



Minutes of the Meeting of the Board of Directors
Hudson River Sloop Clearwater, Inc.
Virtual Meeting via Zoom
Wednesday, July 7, 2022 at 6:30pm

Board Members

~~Sarah Armour~~

~~Peter Capek~~

~~Jeff Domanski~~

~~Mitzi Elkes~~

~~Joan Gaylord~~

~~Neil Gordon, Treasurer~~

~~Scott Greathead~~

~~Allen Gutkin~~

Samantha Hicks, Vice-President

Gareth Hougham

Arthur Jones, Executive Committee At Large

~~Aaron Mair~~

~~Jennifer McMillan~~

Henry Neale, Executive Committee At Large

Jeremy Rainer

Dan Riesel

Larry Rothbart

~~Gregory Simpson~~

Steve Stanne, President, Chair

Donna Stein

Rosemary Thomas, Secretary

~~Sarah Underhill, Executive Committee At Large~~

~~Greg Williams~~

Thomasina Winslow

~~(strike through indicates absence)~~

Staff Members

Amali Knobloch

Ruthie Gold

Meg Mayo

Erin Macchiaroli

David Toman, Executive Director

Members

Ben Kaminsky

Jeremy Baron

Nick Rogers

The Meeting was called to order at 6:30 pm
Mission Song sung by Steve Stanne, "Old Zeb"

Approval of Minutes

The 06/08/22 Board meeting minutes were approved by unanimous voice vote.

RESOLUTION honoring Captain Nick Rogers

Steve read the resolution to honor Captain Nick Rogers, who is departing Clearwater after 20 years of

service. The text of the resolution is attached as Appendix A. A Clearwater captain in 2007, Nick has an unparalleled knowledge of the vessel, and has earned the respect of countless individuals. Peter moved and Dan seconded the resolution. Several people expressed deep appreciation of Captain Nick's service and Steve said it was incredibly well deserved. The resolution was PASSED by unanimous voice vote. (Secretary's note: Greg Williams, who was unable to attend this meeting, also expressed his appreciation for Captains Nick's service.)

Executive Director's Report

David began with an Education update. There were four education sails in June, due to a delayed start. Six education sails were converted to land programs. There were a total of 38 Tideline and Onland programs this spring, including 15 in June, and several are being scheduled for this summer. David also shared public sails and charters for June and upcoming months.

All Fish Advisory grant deliverables for Q2 were met and a report is being assembled. The initial design for the Traveling Exhibit grant is ready and now on pause pending formal contract approval.

An LGBTQ+ Youth Empowerment program for late July does not yet have the desired enrollment. Please share this upcoming program with those who may be interested. It's a great opportunity for a young person.

David noted that Captain Nick's last day was June 30th, but he will continue to support Clearwater as a Relief Captain and with sloop maintenance planning. David said Rory Kane is doing a great job as our new Captain and also expressed appreciation for our new crew.

Regarding EA, David said Clearwater a) issued a statement decrying the Supreme Court decision affecting the Clean Air Act which curtails the Environmental Protection Agency's power to regulate carbon emissions; b) celebrated EPA's proposed new Health Advisory Levels for two toxic chemicals, PFOA and PFOS, in drinking water, with the newly proposed levels 1,000 times lower than EPA's current guidance; and c) submitted initial Comments on the Draft Scoping Plan for the Climate Action on 7/1, noting that additional, expanded comments may be submitted in the near future. (The Draft Scoping Plan will be integrated into a Climate Action Plan for NY that will be issued by the end of the year.) David said the forward planning task group on EA met on June 21st and will meet again in the coming weeks.

The Music & Celebration planning group held an initial scoping meeting on June 22nd. Participants include Steve Stanne, David Toman, Ron Olesko, Ben Kaminsky, Jimmy Buff, Margie Rosenkranz, Thomasina Winslow, and Jean Havens. Volunteer support is needed for fall celebrations so reach out if interested.

