

STAR ISLAND CORPORATION
Board of Directors

MEETING MINUTES

Tuesday, October 25, 2016
Go To Meeting And Conference Phone Call

Members in Attendance:

John Bush (Treasurer)
Tom Coleman (President of ISAUU)
Erik Cordes
Josh Davis
Nick Dembsey
Debbie Duval (SIUCC representative)
Roger Kellman

Gary Kunz (President of the Board)
Suellen Peluso
Hannah Swomley (Pel Liaison)
Mary Trudeau Clerk
Jordan Young (Vice President)
Louise Williams

Other:
Joe Watts, CEO

Absent: Lisa Braiterman

Check In:

After a brief check in where Board members briefly shared life's events with each other, Tom Coleman arrived to the meeting and offered the Board some opening words.

Opening Words: Tom Coleman read a poem titled "Shoaler", written by A. Shoaler

Shoaler

We know each other, you and I.
We have never met, but know the other.
We are the same, you and I.
We have never met, but are the other.

We have stood in that same place,
In our parents shoes, on that porch,
Looking West in rosy sunset-
Through our children's eyes.

We are the same, you and I,
Though we silently pass in a city,
Or on a distant shore,
We are the same, you and I.

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We are the same - different alike,
Because when a Star shines on your soul,
The light cannot escape,
but we each see it.
This is how we know each other.

Call to Order:

Gary Kunz, President, called the meeting to order at 7:11 pm.

Upon a motion duly made and seconded, the Board

VOTED to enter Executive Session for the purpose of approving the minutes of the September 27, 2016 Executive Session, as well as to discuss personnel issues, and a newly discovered situation on Appledore. Hannah Swomley did not attend the Executive Session, but Joe Watts remained in the meeting.

The Board returned to the regular Meeting at 7:29 pm. Hannah Swomley returned to the meeting.

Approval of Minutes of September 27, 2016 Meeting: Upon a motion duly made and seconded, the Board voted unanimously to approve the minutes of the September 27, 2016 meeting of the Board of Directors.

REPORTS :

CEO Report (including Development and Marketing; and Registration Reports) Update and Question and Answer Session

With the intention of reducing meeting time, the Board received an update, rather than a full summary of the CEO Report included in the Board packet this month. To this end, the following comments ensued:

Joe Watts noted that the Pel Club has funded half of their 2018 pledge, with a 10K dollar donation towards improvements to the Shack and other Pel facilities.

Joe reported that Lisa Santilli had represented the SIC at the Granite State Ambassadors Conference this month, noting that there was great interest in the Island from others in attendance.

Joe highlighted a recent Boston Globe article spotlighting our winter caretaker, Alex De Stiguer. The article included several photographs and provided an interesting perspective on the island and its long time winter caretaker.

Upon a question from the Board, Joe reported that the Permanent Trust disbursement was discussed at the Finance Committee meeting. The Finance Committee held a friendly discussion

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on the 4.5% percent disbursement, noting that it is prudent for the Board to periodically review this percentage. Joe noted that the Trust has no opinion on the percentage of the funds dispersed annually and that the Committee had asked the Board to potentially contemplate a reduced disbursement in light of the current financial position of the Island. The reduction could allow for development of a larger endowment. John Bush agreed that an annual review of the disbursement of assets in the trust was a good policy for the Board.

The Board asked Joe to review End of Season (EOS) staffing. Noting that this is a recurring issue, Joe reported that the topic would be discussed at the staff retreat tomorrow. He noted that 1.5 hours has been allocated for this discussion, indicating the staff's desire to explore new options for late season hiring. Joe noted that he anticipated additional monies within the 2017 Budget to allow for new hiring practices or options. Joe mentioned the possibility of implementing a policy of not renewing contracts for Pels who fail to stay on island through their contracted dates.

Treasurer's Report:

John Bush presented the Treasurer's report this month, noting that it was basically an end of year report. He noted that InSource is assisting in the transition to Quickbooks accounting software, and that this has the potential to reduce accounting costs over the upcoming year. John reported that the Finance Committee continues to be a strong, high functioning committee.

Pel Report:

Hannah Swomley, noted that the Pel community has established a year round, working committee to consider the 20K dollar Pel gift to the Island. She noted that the season has ended, and that Pel Reunion is already being planned.

Shorter Term Business

2016 Conference Season Report:

The Board reviewed and discussed the end of season report prepared by Conference Center Director, Justina Maji. The report details the number of conferees within each week of the summer and allows staff to accurately target undersubscribed weeks.

The report also included an analysis of the evaluations submitted by conferees throughout the summer. Noting that the evaluations were used by crew heads, weekly, throughout the summer, the evaluations are also useful for longer term planning. Trends can be perceived through the comments received, allowing staff to make mid season changes in procedures. Joe noted that while the return rate for surveys is approximately 15% percent, a target of 30% percent returns would be ideal.

Hannah noted that comments can be very critical, and this view was supported by Joe. Joe stated that while ratings are generally warm, specific comments often represent criticism or areas of dissatisfaction. Joe noted that staff tries to respond to comment concerning safety issues or SIC

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policies, but that many comments are anonymous. Debbie commented that it is important to address every comment, whether positive or negative.

The Board discussed the need to monitor social media, and Joe reported that staff does generally but not regularly monitor a variety of social media sites.

Joe summarized the report by noting that despite the understaffing issues during the End of Season conferences, it was a great season for the Island.

