

Friends of Casco Bay
Community Engagement Committee
Meeting Minutes

Monday, February 4, 2019, 5-6:30 pm, GMRI, Portland, ME

In attendance: Board: Seb Milardo (Chairing Committee on behalf of Sandy); Malcolm Poole, Bud Higgins, Pat Ianni, Sandy Marsters
Staff: Cathy Ramsdell, Will Everitt, Mary Cerullo, Sarah Lyman

Review Case Statement Draft for Climate Change and Casco Bay Fund campaign

Of the 22 Board and Staff members who could have weighed in, 14 did so, including staff members who shared their excitement. Cathy will incorporate the enormously helpful comments, which will enhance the document. Cathy is elated and will be working to finalize text, then staff will begin work on design elements. Photos, data charts, a budget, data matrix, and a photograph or illustration of the Cage of Science will be incorporated. The design layout will be vetted with those who are active on this committee, and a couple of other select designers who have volunteered to review this. The goal is for something eye catching. The final product will be a multi-page booklet primarily to provide potential campaign donors with a take-a-way following a face-to-face meeting. We hope that document will be ready in April, after Operating Plan and Budget season are wrapped up.

Committee members suggested having a training opportunity with Cathy and Will on how to talk the talk, how to invite people to meet with Malcolm and Cathy about the campaign, and how to use their enthusiasm to rollout the campaign in an effective way. They will also cover how those meetings will likely flow, how to do an ask, and the importance of silence while awaiting a response. Bud and Cathy pointed out that one of the benefits of not paying an outside consultant is that we all get to work closely together on the campaign.

Malcolm noted the need for a one-page executive summary, which is part of the plan.

Bud noted that the case statement is detailed, informative, and educational. He knows strategically placed tables, images, and call-out boxes will only enhance it. He especially appreciated the section on what we've done in last 3 decades and our focused technologically-centered use of the science.

Feedback on Continuous Monitoring Data posted on website

The Committee Members participated in two activities on our website on how to locate and use the data of our Continuous Monitoring Station. The feedback from both activities was very helpful, and in the coming weeks we will incorporate changes on the website. This was great to do now as we know we all, Board and Staff, expect to be using this content regularly. More data will be added as we produce it.

Cathy highlighted that as much as we all want to know what the data mean and explore the causes of changes, we can not yet do that kind of deep analysis, as this is not yet a long term dataset. Over time, we should be able to talk about trends. Until then, we can not speculate on causality.

Events

Past Events debrief

Environmental Priorities Coalition's Priority Bills Breakfast went well; we were impressed

with the number of legislators who participated and their enthusiasm. Approximately 80 people attended, including legislators and Environmental Priorities Coalition members.

March 11, Operating Plan/Budget Workshop, 3:30 PM

Cathy encourages all Board and Staff Members to attend this very helpful workshop. Before this event she'll be sending out the FY20 Operating Plan and Budget. At the gathering, we'll meet at 3:30 in the afternoon for a tutorial on reading nonprofit financials. Then we'll take a break and share a light supper before reviewing the FY20 Operating Plan and Budget. Cathy will answer any questions and take any feedback. After the workshop, she will incorporate any changes and make any tweaks to the FY20 plan and budget. The final version of both will be included in the March Board Package. The Board will vote on the plan and budget at the March Board meeting. The new fiscal year begins on April 1, 2019.

Updated calendar for Casco Bay Matters events

The updated event schedule was included with the agenda for this meeting and is on the [Board Resources](#) page of the website.

Casco Bay Matters: We moved the Brunswick event to a later date to allow us to be better prepared. Mike and Ivy will present the Casco Bay Matters talk at the February Board Meeting. The talk will be a prime example how our science informs our advocacy. This will be an opportunity for Board members to become familiar with the content before inviting folks to join you at the actual Casco Bay Matters events. Getting ready for these events has been a team effort. The 20-minute presentation will cover Climate Change, Acidification, and the Climate Change Council Bill, followed by Q &A. We have created a detailed plan for communications for these events.

Added item: Board Members

Sandy will be chairing the next Board Meeting on Malcolm's behalf. One item on that agenda will be the consideration of two new board nominees. Malcolm will write sponsoring letters sharing why he thinks these are strong candidates ahead of the meeting. Malcolm encourages everyone to have an honest, open conversation about the candidates. It will be important to consider what value they will bring to the Board. Having this discussion before we invite them into the room, which will likely happen at the March Board Meeting, is a change from how we have considered Board Members previously. He encouraged direct questions and the Board can make a decision following discussion.