**MINUTES FBPA Board meeting of Sept. 9, 2017**

Ferry Beach Park Association

5 Morris Avenue, Saco, Maine 04072

207-282-4489 [www.ferrybeach.org](http://www.ferrybeach.org)

Electronic/teleconference meeting via Zoom platform, commenced 3:10 p.m., Minutes recorded by Board Secy. Ron Willett.

**Participating:** E.D. Cathy Stackpole, Directors Barbara Crowley, Marty Burgess, Ron Willett, Janet Bringola, Cyd Melcher, Jessie Washington, Pamela Emery, Mark Doty, Carolyn Hodges and Deb Best. No visitors or observers.

Board President Barbara Crowley opened the meeting with greetings.

The **Agenda** offered by Cathy Stackpole was approved with Barbara requesting time during the meeting to discuss strategic planning process.

\* **Minutes:** A draft copy of Minutes of the Board’s meeting of July 22, 2017 had been distributed in advance. **Mark moved and Marty seconded** the approval of the Minutes without amendments beyond the corrections made prior to the meeting.

**\* Finance Report:** Carolyn stated that a statement of overall FB financial operations and status as of Aug. 30 will be presented for review and discussion at the Board’s next meeting. Financial information distributed for this meeting consisted of an Excel chart of financial data from the 2017 summer conference season and a Power Point chart with information about the five responses to the RFP soliciting a new firm for the annual audit.

* Audit: Carolyn commented on a Power Point chart regarding the audit RFP. She and Cathy Stackpole have narrowed the selection to two of the firms as most likely: MacPage and Purdy, Powers & Co. Carolyn and Cathy addressed some questions about the backgrounds and experiences of the two firms. Cathy and Carolyn are currently awaiting the firms’ responses to follow-up questions and Cathy expects to meet with senior partners of the firms.

In response to Ron’s question about the Board’s role in the process, **Carolyn recommended that the Board authorize the Executive Director to approve either of these two firms for the audit contract at her discretion. Ron so moved and it was seconded by David.**

\* **President’s Report:** Barbara Crowley

* Barbara reported on the status of the issues with the campus tenant, EEI. She noted that the counsel for EEI is in consultation with our own counsel and she will keep the Executive Committee apprised of developments. Discussion ensued but no action was taken.
* Barbara stated that she will discuss strategic planning process later during the Agenda time designated for Committee reports.

\* **Executive Director’s report:** Cathy Stackpole distributed an outline of management issues and offered information and comments on each:

* Summer conference season: Cathy commented on the Power Point chart offering income information about the summer conferences. Cathy recommended that the Board review the concept of membership as an income source, and some discussion ensued. Barbara recommended that we maintain a focus on the need for better software for conference & lodging reservation and for membership data. **Deb discussed some software in successful use elsewhere and Cathy and Staff will reach out to Omega in New Lebanon for information about its experience.**
* First staff meeting post summer: Cathy reported that it was, for once, a list of “what went right.”
* Kitchen/dining hall: Cathy reported much positive feedback about food and the kitchen staff this summer, and she said there should be a report on the kitchen’s summer operations for review at the Board’s November meeting.
* J-1 Visas for summer staff: Cathy reported that she is watching developments around immigration rules as the changes under consideration could impact the J-1 program we use for immigrant summer staff.
* Sound system for the Grove Chapel: Cathy noted that funds collected from the Sunday chapel financial offerings this summer will be used to purchase a sound system for the Grove Chapel, as announced at each Sunday morning service this summer.
* Outreach and strategic partnerships: Cathy reported that she is attending meetings of local civic groups when possible, such as the Rotary Club and Chambers of Commerce in Saco and Biddeford and Old Orchard.
* Board Development: Cathy recommends FB member Doug Atkins for consideration by the Nominating Committee, about which she has been in touch with Committee chair Paul Provencher.
* 2018 summer planning: Cathy noted that planning began before 2017; the staff was able to put together a full list of winter conferences before summer 2017 started.
* Beachkeeper coordinator: Cathy is working on a position description for a volunteer to act as coordinator of the Beachkeeper program.
* November Auction: Cathy asked the Directors if they knew people to be underwriters for the November fundraiser and art auction, and she discussed some ways the Directors can be instrumentally helpful at that event with their presence and their active engagement of visitors and known FB supporters.

Jesse opined that Cathy and the staff remain in need of more adequate office space, and she suggested that we add “Office Space Needs” to the goals of our Facilities planning.

**\* Strategic Planning process:**

Barbara began a discussion of strategic planning by noting the documents she sent out the afternoon before today’s meeting as a start to reviewing progress since the Board’s planning retreat of January 2016. She suggested that we review the documents closely toward gaining an understanding of our needs at this point for strategic planning to accomplish identified goals. She noted that under Cathy Stackpole’s direction the staff has developed “aspirational” strategic goals, some of which interact with some of the strategic goals once identified by the Board and she asked that this set of staff goals be reviewed with this in mind and toward an analysis of the respective roles of the Board and the staff vis-à-vis strategic planning.

Substantial discussion ensued. Barbara stated that her own review has confirmed that the Board’s strategic goals and planning fall under four categories, which should guide the maintenance of Board committees/focus groups: Facilities, Finance, Governance, and Philanthropy. She said that a central question before the Board is, “How do we do ongoing strategic planning?”

Cyd offered to report a “Stewardship Minute” at subsequent Board meetings.

Deb discussed “operational vs. strategic” planning and the role of professional staff in fulfilling strategic goals at some non-profits. Cathy recommended an examination of the use of membership for fundraising.

Jesse observed that the Board currently lacks a good document collaboration tool, such as Google Docs, to enable more effective sharing of ideas, and she suggested that we keep this need in focus.

Carolyn agreed that we need to assess what we want to work on and the platforms or formats for this work.

Ron referred to the successful strategic work that occurred during 2014, when the process benefitted from a “driver”, i.e., a Director that assumed leadership in each strategic area. He stated that the Board now needs a “driver” in each of our four issue areas in order to ensure that some coordination or progress occurs between Board meetings. For our reviews and assessments of strategic planning goals and process, Ron suggested that in each area we make some base determinations in the context of strategic goals already identified: What have we done, and did we move toward an identified goal? What tasks can we now identify toward the goal(s) and what are our needs in that regard.

Cathy concluded the meeting with a reminder that the Directors are expected to “work the room” at the November art auction.

**ADJOURNMENT** was moved, duly seconded and approved at 5:35 p.m.