happy Hours will be held on the fourth Thursday of the month, with the exception of the September event which will be on 9/15.
- *Director of Community Outreach (Sue & Steve T.)*
 - Upcoming programs – January (tonight) is the Living Shoreline event. February is the Barnegat event. March is the Art in Bloom event. Dave asked if this event could be held in the Rollins Center vice the church.
 - Scholarship preparations – discussed per above notes.
 - Story Walk – Jennifer Noonan (children’s librarian) is working with Sue to hold the story walk in Canalfront Park.
 - Mike has reached out to LHS, especially with regard to the Life Saving Station.
- *Director of Communications (Bob R.)*
 - Upcoming announcements – Mike will open the Zoom line for tonight’s event.
 - Summer Advertising – Met with Logo Motive re “swag” with Overfalls logo. Met with Triple A Storage re billboards. One will become available soon for \$1500/month for a static billboard. Advertising flights were over \$1K/flight.
 - Digital Communications Strategy & Web Design (update)
 - Marketing and New Advertisement Designs
 - Updated rack cards and Tri-Fold Brochure – working on updating these, e.g., adding a QR code, the weather station URL, etc.
 - Volunteer recruitment advertisement – Georgia is working on this. Mike, Sue, John, and Dave need to meet to discuss volunteer recruitment.
- *Director of Membership (Tom R.)*
 - Annual letters/Thank you – still trickling in; \$13,476. received thus far.
 - Current membership numbers
 - President’s Reception for Lifetime Members – Mike asked Tom to work with Paul to arrange this event. Invitations should be sent in the April timeframe.
- *Director of Volunteers (John B.)*
 - Dates for Volunteer/New Board Member Orientation and Volunteer Appreciation – John is seeking guidance on this. Mike states this can be done virtually; advertised in the Gazette. Georgia is working on an advertising design. John needs to pick a date. Mike has a presentation for this; it needs to be updated.
 - Tour/Event status (recent/future) – no tours in the past month. OSHER is planning an event on 5/25.
 - Volunteer Recognition: Volunteer of the Year & Unsung Hero/Behind the Scenes – likely do a cookout at the ship; volunteer appreciation event is on hold at the moment.
- *Director of Facilities, Engineering & Safety (Craig S.)*
 - Allocation of \$80K grant discussion – (1) repainting bulkhead; (2) landscaping around the bulkhead; especially the area around the compass. Drainage work appears to have been successful as there was no ponding after a recent heavy rain.
 - Facilities (Albert D.)
 - DHG (Don G.)
 - Store operations (Sue T.)
 - Status of Honor Roll bricks – brick for Al K. was installed. Outstanding bricks are on order. Restoration of the bricks around the Monomoy are under discussion.
 - Behind the Scenes and Volunteer of the Year plaques have been ordered.
- *President & Executive Committee*

- Annual Operating Schedule update – Agreed to hold the Opening Day Ceremony on Saturday 5/21 in the morning, with the ceremony preceding the opening of the ship.
 - Free tours are offered throughout the season for various groups.
 - Mike will follow-up with the Ferry Terminal buy one get one free
- Webmaster recruiting – Tom W. stepping down; need to find a new webmaster. Mike is putting a position description together. Will advertise in the Gazette.
- Standard operating procedures and bylaws update
- Board Vacancies/2022-2023 operating year – send Dave Beck an email as to whether you plan to stay on the Board next year and/or whether you want to run for an officer position.
- Large donation status (Groome Church and Jeff Banning) – both remain pending receipt

4. New Business

- Disaster Recovery Plan (Holli recommendation) – moved to next month
- 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)

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

- Friday, Feb 11, 10 a.m. (This is a date change)
- Friday, Mar 18, 10 a.m.
- Friday, April 8, 10 a.m. (this is a date change)

6. President's Closing Comments

Adjournment at 12:16PM