

Minutes of the Meeting of the Board of Directors  
Hudson River Sloop Clearwater, Inc.  
724 Wolcott Ave.  
Beacon, NY 12508  
Tuesday, April 27, 2017

Board Members Present.

1. Betsy Garthwaite
2. Bill Flank
3. Anne Osborn
4. Stephen Smith
5. Mitzi Elkes
6. Ross Gould
7. Jeffrey Domanski
8. Don Raskopf
9. Sarah Underhill
10. Neil Gordon
11. Donna Stein
12. Sharon Rowe
13. Allen Gutkin

Board Members Present by Telephone

None

Board Members Absent.

14. Seth Davis
15. Robi Schlaff
16. Bob Alpern

Staff Members Present.

1. Wren Longno
2. Dave Conover
3. Manna Jo Greene
4. Michelle Acosta

Guests.

1. Joshua Kagan
2. Taylor Vogt
3. Allan Goldhammer

The April 27, 2017 meeting of Hudson River Sloop Clearwater, Inc. was called to order at 6:35 PM by president Betsy Garthwaite. A quorum was determined to be present. Stephen Smith led the attendees in singing "Last Night I Had the Strangest Dream", by Pete Seeger, as the traditional mission song selection. Due to the presence of guests, all present briefly introduced themselves to the group.

The Secretary called for a **MOTION**: To approve the previously circulated minutes of the March 21, 2017 meeting. The **MOTION** was **APPROVED UNANIMOUSLY**.

(Secretary's Note: Due to pressing work being addressed by all staff, Department Reports, with the exception of the Financial Report, were not submitted to the board in advance of the meeting this month. The essential points of verbal reports given at the meeting are therefore paraphrased in these minutes.)

**Environmental Action Report – Manna-jo Greene**

Manna-jo provided a description of the press conferences held in Kingston and Albany to announce the Clearwater Sloop's mission to Washington D.C. The announcements received excellent press coverage, including a mention in USA Today. Manna distributed to the Board, petitions in support of clean water that will form part of the "Cargo of Concern" being brought to Washington. All Board members can work on getting petitions signed and are encouraged to think of other items to include

in the “cargo”. Taylor Vogt suggested that an online petition be fielded and that the result be sent to an industrial printer for inclusion in the cargo.

A forum on the decommissioning of Indian Point is to be held on June 9<sup>th</sup>. Bob Alpern has donated funds assist with this event. The forum will bring together experts on decommissioning and repurposing power plants to discuss what should be done once the facility is shuttered.

### **Education Report – Dave Conover**

The education program is going full-bore. Eli’s programs in schools are in full operation and Samantha is working to build up the summer program with 5 or 6 locations to disseminate information. Sam is wonderful and is working on other things for Clearwater. The Sloop is sailing and the Mystic Whaler is starting next week. Schedules are filling up, but there are still some significant gaps. Kelly is investigating software that will allow a patron to book the boat in a manner similar to that of booking an airline seat. This may be coming soon.

### **Development Report – Wren Longno**

Clearwater tends to focus on an event-based sponsorship model. This continues with the DC Mission. We are sending out 20,000 direct mail requests, casting a larger net to include people that gave even 20 years ago. At the same time, we are moving into a major donor outreach campaign. Annie has been very helpful with this. We have invited several people on the boat and are opening doors for more social media engagement, including liking and being liked on twitter and facebook. The D.C. trip brings us into a different sphere of philanthropies, including donors interested in climate change. May 11<sup>th</sup> there will be a fundraising event at the Town Crier. Board members are encouraged to attend and support this event. Wren is interested in engaging with all Board members.

### **Finance Report – Michelle Acosta**

We are wrapping up the audit. The auditors will be at the next meeting to review the 990 Form. We’re in the black right now thanks to the \$150k donation Annie was able to secure. In terms of festival, we’re at a \$20k differential (less) from what we were bringing in last year. Steve Lurie, however, is optimistic. Financially it is too soon to state that we are in a sustainable position, but we have paid off our debt to the Maritime Museum. We still have long term debt with Ulster Savings and a maxed-out line of credit. Total debt stands at around \$600k. Festival ticket prices have been increased, but Steve Lurie has introduced a number of sales to encourage purchases, so direct comparisons to last year’s sales figures are not feasible.

