

**COMMUNITY BOATING, INCORPORATED
ANNUAL MEETING OF THE BOARD OF DIRECTORS
FEBRUARY 25, 2020**

MINUTES

The meeting was called to order at 6:30pm at the boathouse with Mr. Bates presiding and Ms. O’Sullivan recording. Other directors present were Ms. Boudreau, Ms. Chrenko, Mr. Gaysunas, Ms. Harvey, Mr. Robinson, and Mr. Yu. Ms. Liu, a corporation member, was also present.

Mr. Kline joined by phone.

Mr. Zechel was present in his capacity as Executive Director. Several members of the management team were also present, including: Mr. Alletag, Ms. Benson, Mr. Kotsatos, and Mr. Liolios.

ORDER OF BUSINESS

Presentation on Junior Program

Overview and pricing model - Niko, Andrew, Charlie

- The sliding scale was first introduced in 2011. Began using Crittenton Women's Union cost of living information and started updating using annual inflation assumptions
- In fall of 2019, shifted to MIT living wage calculator to determine discretionary income levels and assign
- The new pricing model questionnaire focused on minimizing the amount of new information that is asked (compared to previous years)
- Ms. Harvey presented the opportunity to promote our discounted \$1 JP rates to EBT card holders ([EBT Card to Culture](#) Program) as a way to attract a more socio-economically diverse junior population

Future opportunities for Junior Program

- Discussed potential programmatic expansion: Art program, more STEM programming
- In order to offer these program expansions, CBI would need more classroom space and process to hire the right staff (e.g., computer science, robotics, arts, etc.)
- Discussed opportunity for spring / fall programming to have kids come to CBI as part of an experiential teaching program. Program could potentially leverage partnership with local schools

Report on National Sailing Programs Symposium (NSPS),

US Sailing, San Diego - Kyle and Sid

- Conference discussed the theme of authenticity for outreach, sponsorship / donors
- Discussed the importance of having a “Diversity Statement” - Andrew is drafting

- Aim to have more clinics sponsored by Women's Sailing, feature Women's Sailing at open houses, offer therapeutic sailing more broadly
- Focus on hiring diverse staff; currently a strength of ours across Front Office / Dock Staff
- Outreach as a potential challenge given the background of staff
- Important to be mindful of language that is used; avoid terminology of "at risk" or "underserved" → replace with "financially under-resourced"
- Example of strong outreach program: [Treasure Island Sailing Center](#) in the Bay Area. Largely focused on school-based recruitment; provide transportation to sailors; Niko is connecting with their program director
- Sponsorships as an opportunity for improvement; Aim to create a standard sponsorship package to advertise reach of program; Expand offerings for sponsorships (e.g., team outings). Timing of budgeting season (typically in Feb / Oct) as another potential obstacle
- Storytelling to be used as a key element of the 75th anniversary campaign
- Board brainstormed opportunities to connect junior program and adult program

APPROVAL OF CONSENT AGENDA

November 26th Regular Meeting Minutes

December 17th Regular Meeting Minutes

REPORTS

President (Mr. Bates)

- Raise the Sails 2021 is beginning for 30th RTS and 75th anniversary
- Discussed upcoming dates for CBI activities
- Plan to create transition document on responsibilities of board leadership, including a calendar of board procedures on a month-to-month basis

Treasurer (Mr. Gaysunas)

- Update on latest activities from BUFCOM

Executive Director (Mr. Zechel)

- Website update is ongoing; aim to have updated website live in April.
- Permits for Priebatsch Pavillion are in process with DCR
- Working through process of car access (parking permits being processed; The Ride will continue have access issues)

NEW BUSINESS

New checking account

- Shifting checking account from Citizens Bank to Santander; decided to switch account to follow previous banker and avoid experiences of check fraud
- Shifting savings account from People's United (formerly Belmont Savings Bank) to Hingham Savings Bank (located on Charles Street); decided to switch account to gain benefits of a State Chartered Savings Bank

Endowment release

- The board moved to release \$113,159 from the endowment as presented in the Proposed Endowment Release document prepared by the Treasurer

Strategy draft Goals and next steps

- Reviewed updated strategy documents that reflect conversations from Board Retreat

Corporation Spring Fling

- Aiming for a Thursday in April or May to host at EF
- Recruitment committee to establish planning for Spring Fling with a focus on engagement of the corporation
- Discussion of the role of the corporation
- Consider new ways to engage the corporation in the strategic planning process

AOB**ADJOURNMENT**

The meeting adjourned at 9:00PM.

Submitted:

Catie O'Sullivan