



Minutes of the Meeting of the Board of Directors
Hudson River Sloop Clearwater, Inc.
Virtual Meeting via Zoom
Thursday, March 9, 2023 at 7:00pm

Board Members

Sarah Armour
Peter Capek
Mitzi Elkes, Executive Committee At Large
Joan Gaylord
Neil Gordon, Treasurer
~~Scott Greathead~~
Allen Gutkin
Samantha Hicks, Vice-President
Gareth Hougham
Arthur Jones, Executive Committee At Large
Steve Kielar
Aaron Mair
~~Jennifer McMillan~~

Tom Murphy
Henry Neale, Executive Committee At Large
Jeremy Rainer
Dan Riesel
Larry Rothbart
Steve Stanne, President, Chair
Donna Stein
Rosemary Thomas, Secretary
Sarah Underhill
Greg Williams
(~~strike through~~ indicates absence)

Staff Members

Manna Jo Greene
Amali Knobloch
Erin Macchiaroli

Meg Mayo
David Toman, Executive Director

Members

Jeremy Baron
Dona Crawford
Roy Felshin
Martha Gotwais

Joyce Hanson
Alex Stavis
Alan Thomas
Julia Wilson

Guests

Jan Nolte, Founder and President of The Influential Voice

The meeting was called to order at 7:00 pm
Mission Song sung by Steve, "Down by the River"

Steve welcomed David back after his absence.

Approval of Minutes

The 02/08/22 Board meeting minutes were approved by voice vote with minor updates from Peter Capek.

Executive Director's Report

David reviewed programmatic slides and then focused on fiscal challenges.

Education and sloop highlights included tabling for three days at Kids Week at the Intrepid Museum, the February Open Boat at the barn in Kingston, and progress in signing up Onboard Volunteers for the coming sail season. More volunteers are needed so spread the word. Spring education sail and Tideline bookings are both running well ahead of plan. Amali demonstrated how to charter the sloop, walking everyone through the online booking system, accessed by clicking on 'Come Sailing' on our website. Amali added that a deposit is required to hold your booking, sails are added on a rolling basis, and the standard inquiry form is still available. The sloop club sail option will be turned on soon.

EA highlights included Clearwater's upcoming symposium on 50 Years of the Clean Water Act (Friday, 4/14, at Kapan Hall, SUNY Orange), Clearwater's support of legislation to prohibit the discharge of radioactive agents into the waters of NY, and Clearwater's recently submitted comments on the US Army Corps of Engineers proposal for the NYNJ Harbor. More information on these topics can be found on our webpage or linked from the E-News.

Administratively, a marine survey was conducted (last one was 2016) to re-evaluate the sloop for insurance purposes and the EA Director search is proceeding with staff and the EA Chair meeting tomorrow.

David then outlined the ongoing, multi-year financial challenges which we need to get past, and stated that revenue needs to be aggressively addressed with new thinking. David said the Executive Committee, additional Board members, and staff are investigating new revenue opportunities and the plan is to re-project the budget after the Gala, including these new ideas. David said the challenges would be illustrated more fully in the Executive Session later in the meeting. David shared a list of 10 areas to grow revenue and briefly described each item.

David said Sloop Clubs have been notified they will need to fundraise at least \$2,500 for Clearwater to be able to charter a sail for the club. (They received a free sail in prior years.) A meeting will be held with Sloop Club liaisons post the Gala to discuss fundraising ideas and Board members with fundraising event experience are encouraged to join the meeting.

David showed six ways individuals can help both immediately and longer term, including promoting Gala, being an ambassador the legacy society, helping connect people to Clearwater, volunteering and supporting one of the revenue initiatives, or helping make calls to prospects provided by Development staff. David said to reach out to him for guidance on how you can help.

