



Ferry Beach Park Association

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MINUTES

FBPA Board meeting of Jan. 27, 2019 at Ferry Beach (DeWolfe Dining Hall)

Attending: Executive Director Cathy Stackpole, Directors Barbara Crowley, Marty Burgess, Ron Willett, Doug Atkins, Caitlin Peale Sloan, Jessie Washington, Pam Emery, Dee Wilbur and Steve Fogg. Also attending: Marketing Director Brian Johnson, Richard Plumb as an interested candidate for an upcoming Board vacancy and Kathleen Dziadzio and Claudia Sienko representing the Nominating Committee.

Board President Barbara Crowley called the meeting to order at 8:10 a.m.

* The **Agenda** offered by Cathy Stackpole was distributed in advance and was approved without additions.

* **Minutes:** Draft Copies of Minutes of the Board's meeting of Nov. 10, 2018 had been distributed in advance and were approved with a correction in the spelling of a name (motion to approve by Marty B. seconded by Doug A. unanimous approval, no abstentions).

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

- **Human Resources:** Noting that she has served as the Board's H.R. representative for the past year for purposes of the Association's H.R. policy and process, Barbara proposed Doug A. in this position for 2019 due to her upcoming departure from the Board presidency. Brief discussion confirmed the full Board's consent for this appointment.
- **Annual Meeting preparation:** Barbara reminded the Directors of prior conversations about the need to assume responsibility for arrangements and preparations for the Association's Annual Meeting. She noted that during the Planning Retreat work earlier today it was decided that the Board's Governance Committee will assume responsibility for the list of preparation tasks as previously identified by the Executive Director. (Those Directors participating in the Gov. Committee work earlier today were Caitlin P.S., Ron W., Steve F., Doug A. and Richard P.) Some discussion focused on the Board's opportunity for creativity in the preparations and Ron W. will be assessing the task list to determine remaining staff roles and task sharing.
- **Board and Committee meeting schedule:** Barbara noted that during the Annual Retreat work yesterday and earlier today the Directors have determined the need for periodic meetings to complete Committee work. Retreat facilitator Deb Bicknell had recorded all of the dates and confirmed that the Directors will receive a list of the meetings. Ron W. suggested that the list be posted on the Board's Google Drive."

- **Signage and Branding:** Barbara offered a reminder of Brian Johnson’s presentation at the Board retreat regarding efforts to ensure the consistency of image and appearance in all of the Association’s signs and materials, including signs on the campus and all printed and online materials. He reported that the staff’s intention to replace the old main sign for Ferry Beach on Rt. 9, at the entrance to the Grove, with a new sign announcing the campus as the “Ferry Beach Retreat and Conference Center.”

Following up his earlier presentation on branding, Brian J. asked the Directors if the sign change was agreeable to them and a discussion ensued regarding the sign and the broader issues of branding and the fact that Ferry Beach conducts business as a retreat and conference center. Caitlin P.S. noted the Governance Committee’s intention to ask the Exec. Director to provide for the filing of a “Doing Business As” certificate with the State government to prevent any misunderstanding about Ferry Beach business and to distinguish our enterprise from the Ferry Beach State Park.

Barbara expressed the sense of the Board that the sign changes and the filing of a “DBA” certificate were positive and agreeable developments.

- **Corporate Clerk:** Barbara noted that Marty B. has acted as the Clerk of our corporation in compliance with a Maine State law requiring that the corporation have a Clerk that is a resident of Maine. Since he will be moving into the position of Board President, she raised the question as to whether the Clerk position should move to another person. After discussion it was agreed by all that the positions of Board President and corporate Clerk are not inconsistent and that Marty will continue as the corporation’s clerk.

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* **Financial Report** (Treasurer Doug Atkins and Exec. Dir. Cathy Stackpole:)

- A summary report of 2018 finances was distributed and Doug and Cathy made comments thereon. Each noted that total income exceeded expenses. In discussing various items, the Directors moved into a discussion about Life Memberships and the price, the attendant benefits, and the relative financial contribution to the Association. After some discussion Barbara suggested this as a topic for consideration during the Board’s meeting in April. The report was accompanied by a proposed budget for 2019. After some discussion, **it was moved by Dee W. and seconded by Steve F. to accept and approve the 2019 budget as submitted.**
 - Regarding the endowment, Doug read a message from the custodian about the policy of diversification of funds during market lulls such as those recently.

* **Executive Director’ Report:** Cathy Stackpole

- Personnel
 - Cathy reported that Kerry – has been hired as an Operations manager and she is confident that this will be a significant assist to management.
 - Cathy is undertaking a review of various staff benefits and arrangements to ensure the most efficient use of scheduled times and down times for staffers.
- Programming:
 - Cathy will be reviewing church retreat weekend usage and will develop a standardized Use Agreement for use by all such groups during the shoulder season.

- Cathy noted that the **annual audit** is in process, likely ready for Board review in April.
- **Work Week:** Noting much smaller turnouts over the past couple of years, staff is looking at identifying one or more weekends to invite volunteers which particular skills for specific projects.
- **Quillen Annex:** Cathy reported that funds are now available to provide for the badly deteriorated annex to be taken down over March and April.
- **Dormitory upgrades:** Cathy noted that staff has initiated the “team” campaign for fundraising and volunteer efforts for improvements to the dorms on campus, with a team for each building (example, Team Rowland). She offered an overview of intentions for much needed improvements to Rowland and expressed her hope that our membership will sign on to one or more of the teams soon.
- **New Boardwalk:** Cathy reported that Steve Carpenter hopes to get to the construction in the spring, noting that he has been busy with new work on the Rose Pavilion and the newly-recovered Kelly Cottage as well as ongoing maintenance work.
- **Sustaining givers:** Cathy developed a year-end letter to our Sustaining Donors and some discussion ensued about outreach to sustaining donors and the appropriate amount of the minimum contribution involved. No action was taken.

*** Task Forces:**

- **Governance Committee:** Caitlin reported that she and Ron and Barbara have reviewed some drafts of language as proposed Bylaws amendments in the areas of membership definition and the quorum requirement for Annual Meeting. They hope to have proposals for Board review and approval by the next full Board meeting.
Caitlin noted that during the retreat work yesterday, this group (Caitlin, Ron, Steve, Richard) addressed remaining issues on the list of Governance Action Items initiated at last year’s retreat.
- **Philanthropy Committee:** Jesse W. reported that this group (Jesse, Doug, Dee, Marty, Pam?) worked together during the retreat yesterday and agreed, among other things, that the name of this group will be the Stewardship Committee.
- **Nominating Committee:** Kathleen Dziadzio reported on behalf of the Committee. She reported that Cyd Melcher continues work on materials to be used for orienting incoming members on the Board of Directors. Kathleen reported that Claudia Sienko will replace her as the Committee chair after Kathleen joins the Board of Directors, with Kathleen remaining as the Board liaison to the Committee.

*** Executive Session:** At 9:30 a.m. it was moved by Doug and seconded by Caitlin, and approved unanimously, to move the meeting into Executive Session.

Thereafter, **at 9:50 a.m. it was moved by Doug and seconded by Pam, and approved unanimously, to conclude the Executive Session and adjourn the Board meeting.**