

**STAR ISLAND CORPORATION  
BOARD OF DIRECTORS MEETING**

Tuesday, December 14, 2010  
By telephone conference call

**MINUTES**

Members in attendance:

Dave Brown  
Stan Corfman, Treasurer  
Brad Greeley  
Sharon Kennedy, Vice President  
Karen Mathiasen, Clerk  
Suzanne May  
Suellen Peluso  
Russell Peterson, President  
Jan Prochaska  
Jordan Young

Absent:

Josh Davis  
Sally Russell  
Charlie Stauffacher

Others attending the meeting

Vicky Hardy, CEO  
Christopher Soltys, Pel Representative

Brad Greeley read opening words by Max A. Kapp from *To Meet the Asking Years*, 1983:

GRATITUDE

Often I have felt that I must praise my world

For what my eyes have seen these many years,

And what my heart has loved.

And often I have tried to start my lines:

“Dear earth,” I say,

And then I pause

To look once more.

Soon I am bemused

And far away in wonder.

So I never get beyond “Dear Earth.”

Russ Peterson, President, called the meeting to order at 7:06 p.m. The Clerk took the minutes.

**Consent Agenda.** Pursuant to our Consent Agenda, the following motion was duly made, seconded, and unanimously

**VOTED:** To approve the minutes of the November 16, 2010, Board meeting and the Director of Development report.

**CEO Report.** Vicky Hardy gave the report.

- **Management Audit.** This is the audit regarding databases, registrations, bed nights, and room-and-board fees that we began addressing at the end of the summer. We have now completed the database reviews. Once all the documentation is pulled together, we will submit the materials to outside auditors. We expect a full report in January. The exercise is complicated by the fact that we are working with about forty different registrars (one for each of our conferences) and we need to implement a training program for them.
- **Bank Loans.** The loan with Eastern Bank is nearly ready to close. We are working on the final draft of the documents. Given the complex economic environment we now live in, this is all taking some time.
- **Room & Board to Include Boat Fees.** We are adjusting the rate in the Blue Book to incorporate boat fees as part of room and board. We will not charge boat fees for small children, but instead will spread the cost out over adults and older children. It is important that conferees do not view this as a room-and-board increase, which it is not.
- **Isles of Shoals Association-Unitarian Universalist, Inc. (ISAUU).** ISAUU has indicated a desire to be the sole authorized Star Island publisher. After some discussion, we informally agreed, no vote being deemed necessary, that from time to time we might want to grant ISAUU publication rights, but this should be on a case-by-case basis, as we do not feel it appropriate to grant sole publishing rights to anyone.
- **Facilities.** The Strategic Facilities Planning Committee (SFPC) has expressed concern over the SFC fire consultant's conditions report. Vicky is shortly to meet with representatives of SFPC and SFC about this. A meeting has also been held with the Chair of the Property Standards Committee to develop a program for Cottage A regarding fire and safety issues. We now have a job description for the position of Facilities Supervisor (a successor in part to the previously named position of Director of Facilities Management). The Facilities Supervisor will report to the Island General Manager on most issues, with a dotted line to the CEO on regulatory matters.
- **Volunteers.** In 2009, we logged some 7,500 volunteer hours. In 2010, the number is nearly 9,000.

- Annual Fund. The staff will be calling some non-pledgers for 2010 who have previously pledged. We are still on track for meeting our 2010 goal of \$450K. Angela is working hard to get end-of-year donations in.

**VOTED:** To accept the CEO report.

**Financial Report.** Stan Corfman, Treasurer, gave the report as of the end of November. The deficit has shrunk by ca. \$20K to a total of \$223K. The Annual Fund and the Capital Campaign both received unexpected large gifts at the end of the year.

**VOTED:** To accept the Financial Report.

**Marketing Task Force Update.** Suellen Peluso gave the report. It was thought that we should make our existing video more user friendly. The video is intended especially for our Island Ambassadors, who have asked for some marketing tools. Our immediate marketing objective is to meet our bed night goals. Eventually we would like to have an Ambassador in every UU and UCC church in New England and the mid-Atlantic region. There are plans afoot for a springtime “I Love Star Island Day” using social networks. Both the 10-10 Bring a Friend and SIC Financial Aid and Conference Scholarship programs will continue in 2011.

