

# Discovery

## Good Governance

*“Policy Governance separates issues of organizational purpose (ENDS) from all other organizational issues (MEANS), placing primary importance on those Ends. Policy Governance boards demand accomplishment of purpose, and only limit the staff’s available means to those which do not violate the board’s pre-stated standards of prudence and ethics.” John Carver*

Many not for profit organizations have adopted the Policy Governance method of board engagement and action. It is the gold standard for nonprofit boards with a staff. Good governance is a goal to strive for, but often, never completely achieved! Using this model, the Ferry Beach board creates policy for the organization and the staff carry out the behaviors and tasks (means) to achieve those goals (ends). In actuality, there is always a tug between what is operational and what is policy, especially in small nonprofit organizations.

In John Carver’s world, the staff sometimes will bring to the board a recommendation for policy based upon a challenge occurring at the operational level. For Carver, the staff, through the CEO or Executive Director, shares recommendations for policy ideas that have been vetted at the staff level. The Executive Director will make some recommendation for policy options to the board based upon an operational issue. It is then the board’s job to choose between ideas and craft the formal policy. Sometimes, the opposite occurs. The board sees some challenges that could be reined in by clearer policy guidelines and will work with the Executive Director or CEO to write a policy that will have the desired outcomes.

Several years ago, Ferry Beach’s insurance company wanted us to have a full Risk Management Policy. They wanted to see some clear procedures around life safety issues and wanted us to be aware of everyone who is in each room on the campus all year round. We have had some groups that have not routinely given us that information (like Church Retreat weekends). **Next Page**

## In This Discovery

- ① Good Governance
- ② Meals at Ferry Beach
- ③ The Ferry Beach Mission as a Brand, 2019 Summer Highlights
- ④ Kelley Cottage Administrative Space



**Continued From Page 1** Going forward we created a procedure that requires all groups to share their census with us, including the ages of anyone under 18 in a room. The board has passed an overall Risk Management Policy with the goal of following all standards set by our insurance, and the state and local authorities. The staff identifies what procedures or behaviors will have to be followed. Our church groups are being instructed to follow this policy.

At Ferry Beach, we have moved away from the board making operational decisions that may have existed here when there was not an Executive Director. In fact, even the staff has worked to honor each position and their respective role in the overall functioning of the organization. Decisions made at the registration level for instance, are not second guessed by the Operations Manager or the Executive Director. Empowering staff to be the expert in their respective job responsibilities is an important goal of the Executive Director.

Policy Governance is a way to organize that helps not for profit organizations achieve their stated goals and carry out the mission of the organization. It is an effective tool for good governance.

## Registration Open

Be sure to book your stay soon. Some weeks are already full! Call registration at **207-282-4489 x1** or register online at [ferrybeach.org](http://ferrybeach.org)

## SEE YOU THIS SUMMER!



## Meals at Ferry Beach

At Ferry Beach, our mission is to provide guests with healthy, nutritious meals from high-quality and locally-sourced foods that appeal to our diverse community while meeting a wide variety of dietary preferences.

We know how important food is to your health and soul. Our goal in the Ferry Beach Kitchen is not only to provide sustenance, but delicious and nurturing meals to all of our guests. We recognize that not every guest has the same dining requirements, so we have designed a food program with extensive options aimed at satisfying a wide audience while maintaining the lowest cost possible.

We have a generous selection of gluten free, vegetarian and vegan menu options at every meal. There is a separate designated dietary station for gluten free and vegan customers. Our meals are served buffet style and each menu item is individually labeled and identified. Foods that meet certain dietary criteria are indicated on each label (gluten-free, vegetarian, dairy free, vegan, nuts, etc.).

Though we make every effort to accommodate everyone's dietary needs and preferences, we cannot guarantee a cross contamination free kitchen or buffet line. Visitors with severe food allergies should carefully consider our kitchen and dining situation before purchasing a meal.