Administratively, the City of Beacon completed welcome repairs to the White House roof, enabling affected office space to be used again. Our benefit broker is being changed to Marshall & Sterling for improved HR support. David was interviewed by Jon Bowermaster for the Green Radio Hour for Radio Kingston. Our new Administrative Assistant, Anne Crowley Weight, has started her 2.5 days per week.

Fiscal Affairs

David said cash flow remains challenging, however Patron Fish, programs, charters, and public sails have helped significantly. David is pursuing professional accounting support to resolve financial reporting issues. David added we are still working our way back from the weak cash position we got into this spring and some of this will be corrected once reimbursement money for the winter's sloop refit is received.

Development Report

Rosemary said the next event where people can get involved is the virtual Hike for the Hudson in September. This peer-to-peer fundraiser is a great opportunity to engage new folks not already part of the Clearwater community. People will be encouraged to share their connection to the river. The platform will be ready for beta testing by 7/31 and volunteers to help with beta testing will be greatly appreciate. Jeremy Baron volunteered during the meeting to help.

Meg shared a Board giving summary for October 2021 through June 2022, showing a 92% participation rate, with 65% of Board members having met their annual give-get target. Overall the Board has raised over \$84,000 with nearly half coming through Gala. Meg thanked everyone for the tremendous support.

Meg said fiscal year to date development revenue is 2% under plan, an improvement from 3% last month. June revenue highlights include the Member Survey and the Patron Fish appeal. Meg shared the excellent response to the Member Survey, with many thoughtful responses received. Results are being tabulated and a follow-up list of names created for Board volunteers to call and answer questions and just thank people. The ongoing Patron fish appeal is also being well received and a second option was created for \$1,000 donors to sail on 9/17/22.

Looking forward, activity is underway on Hike for the Hudson, a new event for us, in September timeframe and Pumpkin Sail themed events in the fall.

Hike for the Hudson is an event for both individuals and teams. The plan is beta test the website in early August, hike in September, and then conclude with a live celebratory event. David explained the idea is we will hike, we will reach out to our circle of influence and get them to contribute funds on how many miles we are hiking. If we can get lots of people excited and seeing this as important, if the reach is really broad, we can do very well. He added that requires everyone to be hands on, reaching out beyond those already in the Clearwater family. Steve gave an example of a fundraiser he participates in annually, demonstrating how do-able this. Sam likes that this is a great opportunity for people to participate in a fun event while making smaller, more manageable gifts. Stay tuned for more details!

Steve thanked Geoff Kaufman for joining the 6/24/22 Patron Fish sail where he gave a wonderful education on the history of sea shanties, many demonstrated with his unforgettable voice. Meg thanked Steve and Sarah U. who also contributed musically to the sail.

Communication Report

Meg highlighted the Communications Team's (Aerika Lucy, Communications Manager, and Amali, Knobloch, Erin Macchiaroli, Meg Mago and Ruthie Gold) work on public relations, social media, and the website.

Followers are increasing on all three social media platforms and the most popular posts for Q2 were shared. On Instagram, it was the sloop splash-in in Albany. On TikTok, we went viral when a screen shot of Dylan Kane caulking the boat achieved 1.9M views! The top posts on Facebook were related to Pete's birthday and Toshi's birthday, which matches what we see overall on Facebook

Meg compared website metrics for the first six months of this year and last, showing visitors now spend more time exploring the site and go deeper for information compared to the same period last year, implying an improved user experience. These metrics will be reported on quarterly.

Email blasts were also reviewed. Meg noted some cleanup of the email list is needed and will happen later in the year. Top email opens year to date were the ED announcement, the Revival announcement, and the Patron Fish appeal.

Steve thanked the communications team for their very effective writing.

Nominating Committee

Arthur said the period to submit names for 2022 is closed, and the period to submit names for 2023 is now open. He added it's always a good time to submit recommendations as we are thinking of building a roster of talent, looking one, two or even three elections ahead.

