



# Ferry Beach Park Association

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## **MINUTES**

### **FBPA Board meeting of April 7, 2018 via Zoom (Internet teleconference)**

Board President Barbara Crowley called the meeting to order at 2:07 p.m.

**Participating:** Executive Director Cathy Stackpole, Directors Barbara Crowley, Marty Burgess, Ron Willett, Carolyn Hodges, Caitlin Peale Sloan, Jessie Washington, Pamela Emery, David Beseda, Mark Doty, Steve Fogg and Doug Atkins. Marketing & Development Manager Brian Johnson also participated at the request of Cathy Stackpole.

\* The **Agenda** offered by Cathy Stackpole was distributed in advance and was approved. Cathy Stackpole noted asked that Brian Johnson be allotted some time to address a proposed software solution and Jessie Washington requested some time if possible at some point during the Meeting to discuss gun issues.

\* **Minutes:** Draft Copies of Minutes of the Board's meeting of March 3, 2018 had been distributed in advance and were approved without edits with one abstention.

**Software/Click & Pledge proposal:** Brian Johnson and Cathy Stackpole discussed their proposal to utilize Click & Pledge Donor Management and Salesforce NPSP to replace the current DonorSnap software for management of data relating to financial donations and contributions. Discussion ensued on several questions posed by Directors and Brian stated that timing and exact format of implementation are under staff review. A consensus was reached among the Directors that the proposal was sound and did not require Board action at this point, with the understanding that staff will continue to keep the Board informed of developments in this area.

#### \* **President's Report (Barbara Crowley):**

- **Board Evaluation:** Barbara addressed a Board Evaluation Form had been reviewed and discussed at the prior Board meeting. She stated that it makes sense for the Board evaluation to proceed on parallel timing with the Executive Director evaluation, so she anticipates that the finalized Form will be submitted to Directors in August for completion and final action at the Board's November meeting. Jessie Washington suggested that the evaluation include the Nominating/Board Development Committee and all agreed that the Board evaluation should include input from the Executive Director.
- **Strategic Plan documents:** Barbara addressed a Strategic Plan one-pager illustrating in color the vision and strategies for Ferry Beach developed by the Board at prior planning retreats – intended primarily for internal distribution - and an accompanying draft of

goal statements that would be distributed more widely. Substantial discussion ensued and various suggestions were made for edits, revisions. **Barbara asked the Directors to submit any wording or format suggestions by April 21 to her, Cathy Stackpole, and Jessie Washington.**

- **Annual Meeting & Town Hall:** Barbara noted the approach of the Town Hall and the Annual Meeting on June 10 and the Board's need to be prepared for each. She stated that the proposed Bylaws amendments regarding membership lend importance to the Town Hall as a platform for member questions and concerns. She said the Town Hall is an opportunity to ensure that the Annual Meeting does not become overly-focused on those issues. One Director proposed that the Town Hall be scheduled thirty minutes earlier, at 10:30 a.m., to allow more time for discussion of the new Bylaws language on membership. It was generally agreed that this would be advisable. Some discussion focused on the need to outreach to key members with information about the amendments, and Cathy reported that she has such a communication in mind. Barbara stated that she will be in touch with the Executive Committee regarding respective roles in the Town Hall and the Annual Meeting.

**\* Financial Report** (Carolyn Hodges)

- Annual Audit: Carolyn offered comments on a draft annual audit report. Some discussion ensued, including issues relating to the endowment funds.
- Endowment: Carolyn reported the Response For Proposals (RFP) generated five responses, now under review. A pending issue is placement of the endowment funds with a different manager. She will discuss with Doug Atkins and Jesse Washington to form a proposal for future Board action.

**\* Executive Director' Report:** Cathy Stackpole

- Facilities:
  - Boardwalk: Cathy discussed the boardwalk construction project and stated that she continues seeking local support and involvement.
  - Campus Safety Plan: Cathy reported that staff work has begun on a safety plan, including the desire for the buildings to be equipped with sprinkler systems. She noted that April 28 has been designated as a work day focused on campus maintenance and safety issues.
- Governance:
  - Policies: Cathy noted that at the prior Board meeting the Directors discussed a set of new policies drafted by staff in key areas of responsibility. She now offered finalized versions of the policies for the Board's formal action. The policies offered and the actions taken are as follows:
    - Substance Use Policy: After discussion, it was moved by Marty B. and seconded by Carolyn to accept the policy as submitted with minor format edits. The motion passed unanimously.
    - Membership and Engagement Policy: After discussion, it was moved by Pam E. and seconded by Carolyn H. to accept the policy as submitted with minor format edits. The motion passed unanimously.

