

OVERFALLS FOUNDATION BOARD MEETING MINUTES
February 11, 2022, 10:00 am

Zoom: <https://us02web.zoom.us/j/82059256810?pwd=RTBLNytJNkdCWjdmaHNjMWk2YVhlUT09>

Dial in: +1 929 205 6099 US (New York)
Meeting ID: 820 5925 6810, **Passcode:** 238648

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 10:01 a.m. Noted we had a quorum but Maggie B., Sue T. and Steve T. were absent.

President's remarks - none

1. Secretary's Report

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

2. Treasurer's Report (Bob Garry)

- Review of January financial report; **revenues and expenditures unanimously approved.**
- Monthly Financial Report & 2021 Year End results – the Board will receive an updated year end statement when the details of the endowment fund are updated.
- 2022 Budget Discussion – Bob reviewed the budget and clarified a few items. **2022 budget is unanimously approved.**
- Volunteer Hours – Sue and John are still collecting volunteer hours from 2021, which are needed to support auditing, grant development and tax reporting.

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.*
 - New exhibits:
 - Rollins center display is in progress- waiting to hear from the city manager
 - Fort Schuyler display is in progress- waiting to hear back from Wyatt about his contact with the museum
 - Library entrance display- Maya is making contact with the library
 - Ray has been putting together a list of items that may be appropriate for each display.
- *Director of Programming and Special Events (Paul M.)*

- 2022 Annual Gala Update – Event will be called “Rock the Boat;” tickets \$100 in the Baywood Country Club Ballroom; h’ors devours, one drink ticket per person and cash bar, capacity up to 240 seated; Current planning is for 18 tables of 10 persons each. Paul suggests casual cocktail dress code to avoid fielding questions about dress. Board members agreed a simple dress code as Paul suggested is appropriate. The band selected will be Hot Sauce.
 - Mike was contacted by DRBA to discuss plans for National Maritime Day (May 22). Agreed that it would be good to have some type of combined event and it could be done in conjunction with the Overfalls Opening Ceremony at Canalfront Park on May 21. If done at the Ferry Terminal, Overfalls would be represented there but we would still proceed with our Opening Ceremony at the ship. Suggestion that we could include other local nonprofit organizations; conversations are ongoing. The ship’s opening ceremony remains planned for May 21 at 10:00 a.m. Mike will investigate asking the mayor or Senator Lopez to speak.
 - Summer event planning – Summer Happy Hours will be held on the third Thursday of each month (June, July, August), with the exception of the September event which will be on 9/15. Cathy Gorman will be performing at the first Happy Hour on June 23. John Bolster volunteered to take one of the Happy Hours.
 - Groome Church is likely to do another Christmas event, probably the first weekend in December; it may or may not feature the Overfalls, but it should be on our radar. Groome Church may want to do an event in the summer as well.
 - Other events (June 4th Christening Anniversary, story walk unveiling) are still in progress.
 - We expect the July 4th Lewes Boat Parade will be taking place and the Overfalls will be a co-sponsor; commitments are minimal but need to be planned in advance, particularly the creation of the trophy, as the person who did it last year has moved away. Other roles include having a Board member sit on the reviewing stand and the presentation of the trophy on the bow of Overfalls.
 - Fourth of July Fireworks: the Overfalls isn’t a perfect place to watch the fireworks; it’s fine but not particularly desirable. If anyone is there to watch, they can open the ship and others are welcome to bring chairs to the deck to watch the fireworks (but not climb the ladders)
- *Director of Community Outreach (Sue & Steve T.)*
 - Upcoming programs. Sue has had initial discussions with LHS and Mike is planning to meet with the LHS acting Executive Director to discuss some joint family programs.
 - Scholarship preparations. Sue has updated the scholarship application and the Board agreed that asking the family for their job information is inappropriate. Sue will complete working with the CHS to get the applications finalized and released to the students.
 - Storywalk. Mike and Sue met with Jennifer Noonon of the Lewes Public Library. The library is promoting a Storywalk in Canalfront Park featuring the children’s book “Lightship” by Brian Floca. The publisher has given the library permission to reprint the pages for use in the Storywalk signs. The Board agreed on the expenditure of up to \$500 to cover the cost of the sign production and would like to own the signs so we can reuse them for other displays. Sue will continue to work with Jennifer on the details, but the plan is to open it up around the time of the ship’s opening. Sue and Jennifer are also in communication with the author,

who may be interested in doing a book talk in conjunction with the story walk; the speaking fee is \$2,500.

