



Minutes of the Meeting of the Board of Directors  
Hudson River Sloop Clearwater, Inc.

**Virtual Meeting via Zoom**

**Thursday, November 14, 2024 at 7:00pm**

**Board Members**

Sarah Armour  
~~Adenike Bamgboye~~  
Peter Capek  
~~Joshua Clyburn~~  
Stuart Findlay  
Joan Gaylord, Executive Comm. At Large  
~~Peter Gregory~~  
Neil Gordon, Executive Comm. At Large  
Samantha Hicks, President  
Gareth Hougham  
Arthur Jones, Vice-President  
~~Aaron Mair~~

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

**Staff Members**

Erin Macchiaroli  
Meg Mayo

David Toman, Executive Director

**Members**

Jeremy Baron

Alan Thomas

The meeting was called to order at 7:00 pm.  
Mission Song sung by Sam, "Shake It Off"

**Approval of Minutes**

The 09/11/24 Board meeting and 10/05/24 Annual Meeting minutes were approved by a show of hands.

## **Executive Director's Report**

### **Operations**

The sloop is under cover for winter restoration work.

David reviewed detailed program numbers for 2024 vs. 2023, broken out by the sailing classroom, Youth at the Helm, Community / Pay What You Can sails, public sails, charters, Homeschoolers on the Hudson, Tideline, and in-class visits. Program revenue totaled \$308k this year, up from \$260k in 2023.

All three Youth at the Helm programs ran this year. The 38 Community Sails were 98% full. Tideline did very well both years. Charters were identified as an opportunity area for 2025, with board support requested. A more complete narrative report is being prepared. Interest / request forms for 2025 education sails have been sent out broadly and are being returned to Joao.

David covered the main goals for this year's winter preservation work, including deck and topside plank work, a new mainsail, and a new or built refrigerator system. An effort to secure annual funding for sloop restoration through the NYS budget has been initiated.

Environmental advocacy work continues to focus on public comments for the Draft 3<sup>rd</sup> Five-Year Review of PCB Superfund Cleanup. Joint comments were submitted by Friends of a Clean Hudson, a change.org petition is nearing 900 signatures, and supporters have submitted digital and paper comments. Clearwater will be co-hosting Hudson River Advocacy Day in Albany in 2025 (tentative date: 3/5).

Staffing updates include: a) Emily Marcket will transition to Education Director, starting in January, and b) hiring for a replacement Donor Relations Coordinator, 2025 Onboard Program Coordinators, and winter crew is underway.

The FY2023 Draft Audit was delivered. The 990 was e-filed on the due date of 10/15. The 2025 budget process is underway with department directors. A budget gap is anticipated and the Business Management Plan group will be used to target specific areas. David reminded everyone that cash flow is typically low this time of year and rebounds with end of year giving.

The Business Management Plan group continues to meet, building out lists of workstreams, being involved in program pricing, and discussing new initiatives for next year. The group will work on plans for gaps in the budget as numbers are compiled. The Harvard Business Alumni of NY will do a brainstorming session with this group.

Key points from an ensuing discussion were: a) we are looking at a mix of how to do things a bit differently to increase sloop generated revenue, b) charter sails are an opportunity the board can help with, c) education sails, for many reasons, must be staff driven, and d) community outreach sails are another opportunity for board help. For community sails, Stuart said having a number (i.e. dollar amount to underwrite a sail) would make it easier to outreach to a neighbor for support. Tom reported his first successful sponsorship ask for a community outreach sail and encouraged everyone to work on this.

### **Development**

Meg reported development revenue is up 77% over the same period last year, thanks to the emergency appeal and the Fall Appeal both exceeding expectations.

A book signing event at the Howland Center, with David Bernz, was enjoyed by approximately 60 people and raised additional funds.

Meg shared detailed Holiday / Year End Giving campaign plans and goals, with a shout-out to Jen Benson for planning support, and highlighted the many ways board members can participate, whether you are an old-school snail mail person, a social media scroller, or a conversationalist. Everyone's support is requested for a robust end of year campaign.

Meg reviewed the grants pipeline and took questions.

### **Sloop Committee Report**

Sarah A. reported the sloop is transitioning between the sailing and the winter preservation work seasons. The goals for winter '24-'25 were laid out in detail and mid-November progress reported. Monthly updates will follow so everyone can understand the seasonal routine the sloop consistently follows.

For clarity, the Sloop Committee consists of staff (Captain Kane, Captain Henrie, David Toman, Caitlin Zinzley), board (Sarah Armour, Samantha Hicks) and a professional network of industry experts. The committee works to support the sloop in current and future projects.

### **Action Steps & Breakout Sessions**

Sam said the priority this time of year is activating the entire board to engage in fund and friend raising in an impactful way. Recognizing that we are all different, Sam shared a variety of ways to be impactful, noted that making clear plans increases the probability of follow through, and then opened three breakout rooms to allow for smaller group discussion and collaboration. Sam asked directors to think of the opportunities Meg just posted.

The breakout rooms met for 15-20 minutes, then rejoined the main session and shared key takeaways.

Sam asked the moderators to summarize the conversations in a follow-up email.

The meeting was adjourned at 9:03 pm.

Respectfully Submitted,  
Rosemary Thomas, Secretary