Our published menus are not guaranteed for various factors including ingredient availability, food recalls, and low-supply or high-demand items. A sample menu is available on our website and will contain a list of our rotating meals choices, but no individual meal is guaranteed during your visit. In addition, our kitchen is not equipped to provide individually designed meals or add-ons to the items presented at meal time.

Sustainability is very important to us at Ferry Beach and we wish to leave as small a footprint as possible, we ask that you follow us on that journey. Our goal is to maintain a sustainable Dining Program by reducing food waste, purchasing from local sources when possible, and by encouraging composting and recycling in the dining hall. We ask that every individual truly consider the amount of food they take from the buffet line and we request that small children always be accompanied by an adult in the dining hall.

## The Ferry Beach Mission as a Brand

In 2017, the Ferry Beach Board of Directors approved the organization’s new mission statement: “Ferry Beach awakens hearts to explore, grow and renew the spirit of universal love.” We achieve our mission by working in the areas of the arts & culture, education, spirituality, care for the Earth, personal growth and social justice & action. As a growing organization, we are continuously reflecting on the work we do and make sure it is in alignment with our mission. Our staff have embraced the new mission and have been striving to better connect the mission to the overall Ferry Beach brand. We are hoping that as time progresses, our members and visitors will better understand our mission and vision for the future. You may have noticed during your most recent visit to the beach, in an email you may have received from us, or on our website and social media platforms some colorful graphics with our six areas of work. These graphics are here to remind us all about the important mission of Ferry Beach, the work we do, and the direction we are headed.



## 2019 Summer Highlights

Summer is always the highlight of the year at Ferry Beach, and this summer will certainly not be an exception. 2019 will be the beginning of a brand-new family conference: “The Well: A Gathering of Multicultural Families.” The Well takes place July 24-27 and is intended to provide a rare multi-generational space for children, youth, and adults to explore spiritual paths, the rites of passage that bear witness to our experiences, music, arts, and food that speak to our souls, and worship that inspires all.



The Paddle Power Race and Cruise will return for a second year in 2019. Join paddle sport enthusiasts of all levels of experience for this fun race across Saco Bay on July 27th.



We will also host our annual summer concert that kicks off the Circle of Music conference. Join vocal artist Melanie DeMore who transforms the raw energy of human beings into flowing rhythms, and self-empowering awareness, with a sweet top note of humor on August 10th.

August 18th-22nd, Cathy Stackpole will lead “Loss, Love, Hope and Recovery” for those of us who are recovering from something: a challenging childhood, an addiction to food or relationships, money or substances. In this workshop, we will explore the many paths to recovery: writing, developing our sense of wonder, the generic 12 steps and community.



See everything going on at: [ferrybeach.org/2019](http://ferrybeach.org/2019)

# Discovery

FEBRUARY 2019

## Go Teams!



### Improve your Favorite Space on Campus!

Do you stay in one of our dorms or in the grove and have an idea on what we could do to improve it? We have just kicked off the Ferry Beach Dorm and Grove Make-Over Project and our teams are eager to begin sharing their thoughts and ideas with each other.

If you have an idea you would like to share, or if you would like to volunteer sometime this spring to help us remodel, please reach out to Brian at [bjohnson@ferrybeach.org](mailto:bjohnson@ferrybeach.org)

This is a fast-moving project. Funds will be spent by 5/31, and our goal is to have the work completed before the summer begins. These are small projects (lamps, tables, hooks, etc.) and you don't need to be able to do the work in order to share your ideas.

## Kelley Offices

Our maintenance team has been hard at work in various areas around campus this winter. One spot in particular is the recently vacated Kelley Office. For many years, the year-round staff team have all been in the office at 5 Morris Ave. With the recent addition of the Kelley building, our registration and operations staff will have an area to better perform their duties, and our off season guests will now have a lobby area to check-in for their retreats. Our Summer guests will continue to check-in at the Quillen Registration Office.

