

**FINAL**  
**OVERFALLS FOUNDATION BOARD MEETING MINUTES**  
**March 18, 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 and President's remarks** – no remarks, called to order at 10:05a

**1. Secretary's Report**

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

**2. Treasurer's Report**

- Monthly Financial Report – report sent to all. Bob reviewed monies received; all donations on behalf of Al K. have been received. No remarkable expenses were noted. **Unanimously approved.**
- 2022 Budget Update – no updates or changes; 2022 budget was previously approved. Contribution received on behalf of John B. Wayne K. donations were received; Bob G. will provide list to Mike to send to his wife. Mike will send note of appreciation to the donors associated with Jeff Banning's donor work. He will also work on preparing something to be published in the Cape Gazette recognizing donations for Al K. and Wayne K. Advertisement in Ferry publication is \$1500 for a ½ page, which Mike recommends, **unanimously approved.** Bob recommended we consider all advertising for 2023 for our 50<sup>th</sup> anniversary, e.g., front page for the Ferry publication.
- Volunteer Hours – 4761 hours for 2021.

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

- Director of Digital Communications (Holli W.)
  - Website Proposal – Matt Urban has submitted a proposal. Mike recommends a team including Holli, Bob R., Chuck, Tom W., Maggie, Pam and Michael Z. The work must be complete by EOY. Cost is approximately \$29K.
  - Internet Archives/Wayback Machine - free service that will archive our website in perpetuity; no action required by the Foundation
- Director of History, Curator of Artifacts and Museum Management (Ray G.) – items below are as noted in the report with the following additions:
  - 2022 Planning – Ray would like to buy display furniture. Bob concurred that is within budget.
  - 2023 Rollins Center Exhibit – City is deciding whether to turn facility over to Greater Lewes Foundation. Ray will follow-up on ramifications of this.
  - Fort Schuyler Maritime Museum (no update)
  - Lewes Public Library display – no update.

- *Director of Programming and Special Events (Paul M.)*
  - Breakfast with the Mayor, April 9 at 8:30a – At Virden Center. Using same format as Chamber breakfasts. Price \$17-\$20. Will likely be additional costs to the Foundation above ticket revenue.
  - 2022 Annual Gala Update – sponsorship pkg – Paul and Pam G. are working on the presentation package for donor mtgs; the Committee is working on identifying live auction items; considering using (purchasing) Eventbrite for ticket purchases (also for other Overfalls Events). Costs for Eventbrite to be investigated. Dennis Forney has been asked to be the auctioneer. Al D. noted that Lewes Realty has consistently been a full page advertiser for the opening party and he recommended they be contacted. Al also offered to drop off the advertising package with them.
  - Opening Ceremony May 21 – Sea Scouts color guard will attend (per Sue). Reverend from Groome Church will be there as well.
  - Summer event planning update – discussion of combining DHA and Happy Hour event vice having two events in a given month in summer; agreed to combine into one event – dates are 6/16, 7/21, 8/18. Final Happy Hour is on 9/15 (without DHA.)
- *Director of Communications (Bob R.)*
  - Upcoming announcements - March 18 Speaker event – all set for tonight at the library. Mention volunteer orientation on 3/28.
  - Summer billboard status - \$2400./mon. plus another \$1400. to create/install. Consider for 2023 for 50<sup>th</sup> anniversary. Board agreed not to rent a billboard for 2022 and instead to put the monies towards more direct advertising. Bob R. will provide the billboard POCs and if known, availability for 2023.
  - Marketing and New Advertisement Designs – Mike is working on identifying/updating all advertising opportunities in the area.
    - Updating the rack cards
    - Volunteer recruitment advertisement
    - Advertisement for the Ferry publication (as noted above)
- *Director of Community Outreach (Sue & Steve T.)* – all info re the following in the written report.
  - Upcoming program - Art in Bloom, 3/18 at 7 pm
  - Scholarship – applications due 4/25; Mike asked Sue to draft an article for the Gazette. Scholarship is limited to Cape Henlopen HS.
  - Story walk – Will be up from mid-April to mid-June
  - Do More 24 DE Results – This is a competition/race; need to be prepared to engage the community well in advance. We raised \$1500. Mike noted we need to be better prepared next year. It's 24 hour non-stop fundraising activity that takes some directed effort to achieve success.
- *Director of Facilities, Engineering & Safety (Craig S.)*
  - Facilities – landscaping proposals (Albert D.) Sent a chart to all which includes bid information. Al recommends Troy Virden, our current vendor for maintenance. Price is within competitive range. He has checked Virden's references, which were positive. **Unanimously approved.**
  - DHG (Don G.) – DHG will be starting up on 4/15.
  - Store operations (Sue T.) – Ordering continues. Store will be stocked week of May 16. New website will have ability to sell items online.
  - Status of Honor Roll bricks – Clean Cut received outstanding bricks; all will be installed by 5/1. Need new vendors for large (8x8) bricks for watertight doors.

- *Director of Membership (Tom R.)*
  - Annual letters/Thank you
  - Current membership numbers
- *Director of Volunteers (John B.)*
  - Volunteer Orientation will be held on March 28 at the Virden Center. The Volunteer Recognition lunch will be held on 5/3 at American Legion (free), catered by Lighthouse Catering; approx. seventy people will attend.
  - Shirts – John sent Mike the sizes/numbers (45) needed for volunteers. Shirts are \$27/shirt; wicking, non-snagging, red with gold or white embroidery. Mike will hold off on the order until after the Volunteer Orientation.
  - Tour/Event status (recent/future) – nothing planned until May – OSHA center will have a tour the week after we open. Beach Babies event is Wednesday 6/29 and about 60 children are expected. John will coordinate with the guides. Dave Beck indicated that Love Creek Elementary will not be seeking a tour this year.
  - Volunteer Recognition: Volunteer of the Year & Unsung Hero/Behind the Scenes – see above
- *President & Executive Committee*
  - Annual Operating Schedule update – Mike to update.
  - Webmaster recruiting / Website updates – see above.
  - Board Vacancies/2022-2023 operating year – Bob Ross will be leaving the Board at the end of the year. Ray Glick will be stepping away as curator in May 2023.
  - Large donation status (Groome Church and Jeff Banning) – see Treasurer’s report. These are now complete.
  - Mike discussed a recent meeting he had with Libby Owen, Acting Executive Director of LHS and Peter Keeble, President of the LHS Board of Trustees. LHS is looking forward to greater cooperation with the Overfalls Foundation and in particular, for summer programming events. Current LHS leadership offered storage at the Rollins center (which is offered to local non-profits involved in preserving Lewes History). The LHS Lifesaving Station will not be opened this season.

#### **4. New Business**

- COVID Preparedness – Virtual vs. Face-to-Face (F2F) events
  - Continue to follow State regulations and current standard business practices, situation dependent – Sussex County numbers are still high; masks should be recommended tonight especially if there are upwards of fifty people.
  - F2F meetings indoors still require social distancing and masks (Net House, Office, Rollins Center, Ship and Ship Store) Mike and Dave will look into future locations for physical meetings, particularly those with free parking.

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

- **With the exception of avoiding conflicts, meetings will be shifted to the third Thursday at 3 p.m. for meetings. Dates below are current and not necessarily as discussed in the meeting.**
  - Thursday, April 14, 3 p.m.
  - Thursday, May 12, 3 p.m.
  - Tuesday, June 21, 3 p.m.

#### **6. President’s Closing Comments: None**

**Adjournment at noon.**