



Minutes of the Meeting of the Board of Directors  
Hudson River Sloop Clearwater, Inc.  
**Virtual Meeting via Zoom**  
**Tuesday, December 5, 2023 at 7:00pm**

**Board Members**

Sarah Armour  
~~Adenike Bamgboye~~  
Peter Capek  
~~Joshua Clyburn~~  
Mitzi Elkes, Executive Committee At Large  
Joan Gaylord  
~~Neil Gordon~~, Treasurer  
Scott Greathead  
Samantha Hicks, President  
Gareth Hougham  
Arthur Jones, Vice-President  
~~Aaron Mair~~

~~Jennifer McMillan~~  
Tom Murphy, Executive Comm. At Large  
Jeremy Rainer  
Dan Riesel  
Larry Rothbart  
~~Gabrielle Spielberg~~  
Steve Stanne, Executive Comm. At Large  
~~Donna Stein~~  
Rosemary Thomas, Secretary  
Sarah Underhill  
Julia Wilson  
~~(strike through indicates absence)~~

**Staff Members**

Ruthie Gold  
Erin Macchiaroli

Meg Mayo  
David Toman, Executive Director

**Members**

Meg Clark  
Joyce Hanson

Alan Thomas

The meeting was called to order at 7:00 pm.  
Mission Song sung by Sam, “Mingalay Boat Song”

**Approval of Minutes**

The 11/01/23 Board meeting minutes were approved by unanimous voice vote, including minor updates from Peter Capek.

## Executive Director's Report

David said the FY22 audit is near completion, with one last issue being worked on. The 2022 NYS CHAR500 submission requires completion of this audit. A CPA firm is assisting with FY23 revenue posting and training Anne Crowley. The new Finance Committee meets this week.

Hiring is in progress for a Development Coordinator, a new position to increase capacity, and a replacement Scheduling Coordinator.

Coast Guard inspection of the sloop showed less work needed than anticipated, decreasing the time needed at Scarano's boatyard by weeks. Ruthie added that the sloop is just now back in Kingston! David stressed that continued effort to fund and procure the wood needed for the large project in 2025-26 is needed, as the wood requires time to dry properly.

In the EA arena, Friends of a Clean Hudson released a report and held five briefings on the review of the EPA's Upper Hudson River PCB Dredging Remedy. Based on the data from the independent review, Clearwater and FOCH are advocating for a non-protective determination (meaning that the remedy did not achieve the specified goals needed to address public health impacts) in the upcoming third Five-Year Review. (FOCH is a coalition founded by Clearwater, Riverkeeper and Scenic Hudson, focused on PCB remediation in the Hudson River.)

Jen Benson, with volunteer Helen Pashley, is continuing to work through Clearwater's EA files, reviewing documents and preparing boxes for the Marist archives.

Jen coordinated and ran Clearwater's first Hike and Learn Program on November 11<sup>th</sup>, in Mills Norrie State Park, visiting the Hoyt Drive Warren Trust and Hoyt House. A Hudson Valley Greenway grant will fund four Hike and Learns in 2024.

Ruthie Gold gave the 2023 season wrap-up for education programs, both onboard and land based, and for the sloop. Ruthie showed year over year comparisons, 2017 through 2023, for the number of education, public and charter sails, revenue from each, and passenger numbers. Ruthie noted that 2017 and 2018 numbers reflected our access to a 2<sup>nd</sup> vessel, the Mystic Whaler. The 2020 numbers show the onset of the impact of Covid.

Comparing the 2023 to 2019, with no pandemic, one sloop, and a full sailing season, we are approaching pre-pandemic program numbers. Spring was extremely strong in all program areas and there is opportunity remaining in the summer and fall. There were 60 on board volunteers over the course of the season, from all over the country, illustrating Clearwater's reach.

The Tideline (shore side) and Onland (classroom visit) programs are also on par with pre-pandemic levels. The Onland program, similar to the onboard programs, had an incredibly busy spring, quiet summer, and then a quieter fall. There is opportunity for growth in the summer and fall.

The impact of climate change was seen when some programs were canceled due to smoke from the Canadian wildfires and with eight consecutive weekends of pouring rain.

Responding to Steve, Ruthie said the two youth empowerment programs were not included in the summer numbers, though those important programs do eat into time when sails could be booked.

Sarah A asked about plans to bring the onboard guest capacity back to 50, from the current 45. Ruthie said those conversations will happen over the winter. Mitzi asked is there information on how many schools are repeats and Ruthie said that is tracked.

Scott said we've been offered a slip at South Street Seaport and that, or another appropriate slip, could allow us to engage with NYC schools. Ruthie thanked Scott for the connection and said Captain Rory is open to docking there.

David concluded with takeaways for the Board, including supporting year end giving efforts, helping fund the wood purchase, and helping procure a minivan for the crew. David thanked those who have already contributed to the \$30k board challenge, and thanked ahead of time those yet to contribute. He encouraged everyone to share Clearwater emails and social media posts to help increase engagement. Board members able to help with year-end outreach phone calls are asked to reach out to Meg directly.

### Development Report

Meg said FY23 development revenue, without government grants, is up 12% over FY22, and the numbers will be finalized once the detailed work is completed.

Meg showed yearly development revenue, by month, for FY18 through FY23, including total revenue, the number of donations, and the average gift. These numbers were without government grants or bequests. Meg pointed out the repeating up and down pattern of revenue flow seen throughout each year, giving the example of high year end giving followed by slow months at the start of the year. Meg said dips in the summer months are offset by programming revenue in that timeframe.

Giving Tuesday exceeded our goal and used a \$3k match from Bob Ross to encourage donations. Meg reported the board is at \$24k against a \$30k match challenge, with 15 of 23 board members having participated to date, noting the match requirement of 100% board participation.

Meg is looking for 10 board members to reach out to three donors each, and will provide the contact information and general guidelines. Sarah U and Arthur volunteered immediately.

Looking ahead to Gala 2024 on April 7th, 2 of the 3 honorees are confirmed. Meg Clark spoke to the auction, giving a sampling of committed items and asking for support creating packages of regional experiences up and down the Hudson. She encouraged people to think outside the box.

### Upcoming Business

Sam said the January meeting will look at the budget. A reinvigorated Finance Committee, with a blend of board and community members, meets this week.

Arthur spoke to upcoming training opportunities with BoardLead and will share information as it becomes available. (By way of background, Clearwater is now participating in a network of non-profits and will benefit from both potential matching for board candidates and training resources.)

Arthur seeks to create some curated resources to promote Clearwater and hopes board members can provide pictures, video, art, statistics, inspiring quotes, songs, whatever. Digital only please.

### New Business

Julia said the logistics of board members using guest spots on the sloop needs attention before spring, as it is impacting outreach to potential supporters.

#### Breakout Sessions

Everyone was invited to join the session on House Parties or the session on Gala.

#### House Parties breakout summary (from Arthur Jones)

1. We should dedicate some time in the next set of breakouts to take this across the finish line. Some also suggested a whole separate meeting of willing board members
2. We discussed the challenges that stop people from jumping on this year over year.
3. Potential solutions to those challenges were proposed.
4. Broad Ideas/Things to remember were identified.

#### Gala 2024 breakout summary

Discussion focused on how to facilitate interest in the event, promote table and ticket sales, increase engagement with Clearwater during the event, and outreach to organizations and companies for sponsorships or underwriting. These ideas will be taken up by the Gala Committee.

The meeting was adjourned at 9:00 pm.

Respectfully Submitted,  
Rosemary Thomas, Secretary