

MINUTES OF A MEETING OF THE BOARD OF DIRECTORS
OF
FRIENDS OF THE ELEPHANT SEAL
A California Non-Profit Corporation

A meeting of the Board of Directors of Friends of the Elephant Seal, a California non-profit Corporation, was held on June 20, 2001 at 5:00 p.m. at the Cavalier Plaza meeting room located at 250 San Simeon Avenue, San Simeon, California.

The following Directors were present: Mike Levy, Susan McDonald, Kathryn Karako, Ray Easton, Steve Franz, Brian and Kerri Caserio, Barbara Hernandez, Bill Johnson and Jutta Jacobs. Also present was Judy Burly.

Mike Levy called the meeting to order. The Minutes were approved as read, a copy of which is attached hereto and made a part hereof.

New Board members Barbara Hernandez, Bill Johnson and Jutta Jacobs were confirmed.

Steve Franz presented a Budget worksheet. Steve Franz also presented to the Board a Profit and Loss Statement, which was discussed in detail. Steve Franz explained income from contributions, Membership Dues and video sales. Items sold in the office are taxable, items sold to stores are considered wholesale and not taxable.

FES secured two county Grants, one in the amount of \$40,000 and one for \$12,000, totaling \$52,000 in grants for 2001.

The cost of the newsletter, \$700 + per month, was discussed. The printing cost was \$563, and postage was \$135. Susan McDonald mentioned that too many newsletters were ordered this quarter. It was decided that Susan will do the official order for the newsletters and Judy Burly will serve as the back up person. To decrease the cost of mailing newsletters, the possibility of mailing newsletters to members only and docents picking their copy up as they come to the office was discussed. No decision was made. Mailings in general will be consolidated in the future.

A discussion was held concerning Judy Burley's job title and job description. It was decided that Susan McDonald would be in charge of docent scheduling until Judy's job description will be defined. It will be decided at a later time if Judy Burley will be confirmed as a non-voting Board member. Jutta Jacobs was confirmed recording secretary.

A discussion was held to find ways to expand fundraising. At next month's meeting, it will be discussed how to raise \$5000 in the year 2001. Suggested were a BBQ and a rummage sale. Also a "kindness of the heart letter" to raise funds was suggested by Ray Easton. A "Capital Campaign Committee" should be formed to design a letter to be direct mailed to people who have contributed previously. A database for fundraising should be compiled from check receipts. Visitor Bureaus should be contacted for direct mailing lists.

Susan McDonald reported on the Outreach Program, which was budgeted at \$4000 for 2001. When applying for a Grant again, she will ask if funds can be switched to possible purchases e.g. for a slide projector or a video camera. The purchase of a second slide projector was approved by the Board. To avoid repairs on borrowed projectors (\$258.00 in the past) the possibility of a service agreement was discussed but deemed unpractical. To further the promotion of the Outreach Program, Susan suggested the purchase of a video camera and a video player to possibly shoot footage for future fundraising, incidents at the bluffs and to document unusual sightings and behavior of seals. According to Brian Caserio, the purchase price for a simple use video camera ranges from \$400 - \$1100. The purchase of a video camera was tabled until the

next meeting. Susan asked if Brian's video could be edited to 10 – 15 minutes for promotions and school presentations. Susan will get that information and what it will entail from Brian.

A motion was made to approve the budget for 2001. There will be a budget report next month. Steve Franz will report to the Board periodically if FES is running close to budget.

The subject of fall training for new docents was discussed. Kathryn Karako stated that new docents are needed. Susan McDonald will check how many active docents there are currently and how many docents have dropped out. Kathryn presented an overview on training information. Kathryn suggested conducting two separate training seminars, one in the spring and one in the fall. She also suggested focusing more on information to retain e.g. Ecosystem etc. and also more on what it takes to be a good docent. There should be more structure and more support for mentors training and mandatory meetings for mentors. Additional topics such as Windsurfers should be covered. She suggested that the training session should be at least three full days. The possibility of training sessions on the bluffs was suggested but decided against since docents are trained by mentors on the bluffs already. The docent program guidelines should be revised. Ray Easton suggested forming a committee to revise the existing guidelines and a committee for training. Board Members are to chair committees and Board Members are to review guidelines. Kathryn has a list of people who are interested in working on training sessions. It was decided to conduct only one training session, in the fall, one reason being that two training sessions would double the graduation cost. So far, 25 people are interested in becoming docents. It was discussed that the interviewers should be more selective in the choice of new docents in order to make the training more cost effective. A breakdown of the actual graduation cost will be provided. It was decided that all docents should be encouraged to come to any docent training. The docent training is tabled until the next meeting at which a tentative schedule will be set.

Susan McDonald did a Staff Report. Susan will provide the Bylaws for the new members. The recent Law Enforcement meeting was discussed. A motion to provide all docents with whistles to be used at the bluffs was defeated. It was discussed that a certain docent is soliciting donations at the bluffs without authorization from FES or the Board, using a donation box filled with newsletters. Ray Easton stated that that issue should have been reported to the Board earlier. The legality of soliciting donations was questioned. Mike Levy stated that allowing the docent to solicit donations is allowing an individual docent to set a policy, which is not acceptable. It was decided that Mike Levy is to call the docent Bob Stephenson to advise him that the board discussed the matter and decided it is not acceptable and solicitations of donations are to be ceased immediately. Steven Frantz will follow up with a letter to the docent. Susan reported about CalTrans' proposed re-alignment of Highway 1 at Piedras Blancas. Michelle Roest of the Monterey Bay Marine Sanctuary brought up her concern about the effect on the elephant seals e.g. when boulders would be moved. Michelle requested FES to write a letter, opposing the re-alignment. It was mentioned that FES' purpose is to protect the elephant seals and FES could comment on a time frame for the rookery. It was then decided that FES should not be an advocate for environmental issues unless they directly relate to the elephant seals. Michelle Roest will be asked to present copies of her letter to Cal Trans to the Board. Her letter will be reviewed and maybe she will be invited to the next Board meeting to provide more information on the issue. It was mentioned that the Hearst Corporation has now engaged Bruce Babbit, former cabinet member of the previous administration.

Ray Easton mentioned the Solstice event at Morro Bay Park the coming Saturday. Mike Levy was asked to be present on behalf of FES from 9.30 AM – 3.30 PM and to bring a table to display videos and books for fundraising.

The next Board meeting will be on Wednesday, July 18 at 5.00 PM.

There being no further business to come before the meeting, it was adjourned at 7.07 PM.

JUTTA JACOBS, Recording Secretary

ATTEST:

MIKE LEVY, President