

MINUTES OF A MEETING OF THE
BOARD OF DIRECTORS
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 March 20, 2002 at 2:30 p.m. at the Cavalier Plaza meeting room located at 250 San Simeon, California.

The following Directors were present: Mike Levy, Steve Franz, Jutta Jacobs, and Bill Johnson. Directors not present: Barbara Hernandez. Also present Kathryn Karako, Executive Director and Judy Burley, recording secretary. Guest speakers were Adina Burbank and Bill Mueller.

Prior to the meeting being called to order, the guest speakers presented their ideas regarding the FES website. They are owners of the Cambria Computer & Internet. This was a continued discussion of website modifications. Bill reported on the future solicitation of memberships and sale of products on the website. Brian Caserio has an Elephant Seal website that Bill suggested might allow FES to piggyback on his system. The cost of installing a shopping cart was estimated by Bill to be \$ 100.00. The security may be expensive. Bill stated it is difficult to project the outcome of an E-commerce venture. He asked if FES has a time frame to re-coup the cost of setting up the on-line store. The on-line store alternative would be a site with no shopping cart. The customers would phone the orders to the office staff. Current payment by checks mailed to FES prior to shipping would continue.

The current web page may need to be redesigned to generate customers who will purchase items. Bill thought FES could redesign first then proceed to E-commerce. Bill has looked at the website. The site was originally designed in Publisher '97. Bill uses FrontPage. He would clean up the site and then review. Bill felt the site needed a cohesive navigation.

Steve Franz questioned the cost. Bill felt the Earthlink charges are reasonable. Earthlink will provide the tools to set up shop, however they will not design the site. At the high end the charges would be approximately \$ 50.00 per month. The set-up cost would be \$ 175.00. A more cost effective approach would be to continue with the order form currently used.

Bill suggested the first step would be to give the website a "facelift" to make it more professional and pleasing. After this stage FES needs to determine how many visitors to the site. After this information is collected a decision to proceed with E-commerce could be made.

It was suggested contacting the bank about servicing a merchant card account should also be done. The bankcard may be able to be added on the Internet. The information on the census and the newsletter may also be updated on the current site with PDF.

Prior to a redesign of the website the Board needs to present ideas on what they would like to Adina and Bill. Bill and Adina may also download and present their ideas at a future meeting. The Board will also present them with a budget amount. The Directors could also let them know of sites they have been on that they liked.

Kathryn Karako will also research a design done by Cal-poly to keep the cost down. The charge from Cambria Computer & Internet would be at half their usual amount. They would consider working in a volunteer capacity in exchange for a business membership. The Board thanked Bill and Adina for all their information and help.

At 3:10 p.m. the general meeting was called to order. Mike Levy informed the Board that Susan McDonald has begun working for Roger Lyons. The Board felt this was a positive situation for FES. Steve feels we are establishing a good relationship with the Hearst Corporation. The Board felt FES has to prove their fiscal strength to be able to approach the Hearst Corp. for donations. FES could also utilize their facilities for future fundraising.

The Board voted to approve the minutes. Item #4 was pulled from the staff report and items #1,#2 and #3 were pulled from the staff report addendum for further discussion. A motion was made, seconded and passed that:

RESOLVED: The Minutes of the previous meeting and the consent agenda be approved. A copy of which is attached hereto.

Item #4: Jutta Jacobs questioned what the money set at # 350.00 would be use for. She asked if this amount was budgeted. Kathryn said it was not. The Board set limits of \$ 200.00 for a single item and \$ 850.00 for the fiscal year. The limit of \$ 350.00 for any one month remained. The Board would approve any amount over these separately. A motion was made, seconded and passed that:

RESOLVED: The amount of # 350.00 spent by staff for office supplies, \$ 200.00 for any one item and \$ 850.00 for one fiscal year be approved.

