

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 the Friends of the Elephant Seal, a California Non-Profit Corporation was held on January 15, 2002 at 3:00 p.m. at the Cavalier Plaza meeting room located at 250 San Simeon, California.

The following Directors were present: Mike Levy, Bill Johnson, Barbara Hernandez, Jutta Jacobs, Kathryn Karako, Steve Franz. Directors not present: Susan McDonald. Also present was Judy Burley, recording secretary.

President Mike Levy called the meeting to order. The letter regarding Board protocol discussed at the Board meeting on November 28, 2001 was discussed. The Board was in agreement to table the letter. Also clarified in the Minutes of the meeting on November 28th was the reference to Steve Franz reviewing the 7- year lease of the office space. It was decided by the Board to have Steve Franz review the lease for maintenance to the space. The Minutes were approved as read, a copy of which is attached hereto and made a part thereof.

The Presidents Report from Mike began with the introduction of Kathryn Karako's letter of resignation from the Board effective January 1, 2002. This will allow Kathryn to assume the position of Interim Executive Director. Kathryn and Judy Burley will continue as non-voting members of the Board. A discussion began on a replacement for Kathryn as Vice-President of the FES Board. The motion to approve Jutta Jacobs as Vice-President was made and seconded. The vote was unanimous.

Jutta will add a Benefactor Membership to the next FES newsletter. The cost will be \$ 250.00. It will include the FES book, video, T-shirt, decal and newsletter mailings. The Board agreed on the addition. The amount of a Business Membership stated in the newsletter and the renewal form had conflicting amounts. The Board agreed to the amount of \$ 100.00 for a Business Membership.

The Board received copies of Steve's Treasurers Report. The Quarterly Billings Outstanding included the Coastal Resources Grant for \$ 10,929.59. Susan has billed the County for the Outreach Program Grant in the amount of \$ 4,00.00. Steve stated the cash flow is not as strong as FES would like. In the

future reserves need to be established. The Board discussed the fact that every Board member is a fundraiser. It was decided to step up the Board meetings to twice each month to complete the 5-Yr. Plan. Each meeting would center attention on one committee. The committee meetings could include Board members and interested docents. The Treasurers Report is attached hereto and made a part hereof.

The need to recruit new Board Members and create a balanced Board was the next item discussed by the Directors. Kathryn felt the Board would benefit by this balance. The new Directors recruited could include a CPA, Attorney, Chamber of Commerce employee, local merchant and members of other Non-Profit Organizations. Prior to the next Board meeting each Director was asked to compile a list of possible candidates. It was decided the Board would meet again on January 30, 2002 at 3:00 p.m. in the Cavalier Plaza meeting room.

The Fundraising Committee reported the recent mailing of the Open Heart Letter included in the Christmas cards sent by FES and the request for donations letter sent to Cambria and San Simeon business's has been successful. Future donation requests will be sent to members of the San Luis Obispo Chamber of Commerce. The FES mission statement should be concise so that it can be included in future mailings and fundraising. The current mission statement is in the FES Operation Guidelines. The Outreach Program could expand to a larger area. Any events such as the Pinedorado Parade should include participation by FES. Jutta will research the dates and requirements for these local events and report back to the Board.

Dan Krueger has cancelled as speaker for the upcoming docent meeting. Kathryn is trying to reach another speaker but at this late date it may be impossible. At the docent meeting a presentation will be made to Ray Easton, Kerri Caserio and Susan McDonald. Ray will receive a statue with a wooden base. Kerri and Susan will receive glass plaques. Also at this time Susan will be given her gift certificate from Ventana. After the presentations the docent general meeting will take place. Kathryn will report on the Census and the Census training. Jutta will contact Kathy Tanner to see if she is available to cover the docent meeting and Susan's retirement. Mike suggested contacting Shirley Bianchi to see if a proclamation from the County can be made and presented to Susan. A motion to approve was made and seconded to purchase Susan's Ventana gift certificate in the amount of \$ 350.00. The motion was passed.

A State of FES Report for the docents will be mailed in March. Kathryn will gather information and report to the Board regarding the content.

Jutta's Report on a Website gift shop stressed the need to have a credit card capability in place prior to initiating. Steve stated the Post Office would provide boxes for items to be shipped. The shipping costs are to be paid with the FES debit card. Jutta will list items and included taxes for California. Shipping costs discussed were \$ 5.00 for the first item and \$ 2.00 for each additional item. A motion to approve was made and seconded to proceed with securing the Website listing all items for sale. The motion was unanimously approved.

The 5 Yr. Plan was tabled till the next meeting.

Jutta suggested extending the shift on the bluffs till 5:00 p.m. Kathryn will mention this at the docent meeting and include the request in the next docent letter.

The Board felt more emphasis should be placed on FES past achievements. The Environmental Hero Award and other positive information could be included in future fundraising and mailings from FES. Kathryn has designed a business card for the Board Members. She will be using the office printer and will begin with a small amount to keep the cost down. The Board chose a sample for Kathryn to use.

Steve felt the cost of leasing a copier was prohibitive. The purchase of a Xerox model with auto feed and two-sided copy capabilities is \$ 1525.00 plus tax and supplies. The motion to approve the purchase of a new copier was made and seconded. The vote by the Board was unanimous.

Kathryn is attending a Grant Development Management Certificate Program at Cal Poly. The course includes identifying funding sources and the principles and practices of fundraising. The cost of the course to Kathryn has been \$ 440.00. Docent Judie Finnegan has offered to help with any grant writing. A motion to reimburse Kathryn for the cost of the course was made and seconded. The vote was unanimous.

A closed Executive Session Meeting was set up for 2:30 p.m. on January 30, 2002. The next Board Meeting will be at 3:00 p.m. immediately following in the Cavalier Plaza meeting room.

There being no further business to come before the Board the meeting was adjourned at 5:00 p.m.

JUDY BURLEY, recording secretary

ATTEST;

MIKE LEVY, President