

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 April 17, 2002 at 2:00 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, Steve Franz, and Kathryn Karako. Also present was Judy Burley, recording secretary.

President Mike Levy called the meeting to order. Mike stated his 2-year term as President was up on March 1st 2002. The Board will consider another term for Mike. Mike is considering his options at this time. A discussion will take place at the next Board Meeting.

Mike has been asked by some of the current docents the reason for the term guide being used on their nametags. They questioned not using the term "docent" on the nametag worn on their jackets. The Board discussed allowing the docents to change the nametags with their preference at their own cost. Kathryn Karako will contact Susan McDonald to see why the term guide was used. Bill Johnson preferred the term guide because he stated more of the general public would understand this designation. Visitors to VP3 may not be clear on the term "docent". A discussion will continue at a later meeting. The decision will be discussed with any docents if there are any further questions.

The Board voted to approve the minutes. A correction of Dave Congaltons name will be made to the minutes of the previous meeting. Item # 2, #3, #4, #5, #6 were pulled from the staff report 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 #2: Susan McDonalds initial contact with KEEP-Cambria Pines to continue using VP4. KEEP-Cambria Pines would like to move forward as soon as possible with an agreement. The Directors were concerned by the presence of bulls at the site. In the past, breeding bulls were kept there. KEEP-C. -P. is aware of them. Hearst will sign an agreement only after FES has done so. Hearst needs FES to be on board before they approve anything. The Board is concerned about the Hold Harmless Agreement. Steve Franz felt there might be some liability to FES. The risk would be to the children and the docents. Hearst is aware there is an agreement pending that would go before the FES Board. Kathryn suggested asking Courtney Brockman from the Hearst Ranch to open the gate for the Directors to walk the trail prior to any agreement being signed. The areas of concerned were: a. usage of the area by the bulls. b. The safety of the terrain. c. The trail maintenance due to more usage. Bill Raiver has reviewed the contract. Steve requested a written statement be received from Bill stating he has reviewed and approved the contract with KEEP-Cambria Pines.

The possible benefits of the contract would be the initial use of VP4 by FES. The Board felt Hearst should be made aware of the continued efforts by FES in these matters as a positive situation. Future compensation by Hearst could be a result of this collaboration. Kathryn felt the past negative FES budget might not facilitate any subsidizing of FES by Hearst. As of now Hearst stands by FES in terms of dealing with visitors, photographers, etc. The possible May dates to view VP4 site are May 22nd or May 29th. It was suggested that the Directors could meet at 1:00 at the site prior to a regular Board Meeting. Kathryn will check with Courtney and inform the Directors.

Item #2: Tabled.

Item #3: The Board is aware of the number of docents available for shifts on the bluffs at this time. Mike suggested individual training with a mentor be used at the present time until a training could be done. Any names could be passed on to the office. The office staff would start the application process. The training video from past sessions is available until the applicant can attend a general training session. The Board felt only individuals who are known by a docent should be considered. The docents could be made aware that they may suggest an individual for this training method. It was decided this information should be included in the next docent letter. **Resolution?**

Item #4: The Directors felt non-profit groups should not charge other non-profit groups for the docent lead tour. Kathryn stated there has been no reciprocal money or free tours of the Monterey Bay National Marine Sanctuary facility or the Santa Barbara Zoo. The non-profit bus tour group was not charged last Saturday. FES provides 1 docent for every 10 people. The FES liability does increase with use of our encroachment. **Resolution?**

Item #5: Kathryn stated the membership fee would be \$ 80.00. There may also be group insurance available. **Resolution?**

Item #6: Kathryn will present the use of the Board Proposal Form at the next meeting. Docents to present an item at future Board Meetings can also use the form.

Steve presented the Treasurers Report. A copy of which is attached hereto and made a part hereof.

Barbara Hernandez suggested an explanation to the docents of what a "non-profit" is would be helpful. A question received from a docent regarding this was received in the docent suggestion box. Steve will write an explanation to include in the next docent letter. This explanation could be reinforced at the next docent training and future docent meetings.

The first priority of the Board in the new member selection would be the names for the first four prospects from the working board list. Revision of the new Board Members selection list included: Geoff West added to the Honorary Board Member list; Mark Kramer changed from the Working Board to the Advisory Board; Jerry Levitz added to the Advisory Board; Bill Labree added to the Advisory Board; Linda Fayette added to the C list.

