

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 September 19, 2001 at 3:00 p.m. at the Cavalier Plaza meeting room located at 250 San Simeon, California.

The following Directors were present: Barbara Hernandez, Jutta Jacobs, Kathryn Karako, Susan McDonald, Steve Franz, Bill Johnson, Ray Easton and Kerri Caserio. Also present: recording secretary, Judy Burley and guest Michelle Roest from Monterey Bay National Marine Sanctuary.

Kathryn Karako called the meeting to order. The minutes were approved as read, a copy of which is attached hereto and made a part hereof.

Steve Franz reported the bank balance was healthy. The County has been billed for expenses. The expenses included office supplies, payroll, packs and supplies for the docent shifts on the beach. The billings are done quarterly to the county to be applied to the Environmental Grant (\$ 400.00) and the Visitor Serving Grant (\$ 1500.00). Karen Tipple of Accurate Accounts will be sending the Quarterly Reports to the County.

The expenses are in line and a report will be done the end of this quarter. It will be presented to the Board. The Directors discussed the cost to visitors and docents of the T-shirts. The price range was from \$ 15.00 to \$ 20.00. A final cost of \$ 16.00 was decided upon. This amount includes the sales tax. The cost to Docents was set at \$ 12.00.

Steve will check on the cost of baseball caps with the elephant seal logo and report to the Board.

Susan McDonald informed the Board she had received a call from the producer of California's Gold, a PBS "Road Trips" program. The Road Trip Program will include a "Trip to the Central Coast" in the future. Huell Howser may be the host of the segment. The birthing and mating season were suggested as the best time to view the animals.

The Staff Report by Susan included the purchase of supplies and equipment for the upcoming season. The fanny packs and pictures used by the docents have been replaced. Kathryn Karako advised the Board of the need to repair the binoculars. One set is out of focus. Michelle Roest agreed to check them to determine if they are useable. Kathryn has been investigating the cost of replacement. The cost can range from \$ 50.00 to \$ 100.00 for new Bushnell on the Internet.

Michelle along with Kathryn will continue to look for a supplier for the Bushnell binoculars. Steve Franz will check with local dealers to see if they might come close in price to the above information. Susan motioned to okay the funding of the purchase of new binoculars. Ray Easton seconded the motion. The vote was unanimous.

Continuing Staff Reporting included a mention of the new patches with the elephant seal logo that have been ordered. These will be used as gifts for refresher courses taken and the new docent training.

The fall newsletter is in progress. Jutta Jacobs is assisting Susan. The major information included will be about our organization. The need to promote our books, T-shirts and video was noted. In the future combining a fall/winter newsletter might help in lowering the cost. It would be possible to order a larger quantity, reducing the cost. Jutta suggested contacting local merchants to advertise in the newsletter might also defray the expense. Kerri Caserio proposed soliciting sponsors instead. Few local businesses are members at present. Generating business sponsorships of the newsletter specifically, with an acknowledgement on the back should be considered. The business sponsorship of the newsletter would be for a period of one year. It is a busy quarter and the newsletter is our best link to the public. Steve moved that the newsletter be larger with more content this quarter. Bill Johnson seconded and the motion was passed.

Susan spoke with Marty Cephkauskas concerning three items. Recently a marine researcher requested to be allowed to go up to Vista Point 4. The Hearst Corporation prefers no photography in the area. FES has been approached twice by photographers this month to be allowed on the beach. Each time a request is made, FES refers them to the MBNMS for a permit. In the future the Hearst Corp. will be referring these requests to the FES office. Each request will be referred to MBNMS or Carol Teroka of NOAA.

Since the Hearst Corp. confirmed our successful efforts at Arroyo Laguna, they have extended our agreement for another year.

The Hearst Corp. is aware of our census program would necessitate going on their property. They have agreed to allow this.

A discussion continued regarding the many requests from magazines, free-lance photographers and others to approach the elephant seal at a closer range. Some of the requests have even included building a tower on the beach. Ray Easton suggested including how to handle these approaches in the docent training sessions. The docents need to know where to refer any request for a permit. Ray suggested the dunes be included in this process. Susan proposed letting even properly documented individuals know of their impact on the

elephant seals. Any docent unsure of how to proceed should determine if the individual has talked to Susan. The individual should be made aware that Susan should be contacted. Bill Johnson suggested we inform our docents of this policy through the docent letters and docent education meeting.