- Do More 24 March 3-4 preparations. Sue is looking into what we need to do in support of this large donation drive. Matt Urban has offered to assist.
- *Director of Communications (Bob R.)*
 - February 18: the team from the Barnegat will be speaking about their efforts to save that ship at 7:00 p.m. The link is available on the website
 - March 18: Art in Bloom would like to put a sculpture in Canalfront Park and will be making a presentation to Overfalls Foundation members at our March 18th speaking event. It is an “information sharing event” and the Board agreed to not offer an official position on the artwork unless asked.
 - Discussion about billboard advertising is ongoing. AAA Storage has a billboard that will cost \$2,500 per month, plus \$1400 to create and put up the “skin” on the board. The location will be key; a north-facing billboard is a deal breaker, but something in town or visible at a long stop light would be better than south facing on Route 1. No commitments have been made yet, but the Board supports looking into these locations and others to see what is available; southbound on Route 1 is preferred. The board is uncomfortable with the cost but is willing to accept it for this year to see if it makes an impact. Plan is to advertise on a billboard for the months of June and July.
 - We may be able to advertise in the ferry pamphlet; we could get a quarter page ad for \$850 for the season. It may include a buy one get one free coupon for tours. There may not have been a cost for the advertising last year. [Mike subsequently confirmed we did not advertise in the Ferry publication last year. Instead we offered a deal to foot passengers – buy one get one free or \$1 off a single admission.]
 - Digital Communications Strategy and Web Design. Holli will be taking this aspect over and will coordinate with Matt Urban. Matt provided an update that he has a proposal team working on the web design proposal.
 - Marketing and New Advertisement Designs
 - Bob and Mike will coordinate with Georgia on the redesign of the rack cards. The Board agreed to continue using TDS Distributors and to follow schedule E (Local resorts and businesses).
 - Georgia has drafted a Volunteer advertisement and Mike will coordinate with John on using it to announce the upcoming volunteer season.
- *Director of Membership (Tom R.)*
 - 111 Contributions for annual giving as of the end of 2021
 - The membership mailing goes out today, February 11, with 580 individuals receiving the mailing. Current membership is 380 households
- *Director of Volunteers (John B.)*
 - March 28, 5:00 p.m.- Volunteer Orientation
 - No tours during January; there are none scheduled until May. The next special tour is May 25.
 - Volunteers would like cotton shirts and a couple have requested shirts with pockets; Mike is looking into the cotton shirts, but recommends against the pockets, as it is very easy to drop things overboard.

- Sue and John met with Delaware 50+ a few weeks ago; the organization helps track total volunteer hours. John will be taking over capturing volunteer hours as of this year. Store volunteers sign in the log and guides will be encouraged to do that as well. Delaware 50+ also provides a level of accident insurance for volunteers.
- Cookout for volunteers will probably happen in May; it may be at the ship or at the Rotary pavilion or American Legion space. Ideally it will be in early May, before opening day.
- *Director of Facilities, Engineering & Safety (Craig S.)*
 - Sussex Tree is the only company that responded to the call for bids; their price is about \$6,300 to landscape around the store and slip. The board is invited to attend the landscaping walkthroughs when they are scheduled.
 - The drainage solution appears to be working; a few more months are necessary to be sure, but so far so good.
 - Following the presentation on the Living Shorelines, Mike reached out to Jack Puleo at the University of Delaware to consult on options for mitigating the slip silting problem. He confirmed our issue is considerable and has recommended we contact DNREC and see about a potential study. He's not sure much can be done do to the tidal action of the canal, but one option may be a permanently installed jet system that circulates water from the canal and back out through the front of the slip. This investigation will be ongoing.
 - Dirty Hands Gang has been inspecting the ship several times per week and any concerns have been handled by Don. All facilities are intact.
 - 4 bricks are presently on order, are being engraved, and will be placed when they are received. The Board discussed whether a brick for Gary Wray is needed, but as he was not a Board member or former officer, a brick may be purchased by others instead.
 - Store operations: inventory is under review for next season.
 - Safety issues are under discussion, particularly regarding individuals inspecting the ship alone. Inspections may be done in pairs, or they text Don when they arrive and leave the ship to know that they arrive and depart safely. For now, the Board agrees that a 2-person rule be followed and leaves it up to Don to determine how best for the DHG to do this reasonably.
 - Installing a security camera on the ship may be wise if the two person rule does not work out; Bob recommends Wyze as a potential camera source.
- *President & Executive Committee*
 - The Board agreed that Holli Wittman and Michael Zutis will take on the role of Webmasters, beginning by the end of the calendar year. In the interim, they will begin working with the current webmaster to understand it's current design and management.
 - **Board votes unanimously to create a new board position-- Director of Digital Communications— and appoints Holli Wittman.** This position will include oversight of the website, social media, and digital outreach and recordkeeping.
 - No updates to the operating schedule other than the addition of the July 4 event (the boat parade).
 - No current board vacancies are anticipated at the end of the year; let Dave know if any board members are planning to leave before the end of the calendar year.

- We received the money from Groome Church last week; they would like for the money to go to something that can be named. The Board will put the money towards the Storywalk and towards watertight doors. A brick will be added to the walk in their name.
- The indoor mask mandate has been lifted in Delaware. For now, we'll continue having virtual meetings and we'll reconsider operations in March. We will work towards having a physical "breakfast with the mayor" in April.

4. New Business

- Holli will try to purchase 2 used flat storage cabinets from WMU next week at their sale if they are still available; transportation will be addressed later. She will also move forward with pursuing digitization of blueprints.
- Disaster Recovery documentation will go out to the board next week to be completed collaboratively.
- Following the meeting Mike and Sue had with the library, Mike was referred to Ilona Holland, a local children's book author to discuss the potential to create a children's book about the Overfalls. A custom book is outside our ability to commission- the illustration fee alone is \$10,000 and the process takes 2-3 years.

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

- Friday, Mar 18, 10 a.m.
- Friday, April 8, 10 a.m. (date change)
- Friday, May 13, 10 a.m. (date change)

6. President's Closing Comments

Adjournment at 12:03 p.m.