Discount Report:

The report provides a detailed breakdown of discounts by conference. Joe noted that discounts are never given to fully subscribed conferences, and are used to target undersubscribed weeks. Pelican discounts, given to encourage the transition from staff to conferee, have been the most successful discounts. Joe noted that IRAS and LRE are both targeted with discounts, and that while there has already been a 50% percent cut in incentives, this number should continue to decline as enrollment stabilizes. LRE is currently the recipient of the greatest amount of discounts, and that this has translated to an additional 200 bed nights. Joe noted that the goal of the program is to instigate growth, and then taper off support as the conference numbers increase.

2017 Budget Update:

Joe anticipates that A, B, and C version budgets will be included in the packets for the November 19th meeting, with the final version ready by the December Board meeting. He noted that current projects include refining bed nights. The revenue side of the budget preparation is proceeding, and that the template used this year is working well, hopefully allowing for a draft to be completed by November 3, 2016. Joe remarked that delaying budget preparation until after the season ends has been helpful.

Longer Term Business

Council of Conferences Liaison Report:

Nick Dembsey, as liaison, reported on a successful fall Council of Conferences meeting. He noted that the Council discussed alcohol use on the island, and remarked that the discussions were illuminating on a number of levels. Of particular interest were the various positions concerning the appropriate location of alcohol consumption on the island. Discussions included the appropriate use of Newton, the Stone Village, Brookfield and the Dining Room with respect to alcohol consumption.

Nick noted that leadership within the Council is underdeveloped, and that the SIC might have to actively recruit to adequately staff the Council.

Joe commented that, the Island is considering proposing a change in the alcohol policy as a result of discussions with some of the family conferences who approached the SIC with a request to

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allow under 21's to attend events where alcohol may be served. The change would allow 18-21 year olds to attend Social Hour functions sponsored by the conferences. Alcohol consumption would remain restricted to 21+ year olds, but attendance at events serving alcohol would be allowed for this specific age group.

Conference SORI Policy:

The Board reviewed the current policy of recommending that conference leadership conduct SORI checks on any shoalers working with children. Noting that many conferences currently follow this recommendation, the Board discussed the need to mandate this review for the remaining conferences. Agreeing that it is important to protect our youngest shoalers, the Board agreed that the SORI checks should be mandatory for any conference with a Children's Program

The SORI check can be done on line, for free, and could be done by conference leadership.

Upon a motion duly made and seconded, the Board

VOTED to institute a policy requiring leadership of conferences or other groups to conduct SORI checks on any adults involved in formally sponsored youth, or child, care for minor children. Compliance shall be confirmed in writing by the Conference or group in advance of the Conference, and by April 1, 2016.

Permanent Trust Liaison Report

John Bush noted that due to the successes of our attentive financial advisors at Wilkins, the trust is currently at its second highest historical value with a worth of 4.2 M dollars. John discussed the use of the Trust for secured debt, noting that trust assets used for collateral can not be so high that a market crash would leave the SIC insolvent. He commented that collateral for the WWTP will need further discussion, and that possibly the obligation could be short term.

John Bush praised Jon Skillman, Chair of the Permanent Trust, as a hard working steward.

Committee on Appointments:

Tom Coleman presented the following nominations of the Committee on Appointments to the Board for approval:

Committee on Appointments

Patricia Coleman for a second three-year term starting in 2017.

Nick Bresinsky for a second three-year term starting in 2017, serving as co-chairman.

Property Standards Committee

Rebecca Armstrong for a second three-year term starting in 2017.

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Strategic Facilities Committee

Richard Case, extending his service as Chairman for one year (2017).

Katy Weeks for a second three-year term starting in 2017.

Dan Williams for a second three-year term starting in 2017.

Drew Martin, Mark Adams, Mike Ramnarine extending service as advisors for one year (2017).

Personnel Committee

Mark Spisto for a second three-year term starting in 2017.

Upon a motion duly made and seconded, the Board reviewed and

VOTED to approve the appointments nominated by the Committee on Appointments as noted below:

Committee on Appointments

Patricia Coleman for a second three-year term starting in 2017.

Nick Bresinsky for a second three-year term starting in 2017, serving as co-chairman.

Property Standards Committee

Rebecca Armstrong for a second three-year term starting in 2017.

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Richard Case, extending his service as Chairman for one year (2017).

Katy Weeks for a second three-year term starting in 2017.

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Drew Martin, Mark Adams, Mike Ramnarine extending service as advisors for one year (2017).

Personnel Committee

Mark Spisto for a second three-year term starting in 2017.

Strategic Plan for 2017-2020:

Joe reported that the staff has begun to develop tactics to accompany the objectives of the 2020 Strategic Plan. He noted that a template has been developed, and that a working session has provided notes to assist in the process. Joe noted that the Board should expect to see fewer tactics than in past plans. Hopefully, a draft of the tactics will be available in the December meeting packet.

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OTHER

Upon a motion duly made and seconded, the Board unanimously

VOTED To approve the CEO Report, the Development Report, the final Bed Night Report, the Treasurer's report, and the Pel Liaison's Report for the October 25, 2016 meeting

Other:

There was no other business.

Reflections:

The Board discussed the need to post the 2020 Strategic Plan on, or about, January 1, 2017 on the SIC website. It was noted that there is a certain momentum to the release, and that holding it until January 1 will accentuate the release of the plan.

The Board reviewed the new CEO report format favorably, noting that the onus to read the reports prior to the meeting is on each Board member.

Upon a motion duly made and seconded, the Board

VOTED To adjourn the meeting at 8:59 pm.

Submitted by:

Mary Trudeau, Clerk