

**COMMUNITY BOATING, INCORPORATED
REGULAR MEETING OF THE BOARD OF DIRECTORS
APRIL 23, 2019**

MINUTES

The meeting was called to order at 6:30pm at the boathouse with Mr. Bates presiding and Mr. Kline recording. Other directors present were Ms. O'Sullivan, Mr. Robinson, Ms. Chrenko, Ms. Boudreau, Mr. Yu, and Mr. McManus.

Mr. Gaysunas joined by phone.

Mr. Zechel was present in his capacity as Executive Director.

CONSENT AGENDA

Minutes of the February 26th Regular Meeting were approved.

REPORTS

President – Mr. Bates.

- This is a busy spring for us, on top of the season start-up! Here are some key dates to keep in mind:
 - Open Houses – this Sunday, April 28th, and again Saturday, May 18th
 - Corporation Spring Fling – at EF Headquarters, Thursday, May 16th – please RSVP and encourage others to do so – more on this later in our Agenda
 - Priebatsch gift announcement and symbolic groundbreaking for Priebatsch Pavilion – 2pm Saturday, May 18th (same day as our May Open House)
 - Next Board meeting, Tuesday, June 25th

Please attend and participate and be “Board-visible” at as many events as possible!

- Speaking of “Board-visible”, I’d like to add a CBI website page with Board members’ photos and 1-paragraph bios and term dates. I think this is important as it reinforces our establishment credibility and gives our members more awareness of CBI governance and participation – as well as, literally, a picture and recognition of who we are. I’ll draft a sample for myself, and circulate it, and encourage all who are willing (preferably with photo) to forward theirs to me by May 30th.
- That brings us to Board Recruitment. The Recruitment Committee, led by Pam Harvey, has been active and productive. Dana will be presenting a proposal tonight for how the Committee will help define Board position needs, communicate openings, and identify and encourage candidates with suitable credentials, in keeping with its charter.
- Our other new working committee, the Development Committee (Devcom), is to be appointed tonight by Board vote. Interested Board members – Barbara, Catie, Dana, and me – held an informal meeting earlier this month, with Andrew Alletag and Amy Belmarsh participating. We

are still in organizational mode, and the Board members as approved tonight are planning a second informal meeting on Friday.

- Charlie and I are meeting with Charles River Watershed Association (CRWA) executive director Emily Norton on Thursday morning to discuss areas of communication and cooperation around water quality in the Charles River Basin.
- Finally, I want to recognize the importance of long-term personal relationships and the trust that our supporters place in Community Boating and our Mission. Here is an excerpt from a message that Charlie received on April 17th from donor Suzanne Priebatsch, whose full message I wish to have read into the record: “Norman and Seth and Daniella and I have always been extremely impressed with your dedication and your creativity in creating a vibrant CBI program. It is our faith in you, and your excellent judgment and skills in creating these programs which make Seth and Daniella and I very pleased to enable and expand your work through the Priebatsch Pavilion and the associated programs.” – In my view, this is an outstanding expression of confidence in CBI’s leadership – and a vital marker of the personal relationships that are most important in our development function.

Treasurer - Mr. Gaysunas.

Mr. Gaysunas reported that CBI’s auditor had completed the audit of the 2018 financials and the draft report has been provided to the Board and members of Bufcom. He reported that CBI was operating to plan and that membership sales year to date were ahead of prior years. CBI’s endowments are performing well with the market pickup earlier in the year.

Executive Director – Mr. Zechel

CBI received the following grant commitments

Sanofi Genzyme	\$20,000 (Increase from \$15,000 in 2018)
Cambridge Community Foundation	\$3,000 (New funding)

July 4 Ticket sales

2019	\$15,000
2018	\$6,000
2017	\$12,000

Tickets sales appear to be on track for 2019

Marketing – Google Ads

CBI receives from Google a grant of \$10,000/month of google ads. In 2018 however, Google made changes to how the program worked which made it difficult for us to take advantage of the grant. CBI engaged a vendor (GreenbananasSEO) to manage our Google ads campaign. We have committed to a three-month trial period to evaluate.

Upcoming Open Houses:

- April 28
- May 28

Nothing new to report regarding a management agreement

First round of permit applications for the construction of the Priebatsch Pavilion have been submitted to DCR.

NEW BUSINESS

Development Committee

The Board appointed Barbara Chrenko, Dana Robinson, Catie O’Sullivan, John Bates, and Charlie Zechel to the Development Committee.

The Committee will reach out to the Corporation, staff, and external parties to recruit additional members and advisors.

Board Engagement.

The Board discussed logistics, program, and attendance of upcoming social events and announcements.

Recruitment.

The Board discussed the draft proposal for the recruitment of Board candidates.

EXECUTIVE SESSION

The Board went into Executive Session at 8:20 pm and returned to normal business at 8:25 pm.

New Corporation Members

The Board approved Weiyun Liu and Kathryn Commons as new Members of the Corporation.

ADJOURNMENT

The meeting adjourned at 8:26 pm.

Submitted:

Scott Kline