Kathryn gave Summary Reports to each Director regarding the Docent Training schedule and the Training Committee Reports. Kerri noted Brian Caserio would volunteer to speak at the Docent Training concerning the parking lot and its "history" to alleviate friction. Time has been scheduled on Day 2 at 2:45-3:30 for the windsurfers. Susan will contact Laurie and John Bozanich to attend.

Mentoring will be scheduled during the docents training. Mentors will be contacted to add these times to their beach schedules.

The food for the graduation ceremony was discussed. Kathryn noted the Cavalier does not allow pot luck be provided by FES. A list of the cost of food provided by the Cavalier was passed to each Director. The Board agreed on appetizers.

T-shirts were suggested for gifts to the speakers at the graduation ceremony. The Board agreed on this. They include: Shirley Bianchi, Michelle Roest, Lois Capps, Jack O'Connell, Abel Maldonado and Bill Douros as an alternate. It was noted Gary Hughey should be invited to the session on enforcement. Kathryn will have each speaker at the training season send an outline prior to the session. The outlines will be given to each docent.

Kathryn estimated the total cost of the training to be \$ 1500.00. A motion was made and seconded to approve the cost. The vote was unanimously passed.

The Continuing Ed/Training Committee has not met. Dan Kreiger will speak at a later meeting. Ray suggested Walter Roby might be available to do a multi-media presentation. Walter has put together a program on the Arctic National Reserve. Ray would need a date before contacting Walter. Early December was proposed as a kick off the continuing education. The days chosen by the Board were November 26, 30 and December 10, 11 and 12. Kathryn will check with the Vets Hall, Joslyn Center, Santa Rosa Church Meeting Hall or the Cambria Grammar School about availability.

Kathryn dispensed an Overview of the cost of equipment for the census. A copy of which is attached hereto and made a part thereof. The Census Group needs to be identifiable out on the beach. The jackets will let the visitors know they are researchers. The Census Group will include college students and current docents that have done the census in the past. The project will allow the students to include it on any future applications. This should be prestigious for FES. Kathryn has had 35 Cal Poly students and 15 Cuesta students respond. The students will remain on the public access areas. The initial program will be

at our primary Vista Point and expand later. The Census Research Project; Masters Project headed by Kathryn Karako should be a Cal Poly affiliated project. Michelle suggested Kathryn should receive compensation through a grant or FES. FES would hire graduate students of Cal Poly to participate in the program. Michelle relayed to Cal Poly that Kathryn is a local resident and should not have to go out of the area for support. Through Kathryn's Masters Program, Cal Poly will become involved. Cal Poly has shown interest in the program. Any collaboration between FES and others would have to go through the Hearst Corporation. Protocol will be presented and reviewed by Brian Hatfield. Ray questioned liability for the research students. All census, survey and research individuals will need to sign a liability waiver.

Information night for the Census program will be September 27th at the Vets Hall at 6:00p.m. Current docents doing the census are invited. A suggestion was made to approach the students to become docents at the information night. Susan reported Joe Cordero of NMFS should be included in the process. A move to approve the Census Budget was made and seconded. The Board approved.

Ray accepted the chair of the Docent Guidelines Committee and will contact Jim Neil to become involved. The Presidents Report and the Five Yr. Plan Committee Report were tabled until the next Board Meeting.

Susan will include a liability waiver in the next docent mailings. Any questions by the docents can be referred to Mike Levy or Steve Franz.

Ray proposed any public relations done for groups like Chevron could include a "Wine & Cheese". These plans could be included in the Fundraising Committee. Steve asked Ray to join the Fundraising Committee. Ray agreed to join.

Michelle noted the MBNMS might be doing public information nights in the future. FES should included in one of the evening programs.

Kathryn felt in thanks to the Cavalier; the FES could do a slide show presentation for their employees. The slide shows presentation could include guests at a later time. Susan suggested this should be done in the near future.

The next Board meeting will be on Wednesday, October 17th at 3:00.

There being no further business to come before the meeting, it was adjourned at 5:17 p.m.

JUDY BURLEY, Recording Secretary

MIKE LEVY, President