Item #1 from the Addendum: Kathryn felt speaking would cement our relationship with SLOCCF. Her discussion will be about our program. A motion was made, seconded and passed that:

RESOLVED: Janice FONGWOLF is notified that Kathryn will be appearing in a Public Service Announcement promotion for SLOCCF

Item #2 from the Addendum: Mike felt this is an excellent idea. Jutta asked about past costs for the classes. Kathryn answered the total so far has been \$ 440.00. Kathryn stated the classes have been useful with much information to utilize. She noted \$ 750.00 is in our budget this year. She felt future fundraising will pay for the cost of the classes. Susan may not be able to do grant reviews in the future because of time limitations. Kathryn would like to take the courses as soon as possible. Jutta asked for a one-year evaluation of the classes by Kathryn. A motion was made, seconded and passed that:

RESOLVED: The cost of the classes attended by Kathryn be approved.

Item #3 from the Addendum: Steve has heard that the speaker is very good. The Directors decision was to have Steve and Kathryn attend the Seminar. A motion was made, seconded and passed that:

RESOLVED: Steve and Kathryn attend the Fundraising Seminar on April 12, 2002.

Steve will present the Treasurers report at the next meeting. A copy of the report is attached.

Mike suggested adding Mike Hanchett , Shirley Bianchi, Warren Sensheimer, Sharon Graves, Peter Horton and **Mike Glichbark** to the Honorary Board Member list being reviewed by the Board Member Recruitment Committee. Added to the Advisory Board Member list were Susan McDonald, Dan Krieger, Barbara Butz and Adena Burbank. The first 4 names on the "A" list from the Working Board Members will be contacted. If they decline then proceed to the "B" list. A motion was made, seconded and passed that:

RESOLVED: The Directors will approach the names on the "A" list from the Working Board Member Candidates first. If they decline then the Board Choose 4 names from the "B" list.

Prior to the first contact of prospective new Board Members Kathryn will discuss the technique for approaching them with members from her non-profit class. Kathryn will also ask Barbie Butz for input about the process. Steve will put a list in order and send to each of the Directors. Further discussion was tabled for a future meeting.

Next discussion was the FES Budget 2002. Bill Johnson asked if the Grant Budge is realistic. Kathryn has \$ 28,000.00 identified grants. Periodic updates regarding grants will be done by Kathryn "as needed". The status of the grants will be on the agenda quarterly. The only possible place to lower expenses would be the docent appreciation dinner. Jutta suggested part of the checkbook balance be moved to an interest bearing account. A motion was made, seconded and passed that:

RESOLVED: FES open a savings account and transfer funds from the checking account. Steve will take care of the transfer.

The next item from the old business category was the Pelican Network request by Jack Ellwanger for FES to join their organization. The Directors were concerned with the advocacy group Pelican Network belonged to who were suing Duke Energy. Steve suggested an individual FES member join the Pelican Network. Jutta noted Jack preferred the FES organization join. In previous meetings it was suggested that a letter be sent to Jack thanking him for his continued support. The Board decided not to join because of the need to fundraise in the future.

Mike and Jutta will form a Committee to gather information, supplies and equipment to begin attending the Cambria Farmers Market. Mike and Jutta will man the first one and then approach docents to help in the future. Steve offered a pop up tent that would hold the FES banner. Some of the items needed were discussed by the Directors included; folding card table, 2 chairs, FES banner, donation box, tally sheet, cash box, newsletters, membership applications, tee shirts, mugs, books, pictures of E-seals on poster board, cut-outs of E-seals used previously. Ann Grossman would be a likely docent to approach. Details will be discussed at the committee meeting and if time allows will be added to the docent letter. A motion was made, seconded and passed that:

RESOLVED: approved forming a committee and setting up a booth at Farmers Market to solicit and accept memberships and donations.

Steve explained to the Board that in order to qualify for non-owned/hired auto coverage FES would need to verify that all the persons driving on behalf of the organization show they have their own insurance coverage. FES will need a photocopy of each docent's proof of insurance card. This request should be put in the docent letter. A follow up plan to track the response needs to be in place.

The Tee shirt discussion is tabled until next meeting.

Steve will do a proposal at the next meeting for 2 fundraisers to be done before the end of the year. Kathryn suggested meeting 1 hour earlier next Board meeting to discuss fundraising.

The next Board meeting will be at 2:00 p.m. on Wednesday, April 17th at the Cavalier Plaza meeting room in San Simeon.

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

JUDY BURLEY, Recording Secretary

MIKE LEVY, President