DT closed by emphasizing Clearwater's value as a Hudson Valley icon, as America's Environmental Flagship, and as a life changing institution. He said the passion for and connection to Clearwater runs deep in the Hudson Valley and we need to navigate our way through the challenge. David said Clearwater's mission is still critically necessary and the sloop visibly reminds people of the environmental importance of the Hudson River. We will be out of fiscal crisis when we are running comfortably with a \$200k cash reserve.

Development Report

Meg started by noting fiscal year-to-date development revenue is 27% ahead of the same point last year.

Meg highlighted that the Gala silent auction is now live and accessible via our website, reviewed Gala revenue in hand and projected, and said a small number of tickets are still available.

Meg shared membership numbers and revenue, with an 11% membership increase attributed to the ongoing campaign. A member social is in planning for June. Meg said we are looking to do 'low lift' social events for members on a more regular basis and that Amali and Amber are at work on member perks with partner organizations and Hudson Valley businesses. A membership drive is planned for the Kingston Earth Fest concert. Membership levels have been simplified.

Meg described some things happening around the ideas of recruitment and cultivation. We frequently get requests from other organizations to donate sails to fundraising events. We offer them in two different ways and have a couple on the books right now. The American Alpine Club, a national organization, is planning to auction a charter on the sloop at their NYC Gala, under a cost sharing arrangement, giving us great exposure to a new audience. The Rockland Community Foundation is getting some sail gift certificates to auction off and Meg will be attending their event to make deeper connections in Rockland County. Radio Kingston approached us about a PSA for our volunteer opportunities and Captain Rory will record that with them. Lastly, thanks to a suggestion from Gareth we have some information on public radio spots that we will pursue after Gala.

Looking ahead, Meg spoke to upcoming the Patron Fish appeal, a legacy society social event in spring, and figuring out what to do for our fall fundraiser. Meg said while our fiscal challenges can feel overwhelming at times she believes we can manage this and you will hear inspiring stories at the Gala.

Jan Nolte (The Influential Voice)

Steve introduced Jan Nolte, Founder and President of The Influential Voice, who specializes in helping people gain confidence in their ability to reach out and engage people. Steve said Jan was recruited by Mitzi, is generously donating her services, and will share a little tonight and more at a future date.

Jan started by sharing her love of the Hudson River, her history with Clearwater, and her support of our stewardship of the river. Jan said she has done a lot of work helping boards become better ambassadors and has found again and again that tapping into your own story is what makes people's ears perk up. Jan said the training will be doing later will be helping you develop your little group of stories.

Jan said, with all sights set on the Gala, everyone should think of themselves as a host and make sure all guests have a great time. It is not the time to pitch Clearwater. The Gala is all about having a good time, so everyone should plan on making small talk, ensuring guests are having a great time, and being the eyes and ears for Development.

For those who seem interested, the goal is to get to the next conversation, have fun again, perhaps on the sloop, and maybe by the third conversation they'll connect with Meg.

A very productive discussion followed with Jan responding to questions from a number of Board members.

Steve thanked Jan for her time and Mitzi for arranging for Jan to help us.

Nominating Committee

Arthur said the notice to membership that we are seeking nominees will go out with tomorrow's E-news and that we are re-visiting the give/get, looking at a few similar organizations.

Arthur then introduced Julia Wilson. Julia shared that she grew up with Clearwater, was a captain until the week before her son was born, and spent the past 15 years focused on her family and running her business.

Steve presented a RESOLUTION to appoint Julia Wilson to fill the seat Gregory Simpson resigned from last year, which was not filled during the election in October. The text of the resolution is attached as Appendix A.

Aaron called the question. Sam seconded. The resolution PASSED unanimously.

New Business

No new business.

Executive Session

The Board went into Executive Session at 8:30.

The meeting was adjourned at 9:25 pm.

Respectfully Submitted,
Rosemary Thomas, Secretary

APPENDIX A

A resolution to appoint Julia Wilson to Clearwater's Board of Directors

RESOLVED: That Julia Wilson be appointed to fill a vacant seat on Clearwater's Board of Directors with a term running until Annual Meeting in 2025.

Dated: March 9, 2023