- Prohibition of Weapons and Trespass Policy: After discussion, it was moved by Marty B. and seconded by Pam E. to accept the policy as submitted with minor format edits. The motion passed unanimously.
    - Emergency Preparedness Plan: After discussion, it was moved by Marty B. and seconded by Ron W. to accept the policy as submitted with minor format edits. The motion passed with one abstention.
  - Lodging Proposals for 2019: Cathy had submitted a set of proposals for nightly and weekly rates for 2019. **She asked the Directors to review the proposals and respond to her with any comments or questions before Board's meeting of June 9.**
  - Bylaws Amendments: Cathy noted that the Board has previously reviewed and commented on a set of amendments to the Association Bylaws developed by Caitlin Peale Sloan, Ron Willett and Cathy Stackpole. She reminded the Directors that the Bylaws amendments required approval of the membership at the next Annual Meeting and that the most recent set of amendments were in the briefing materials for today's meeting. She said the proposal is now ready for Board action. **After brief discussion, it was moved by Marty B. and seconded by David B. to approve the proposed amendments with only minor format edits. The motion passed unanimously.**
  - Restated Articles of Incorporation: Cathy note that the Board has previously discussed the fact that the Association's enabling document – the Articles of Incorporation – are significantly inaccurate regarding the Association's mission and its operations and should be replaced with a restated document. A Restated Articles of Incorporation drafted by Caitlin Peale Sloan, Ron Willett, and Cathy Stackpole has been reviewed by counsel and will be presented for approval at the Annual Meeting. Ron raised a question as to whether the Articles should be submitted for Annual Meeting action prior to or after the Bylaws amendments, or whether that order is relevant
- Personnel:
  - Cathy stated that hiring for summer staff is in process.
  - Cathy reported that Hospitality Manager Glen Sanokklis will be leaving to take up a new position elsewhere in small hotel management.
- Program:
  - Summer conference issue: Cathy reported ongoing challenges with one of the summer conferences which occupies a key calendar slot holding potential for development of other conferences. She is proceeding to work with other groups who may occupy the dorm space normally not used by the problematic conference.
  - Labor Day: Cathy reported that the Labor Day activities this year will feature a "sing-in," details to be posted soon
- Legal: Cathy expressed gratitude for the Association's counsel's help in securing a settlement of the arbitration that had been called by the Association's tenant over the Cold Weather Fund and bedbug service issues.
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Some discussion ensued about the potential need for an additional Board meeting in May. There was consensus that it should occur only if necessary and Barbara Crowley will keep the Officers and others apprised of developments and any need to meet in May.

\* Task Forces:

- Governance: Issues were addressed during Executive Directors Report, above.
- Facilities: The campus plan meeting referenced by Cathy Stackpole during her report (above) will be at 1:00 p.m. on April 28.
- Nominating Committee: Cathy submitted a report of the Nominating Committee setting forth the Committee's nominations for positions to be filled via election at the Annual Meeting, as follows:
  - Doug Atkins nominated for the position of Treasurer of the Board of Directors for a three-year term;
  - Deanna (Dee) Wilbur nominated for an at-large position on the Board of Directors for a three-year term;
  - Meghan Chan and Cyd Melcher nominated for three-year terms on the Nominating Committee.
- Development/Philanthropy/Stewardship: Barbara Crowley led a discussion on the need to reach out to 3-5 of our sustaining members and she proposed that each Director take part. Cathy Stackpole and Sally Ring have culled a list of 35 sustaining donors as a beginning, with the hope that the Directors can discuss connection to Ferry Beach, and engage donors in the upcoming changes. Directors should expect a communication about this within the next week.

\* **In summary**, Barbara Crowley noted that the following actions should follow today's meeting:

- The Directors will continue review of the Strategic Plan one-pager and the "Draft Goal Statements for Each Pillar" and submit any wording or format suggestions to Barbara Crowley, Cathy Stackpole, and Jessie Washington by April 21.
- The Directors will review the 2019 lodging proposals and respond to her with any comments or questions before the Board's meeting of June 9.
- The Directors will remain watchful for and attentive to any communications regarding (1) outreach to sustaining donors, (2) preparations for the Town Hall and Annual Meeting, and (3) the possibility of an additional Board meeting in May.

\* **Adjournment** was moved and approved at 5:07 p.m.