

**Friends of Casco Bay
Community Engagement Committee
Meeting Minutes**

Monday, May 6, 2019, 5-6:30 PM

Andy's Old Port Pub, back room, 94 Commercial St, Portland, ME

In attendance

Board: Sandy Marsters, Seb Milardo, Malcolm Poole, David Kaufman, Lori Thayer, Pat Ianni, Jack Thomas, Bud Higgins

Staff: Cathy Ramsdell, Will Everitt, Sarah Lyman

Friends Appreciation Event & Annual Meeting Debrief

The committee shared their thoughts on the event. It was a good, well-rounded, and ran smoothly. Every staff and board member in attendance was involved and it was clearly a team effort. The breakout tables on various topics were a great strategy. The “receiving line” idea that came out of previous Community Engagement Committee meetings really allowed attendees to be thanked individually by Board Members. The engagement with donors and volunteers was great. It was powerful and impressive. The name tags worked well for helping this effort. Even Board Members who were not able to attend the event heard great things about it afterward. Sticking to time, having short remarks, and allowing for social time was important. The food was good, but the best of it was hard to find.

We suggested a \$25 donation for this event, an estimated 60-70% of attendees gave, and this raised close to \$1,800, which we expect to be about half of the cost of this event.

Spring newsletter and Annual Appeal letters

The spring newsletter should arrive in mailboxes around May 10th. It is a good spread of information on Water Reporter, Climate Change, and the new Pumpout Boat.

The Annual Fund is essential to our fundraising efforts. Committee Members received their letters to sign. Staff needs them returned by May 20th because we have volunteers coming in to compile and mail them. Let Will know when you are done with them and staff members are happy to pick them up. The Annual Fund raises more each year, and we have noticed an increase in gifts since Board Members started signing letters and participating on our fundraising in this way.

**Board & Staff Workshop (campaign talking points training), Tuesday, June 18th,
Dockhouse at Port Harbor Marine, South Portland**

Cathy invites everyone to attend this workshop, which will be an opportunity to go over talking points for the capital campaign. Staff expect the case statement for the campaign will be distributed prior to the event.

Water Reporter Open House

Sarah shared that she has been working with Cathy to consider a Water Reporter event. This would be a casual evening event, likely at the end of June, where current Water Reporters and potential Water Reporters could attend with questions on how to better use Water Reporter and/or get set up on the app.

Bud offered to gather Peaks Island folks for a separate training event in the Summer. Seb offered to consider holding a training on Little Diamond Island once he is more experienced with the app.

Malcolm suggested reaching out to Yacht Clubs to attend their winter (December, January, February) Board Meetings to plan the best way to reach their membership during the boating season.

**Pumpout Boat Launch Party, Mon., June 10th, 5-7 p.m.,
Portland Yacht Services, 100 Commercial Street**

This will be a fun and festive event to celebrate the launch of our new pumpout boat. Pam Parker, who oversees pumpout programs with the Department of Environmental Protection, will christen the boat. We will be sending special invites to all those who support the program, including Mike Soucy of Port Harbor Marine, the marina that donates slip space for both of our boats. We will invite all the boaters we know. There was a lively discussion about whether to charge admission for the event. The committee suggested that staff not set an admission price, but instead consider requesting donations and offering a free-to-attend option. You can find out more about the event on our website:

<https://www.cascobay.org/pumpoutboat/>

Discuss submissions for Pumpout Boat naming contest

The Committee transitioned into a process of narrowing the list of names for the new pumpout boat. It was narrowed to two choices. A final decision will be made by Cathy after consulting with Pumpout Boat Captain Jim Splude.