Steve stated the class he attended at **Cal-Poly** suggested new Board Members be made aware they will be asked to contact individuals they know to solicit funds. 20% to 50% of contacts made in that manner produce huge

dividends for an organization. Kathryn added an additional component for the Board. FES needs to define the Board Members description. Some Boards ask their Directors to sign a contract. FES needs to decide what roles they expect their Board Members to play in the organization.

The initial letter to be sent to a prospective Board Member was presented to the Board by Steve. A copy of which is attached hereto and made a part hereof. The Board continued a discussion of the initial contact being done by a phone call or the letter. Barbara suggested making the letter more personal. Steve will incorporate this in a new draft. It was decided to make the first contact with a letter and then follow up with a call. An annual report from FES will be given to the prospective Board Member also. Steve will have the letters sent to the first four names on the A list on April 24th. The follow up calls can be made on April 29th. Steve will fax a hand out which will be a mini job expectation for Board Members to the Directors. At the first meeting with an A list candidate 2 FES Directors will be present. Mike and Jutta were suggested for the meeting. Barbara will not be available due to the distance she has to travel. Steve felt FES should have answers by the 10th of May from the initial 4 contacts.

The B list was prioritized for contacting as: 1. Ken Pyburn 2. Lisa Anthony 3. Lee Putnam. The Board will continue to cultivate names for the B & C lists for future contacting.

The fundraising topic began with a summary from Steve. In the yr. 2000 the sum of 210 billion was raised donated. 75% came from individuals. Private funding is preferred. The work done taping into this source is tedious and needs tracking. Money is given to those who ask. The approach can be done to individuals who prefer not becoming docent but believe in the organization or the person asking for help.

After a donation is made to FES a follow up letter is important. A database needs to be in place to keep track of any donations. The donation amount requested should increase in future requests.

A mailing for a donation request has a 2% to 4% return. A face-to-face contact has a better return. An event for fundraising is labor intensive and it is difficult to find people to donate for the special event. Part of a new Board Members task will be to solicit funds through the person-to-person contact for the organization. In addition Board Members may be asked to send hand written notes for contributions. Kathryn suggested tailoring these requests to fit our group's vision. Many of our donations are from animal lovers.

The Board Members will compile a list of contacts to bring to the next meeting. A form to use was given to each Director. Examples of letters and new letterhead and envelopes used by Kathryn in her fund raising class were given also. A copy of which is attached hereto and made a part hereof.

The Board Members are ready to proceed with a proposal to present to the Hearst Corporation involving a major fund raising event. The site discussed has no kitchen. Barbie Butz felt some caterers might do a buffet without the use of a kitchen. Hearst has mentioned FES use the facilities, Kathryn will contact Marty Cepkauskas to guide us through the process. FES will need to know the format to use for the proposal. It was decided by the Board to make the initial

contact to Hearst at this time. The next step would be identifying the jobs to be done and then picking individuals who can follow through. A budget will be needed after an okay is received. FES needs an accurate idea of the cost.

The first minor fundraising event discussed was the selling of cards this holiday season. Steve suggested using the design from last years mailing to the membership. Kathryn will check the printing costs. A further discussion will take place at the next Board Meeting.

Another low cost idea was the placing of donation request containers at local motels and businesses. A decision was not made regarding the idea.

Ann Grossman presented Kathryn with a form regarding FES docents selling tickets for Pinedorado. Mike felt last years Pinedorado event was not as successful as years past. The Lions club is looking for volunteers to sell tickets. It was suggested that FES could hold a raffle with better monetary results. Mike will present more information about this request from the Lions at the next meeting.

Barbie Butz had discussed FES set up a booth at the San Luis Obispo Farmer's Market. This could be done every few months. A frequent table at the Cambria Farmer's Market may saturate the local community. The suggestion was made to try tying into the SLO Children's Night.

Bill felt the fundraising amount budgeted for 2002 should be increased.

The docent suggestions presented to the Board included a request to remove the interim designation from Kathryn's title. Barbara asked if the docents could receive feedback about their suggestions. It was decided to add a thank you in an upcoming docent letter for the ideas presented. In the future Kathryn will list the suggestions to be presented to the Board. A motion was made and seconded that:

RESOLVED: The term interim is removed from Kathryn Karako's title.

A discussion of VP4 was tabled. The previous discussion regarding KEEP Cambria-Pines will be included in the information received when Hearst is contacted. Kathryn will be discussing the issues of persons to contact when visitors are sighted climbing the fence, the condition of the terrain, and the presence of bulls at VP4. FES may approach Hearst to help with the fall training of docents.

Steve will send a letter to the person from Estero Bay Graphics selling shirts at the VP3. Past requests to stop have not been successful.

? Next Board Meeting

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

