

Executive Committee Meeting
11/2/2020, 10:00am
Via Zoom

Present: Rich Adams, Frank Case, John Cooley, Dan Corbett, Frank DiOrio, Kaitlin Fello, Peg Focarino, Larry Martin, Bill Roege, Maura Toole, Jake Welch

Following the strategic plan format, we went over the following discussions as guidance to our next year and beyond initiatives.

Item One. Organizational Strengthening and Growth.

Objective 1-1. Mapping organization activities to include all water quality as well as committee and fundraising efforts.

Objective 1-3. Peg added to the nominating committee. Nominating committee will now consist of Jake, Frank D. Dan, Peg and Kaitlin. Nominating to meet on a more regular scheduled basis.

ACTION. Recommend to the board that each officer and committee chair have a successor named within two months. Nominating committee will help drive this succession planning effort.

ACTION. Add strengthening nominating committee to strategic plan objectives.

ACTION. Organization will continue to work on sustainable financial strengthening to allow Kaitlin to achieve an Executive Director full time position.

Item Two. Fundraising.

Jake mentioned his concern with possibly not having an annual dinner in 2021 and mentioning in his letters that we needed help as a one-time event to bridge us over to the year 2021. The letters and calls brought in over 15k. This possible deficit would be partly softened by the additional \$5000 recently pledged by Seneca Meadows. Bill R. indicated that we are \$25,000 in the black over where we had budgeted for this year. That could be of help. Dan mentioned the importance of diversification when it comes to fundraising. He also noted that we all have a goal of sustainable fundraising and increased hours for Kaitlin so keep the focus there and time will tell, realizing we are still in a pandemic which may present problems such as our abilities to have personal meetings with individuals who may be larger donors. Dan mentioned that we may want to at least work on a pilot program when it comes to larger donors.

There was also a discussion of using targeted giving. The group felt that if we utilized targeted giving that we could charge Kaitlin's time against some specific projects. This could be important as we do not want to add additional burdens and Kaitlin without having some way of also achieving compensation for that from donors. Jake will also attempt to contact legal counsel who has helped us free of charge in the past to ask about targeted giving dollars. We will also utilize a calendar to better manage various fundraising activities. This will help to avoid having too many fundraisers to close to one another as occurred with our Hazlet activity this year. We will also map out approaches to see if there may be gaps we have overlooked such as donating appreciated assets or deferred compensation which gives donors a tax incentive to give.

ACTION. Jake will check with charitable organization attorney

ACTION. Frank, Kaitlin, and Peg to map annual event and fundraising effort schedule

ACTION. Membership and fundraising committee will map out areas for new funding sources that allow tax breaks as noted above

Goal Three. Increased awareness of what we do.

Objective three Dash one. Need for marketing plan to be implemented. Member survey will provide a lot of feedback on how to connect and provide value. Communications committee has strong marketing team which includes Maura Toole and Samantha Conley. Catherine McCracken would be a great addition for this effort.

Objective three Dash two. Social media and webinars have a tractive good interest and create awareness. We plan to continue hosting webinars for the public.

Objective three Dash three. Katie Mark to begin working on Instagram in November. This will be after she meets and works out a plan with the communications committee. Facebook has also grown significantly.

Objective three Dash five. The political education committee of the Finger Lakes regional waterside association, which Jake leads, has been meeting regularly. It includes representatives from Keuka, Skaneateles and Canandaigua Lakes as well. They are presently discussing meetings with Senator O'Mara and Helming. They are also obtaining economic data to support their case that the state not cut back on funding for this vital economic area.

Also discussed was the Canandaigua K-12 education program. It includes two part-time educators and involves a lot of hours. Bill R. mentioned it comes with a price tag of some \$27 K most of which is supported by grant funds. Taking on this endeavor would be a big step and it was resolved to push matters back a year as far as implementation. In the interim we can continue to find information about this possible objective. It was suggested that we try to find some educators or retired educators to sit on our board. We may also want to reach out to local colleges who may have students who could work in the science, technology, engineering, mathematics area.

ACTION. Frank to ask Catherine to work with communications committee and assist with video and marketing plan work.

ACTION: Explore the possibility of adding K – 12 education program to our strategic plan

Goal Four. Partnerships.

Objective 4-2: Jake brought up that this will be the year of helping SWIO achieve funding through the fair share program. This entails asking municipalities and counties to kick in on Ian's salary. Larry mentioned that the presentation Ian made in the Town of Torrey was less polished than he expected. Jake will reach out to Mark Venuti to let them know before the Town of Starkey presentation this week. We will also try to get some of our members there in support. We have been supplied with the towns where SWIO is asking for our upcoming help.

ACTION. We will try to organize ways to reach out to these townships over the next few months through Rich and the water quality committee members.

ACTION. Send email to residents of Starkey on our contact list to encourage attendance at town meeting this coming Thursday where Ian and Mark have been asked to make a presentation. Jake to draft proposal letter for the E mail. John Cooley will send meeting information to Kaitlin to assist with the letter. As an update, following our meeting we found that the town of Starkey did not want a lot of

individuals in attendance due to the pandemic. Thus, we will only ask two or three people to attend.

Next meeting. November 16 at ten AM by zoom