Dave: It’s true that we have a big debt but our ability to raise funds last year was severely compromised and is much better this year. All of this is part of the plan, to get the change capital and build back our sustainability. We still haven’t mastered it, given the boat and the festival are so weather dependent. Yet we need these sources because running the program entirely on school program fees is not feasible.

Betsy: This falls back on us. With the staff so depleted, it’s up to us to do this kind of outreach.

Josh: Schools take surveys before and after a learning event and follow test scores to measure impact. It’s important to consider metrics and coordinate with the Common Core standards.

### D.C. Mission Report – Dave Conover

The last time Clearwater went to D.C. was in 1970, before the Clean Water Act was signed into law. That is part of our pattern, to get the Federal Government to enact laws that protect and defend clean water. Today the threats go much deeper than in 1970. Climate change is being denied, federal agencies are being decimated...what better way to bring a message than to use Clearwater. These are core American values, just as treasured as any others. So, once we determined that it was feasible to sail to D.C. we decided not to go in April (as in 1970), but to use Revival as a launching platform. Our sail capacity after festival is usually low, often a dead zone used for maintenance. We do have some projects scheduled for late June but we will not have 3 full weeks of program and we never do at that time of year. Our plan is to get to D.C. at the end of June and we are planning a forum of prominent guest speakers on June 29<sup>th</sup>. A second anchor event will be cast as a Community Gathering...no concerts, no big flotillas, but this has the potential to get people to participate. People can add their own message and we are anticipating support from Scenic Hudson, Catskill Mountain Keeper, River Keeper and other groups. Postcards have not hit mailboxes yet. Timing is weather dependent but we plan to get there as quickly as we can and connect with other maritime organizations on the way back. It's up to all of us to use social media to support this. Despite Manna and Wren's great work, we all need to generate support and plug Clearwater during or daily lives.

(Secretary's Note: A general discussion of the D.C. trip ensued. This included discussion of interacting with other grassroots organizations, reaching out to news media, setting up a Kick-starter account, the hiring of Steve Kent as PR person, finding ways to engage all that want to help, and the fact that the boat has a maximum crew of 12 persons and cannot take passengers out on the open sea, due to Coast Guard regulations.)

### Executive Director Search Report – Betsy Garthwaite

I have great news in that Erin is back on a part-time basis. We all wish her the best. We are in the initial planning stages of the Executive Director search. We need to update the job description and are sharing the fact that we are about to begin our search through contacting sister organizations in the hope that they might refer us good candidates. We are also working on methods of interviewing and evaluating candidates. We are looking at a process that might take 3 months. We are not yet ready to advertise the position.

(Secretary's note: A general discussion of the ED search ensued.)

### Chef's Event – Mitzi Elkes

We are meeting every 2 weeks and have set the event to occur on September 17, 2017 from 4 to 8 pm. We've finished lining up talent and are ready to go to press with the list of chefs which will include Terrance Brennan. We are now working on getting sponsors and have a sponsorship kit almost finalized. Our goal is to get everything donated and are also working on lining up a guest speaker. An invitation has gone out to the Governor, but other speakers are being considered. Ticket price will be \$300. Last year 80% of the gate went to Clearwater. \$500 gets you seating for one person and recognition throughout the event, a sail on Clearwater, and tickets to Revival. We'd like to encourage donors and sponsors to consider the purchase of a table for ten.

Annie: Could we, as a Board, begin by purchasing an ad in the program?  
(Secretary's note: Several, if not all, Board Members contributed toward the advertisement.)

### **Board Member Nominations**

Alan Goldhammer: I would like to know what qualities other board members would like to see on the board. We need people from grassroots organizing that have cropped up since the election. People with organizing skills that may not be on the board now, and young people for policy development and not necessarily just for fundraising.  
(Secretary's Note: A general discussion of this topic ensued.)

### **General Discussion:**

Donna Stein: My fundraiser brought in \$588 in a small venue. About 25 people were there enjoying wonderful musicians and a magic show.

Bill Flank and Alan Goldhammer set up a table at walkabout and brought in another \$150

The Climate March will take place on April 29<sup>th</sup> in Poughkeepsie at the Walkway Over the Hudson and Clearwater will be there.

The meeting adjourned at 8:50 PM by unanimous consent.

END OF MINUTES