Arthur said the final slate for this year is shaping up nicely and will be presented at the August Board meeting. The annual Board self-assessment survey results will be presented at the September meeting.

Environmental Action Committee

David provided an overview of EA activity as part of the E.D. update.

Steve spoke on the work of the ad hoc working group looking at the future of our EA program, specifically with respect to what issues / actions to focus on, the impending retirement of Manna Jo Greene, and the role of the Board's EA Committee. A meeting addressing what issues to focus on and the modes of action was held, with many topics and ideas covered, and further discussion needed. Concerns raised include balancing time spent meeting with other groups versus time spent on direct action, maximizing our impact with a small EA staff, and the importance of continuing to communicate with the public and build understanding on issues. It was agreed we should focus on the river and watershed, with water quality issues prominent, and ideally on issues where the sloop can be engaged as a visible icon of our work. The next meeting will center on Manna's retirement.

Music & Celebration

Steve said the working group's scoping session identified topics for discussion, including a) the prospects for a large, Revival-style festival, b) support for smaller festivals, c) attracting a broad demographic while also maintaining our base, and d) finding volunteers.

For a large festival, questions include what are the models for doing that, ways to raise advance funds, and ways to structure the festival. There was a strong feeling the priority should be establishing a theme first, along with goals to be accomplished, and then filling in the performers to complement that. It was noted that many of the working group participants joined Clearwater through Revival and it was attractive because of the overall vibe of the event.

There was also a lot of support around putting together smaller festivals, with the Pumpkin Sails of yore being fondly remembered.

To broaden our demographic reach, the challenge of bringing in emerging artists that will appeal to younger folks while sticking with long time favorites that appeal to dedicated, long time members/ attendees was highlighted.

Another challenge is finding volunteers and putting together the team necessary to do any event. The committee is looking to enable of team of folks to go out and produce celebratory events successfully, continuing Clearwater's musical legacy.

Overall, the meeting raised the questions to be addressed. The group will meet again in the coming weeks

New Business:

Henry raised the idea of changing our start time from 6:30 to 7:00pm. Several people expressed preference for the later start time, especially as recent meetings have been shorter. Donna noted some meetings do occasionally run late and we should take that into consideration. Steve said the Executive Committee will discuss the topic and make a recommendation to the Board.

Peter asked about the Membership Committee and Arthur replied there is a kickoff meeting next week, to define roles and identify medium term goals, and anyone interested in joining should contact him.

Arthur noted the significant bandwidth it takes to create our social media content from the sloop, which is such a great setting.

The meeting was adjourned at 8:35 pm.

Respectfully Submitted,
Rosemary Thomas, Secretary

APPENDIX A

A resolution honoring Captain Nick Rogers.

Whereas, Captain Nick Rogers is leaving formal employment with Hudson River Sloop Clearwater, having first come to the organization as a volunteer crew member on Mystic Whaler in 2002 and becoming a paid member of the sloop's winter crew in November of that year; and

Whereas, he has most ably captained the Clearwater since 2007;

Whereas, over the years he has amassed comprehensive knowledge of all aspects of the sloop – its construction, rig, mechanical and electrical systems – and been an unparalleled steward of the vessel, successfully overseeing major refits and daily maintenance; and

Whereas, he has shared that knowledge as a highly respected mentor and built a corps of workers empowered with the skills to take on the challenging and specialized tasks of keeping up the boat; and

Whereas, he has drawn on his many years of stewardship to project plans for maintaining the vessel well into the future, and

Whereas, he has modeled effective teaching of tens of thousands of participants in Clearwater's education programs; and

Whereas, he has consistently upheld Clearwater's ideals and demonstrated commitment to its mission over his many years of service; it is therefore

RESOLVED: that the Board of Directors expresses its utmost gratitude for all that Nick has given to Clearwater and makes him a life member of Hudson River Sloop Clearwater, Inc.