

Virtual MASSACHUSETTS ENVIRONMENTAL TRUST Board Meeting

Thursday, August 28, 2025, 10:00 – 11:00 am

Meeting Link: <https://zoom.us/j/94064231270?pwd=xerRitYUElKklhZlavdja1P5y8W9Fd.1>

Meeting ID: 940 6423 1270; Passcode: 363154

AGENDA

1. Welcome and Introductions - R.J. Lyman, Chair
2. Vote on the August 1, 2025 Meeting Minutes
3. MET Operations Update
 - Contract with Marketing Firm - Shields Design
 - Donations –
 - Updated website
 - Corporate Sponsors & Individual Donors – Review the Pitch
 - Brand Licensing Agreement with other entities for use of our brand in exchange for funding/donations
 - Grants Update
 - Blackstone Valley Plate Review
 - MET Bylaws Update
4. Board Engagement
 - Jeff Porter/Vikki Spruill: Whale Watch and Boating Companies - as part of our Marine Mammal Conservation. Next Steps?
 - Rob O’Leary: Meeting with Paul Niedzwiecki (Cape Cod Commission) and Kristy Senatori (Cape Cod Chamber)
 - Vikki Spruill: Collaborate with Mass Cultural Council to secure funding to create public art featuring marine mammals and other aquatic resources that also in turn promotes the MET
 - RJ Lyman & John DeVillars: Individual Donors and other Foundations
 - John DeVillars – Reach out to renewable energy companies (Vineyard Wind and Avangrid)
 - RJ Lyman/Vikki Spruill: Reach out to the Massachusetts Community Foundations Partnership that includes 15 Community Foundations across Massachusetts.
 - Finalize Task groups: assign lead and membership of Fundraising and Marketing task groups
5. Other Business

2025 Board Meeting Schedule

Thursday September 18, 2025	Virtual, 2:00-3:00 pm
Thursday October 23, 2025	Virtual, 2:00-3:00 pm
Thursday November 20, 2025	In-Person TBD (Westborough/Southborough)
Thursday December 18, 2025	Virtual, 2:00-3:00 pm