**Committee on Appointments.** Jan Prochaska presented the Committee’s latest recommendations:

**For a first three-year term:**

*Nominating Committee* - Nancy Miller (PELRN)

*Personnel* – Janet Cann (SG)

*Committee on Appointments* – Lynn Maguire (IA), Bob Bing-You (xstaff), Bill Clegg (AS 1)

*Property Standards Committee* – Jean Stefanik (ISHRA)

*Island Heritage and Artifacts* – Irene Bush (LOAS)

*Health Committee* – Betty McKinnell (LOAS), Sean McCloy, MD (AS2)

*Conference Services Committee* – Mark Woolley (SG), Tom Yermack (AS1)

*Fund Development Committee* - Lisa Heisterkamp Davis ((LOAS 1)

*Finance Committee* – Bernie May (AS2), John Pustell (LOAS 1)

**For chairs:**

*Island Heritage and Artifacts* – Rosemarie Smurzynski (IA), Tara Kelly (PELRN, AS2)

*Rutledge Marine Lab* - Meg McVey (AS 1, PELRN)

**For a second three-year term:**

*Health Committee* - Joanne Bulley, MD

At the October 26 Board meeting, as part of our Consent Agenda, we voted the following pursuant to recommendations by the Committee on Appointments:

**For a second three-year term:**

*Nominating Committee* – Patti Emmons, Peter Meek, Judith Stames-Hamilton

*Membership Committee* – Kristin LoFrumento

*Finance Committee* – Tom Griffiths, Bill Peterson

*Committee on Appointments* – Edmund Jones

*Strategic Facilities Planning Committee* – Dick Case, Ben Fowler, Roger Kellman, Tom Mansfield

*Property Standards Committee* – John Proctor

*Island Heritage and Artifacts Committee* – Ann E. Beattie

*Health Committee* – Becky Konkle

**For chairs:**

*Nominating Committee* – Arlyn Weeks

*Membership Committee* – Kristin LoFrumento

*Committee on Appointments* – Edmund Jones

*Strategic Facilities Planning Committee* – Dick Case

*Property Standards Committee* – Bruce Parsons

*Island Heritage and Artifacts Committee* – Rosemarie Smurzynski

*Health Committee* – Becky Konkle

*Conference Services Committee* – Erin Halacy

**For a first three-year term:**

*Membership Committee* – Brad Greeley

*Property Standards Committee* – Jean Stefanik

**Pel Report.** Topher Soltys, the Pel Representative, gave the report, noting that the number of Pel applications is up and there is much “buzz” among applicants. The Pel holiday party is planned for New Year’s Eve.

**Smuttynose Brewery Litigation.** Smuttynose Brewery is under pressure from the court to settle with us. We have not yet received a proposal from them. We have another court date on December 22.

**2011 Budget Revisited.** Stan Corfman and Vicky Hardy led the discussion. We need to account for the ca. \$46K net increase in marketing costs by showing a projected \$9K in room-and-board income and \$55K in new expenses, not simply a net number. It is important that each Board member be able to make the case for why investing \$55K to generate \$9K is, in fact, a very sound decision: This is more than just marketing. It is “institutional advancement” geared to five or ten years out, and we are measuring both short- and long-term success. Further, we are in fact being conservative about the \$9K revenue generation; it could well be more.

Upon motion duly made and seconded, following discussion, it was unanimously

**VOTED:** To amend the 2011 budget in order to show an increase of \$9K in room-and-board fees and an increase of \$55K in marketing operations, rather than just showing a net expense.

The bed night goal is 19,390, of which 475 are personal retreats.

**SIC Bylaws.** Sharon Kennedy and Karen Mathiasen explained the proposed amendments. They agreed to have marked up bylaws for the January meeting.

**Appledore Trademark Report.** For the purposes of trademark rights, our attorneys have reminded us that since we do not own all of Appledore (in fact there is a private lot in the middle of the Shoals Marine Lab), our trademark rights could be somewhat tenuous.

**Denomination Relations.** We will be meeting with representatives from UUA (Unitarian Universalist Association) and UCC (United Church of Christ) regarding the nature of our affiliation, if any, with these organizations. Such affiliations can have implications for ADA (Americans with Disabilities Act) exemptions, loans, and support for UUA camps and conference centers. We might consider Star Island as an “odd congregation.” The UCC is different organizationally from the UUA. UCC includes a group of state-based conferences that are all quite independent from one another. There is a possibility of some sort of “affiliation” with the UUA and the UCC.

**Board Self-Evaluation.** Suzanne May asked that we get her our evaluations before Christmas. There are some changes to the form as a result of last year’s suggestions.

**Executive Session.** At 8:58 p.m., the Board voted to go into Executive Session, the minutes of which are kept separately. The purpose of the Executive Session was a quick update on restructuring of certain job duties.

The Board meeting was reconvened at 9:03 p.m. for the purpose of adjournment.

**Next Board Meeting.** The next Board meeting will be on Tuesday evening, January 25, by telephone conference call.

There being no further business, it was

**VOTED:** To adjourn the Meeting.

The Meeting was adjourned at 9:03 p.m.

Respectfully submitted,

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Karen Mathiasen, Clerk