

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 July 17, 2002 at 2:00 p.m. at the Cavalier Plaza meeting room located at 250 San Simeon, California.

The following Directors were present: Bill Johnson, Barbara Hernandez, Steve Franz, Jutta Jacobs and Kathryn Karako. President Mike Levy was not present. Also, present were Judy Burley, recording secretary and prospective Board member Jim Devine.

Before discussion of the Consent Agenda, a correction was made to the minutes of the Board meeting of June 19, 2002. The resolution regarding the Pinedorado event in Cambria was changed to read: FES will not sell tickets for Pinedorado, however FES will participate in the Pinedorado Parade.

Vice President, Jutta Jacobs called the meeting to order at 2:13. A motion was made, seconded and passed that:

RESOLVED: The minutes are approved.

Item #7 was pulled from the consent agenda for discussion by the board. The past FES docent, Steve Johnson, has been aggressive with the visitors at the VP3. Steve is now a volunteer with the Marine Mammal Center. Kathryn Karako has been in contact with Kathryn Zagzebski of the Marine Mammal Center. Kathryn from the MMC will return a call to Kathryn after investigating the situation and forming a "best course of action". The Board discussed notifying the docents of the problem by a letter. A decision was made to wait until information has been received from the MMC, because the August shifts will be closing soon.

A motion was made, seconded and passed that:

RESOLVED: The staff report is approved.

Steve Franz stated monies from the checking account would be transferred to the savings account that has recently been opened.

A motion was made, seconded and passed that:

RESOLVED: The treasurer's report is approved.

Old business began with a status of the prospective new Board members. The date for the next Board meeting to include candidates for the Board, Barbara Rice, and Ken Pyburn is moved to August 14, 2002. Before the 2:00 time for the Board meeting the present members will view VP4 for the agreement with Camp

Keep. Kathryn will notify Barbara and Ken of the date and time. She will also contact Hearst Corp and Camp Keep of the arrangements. Prospective Jim Devine was introduced to the Board.

A motion was made, seconded and passed that:

RESOLVED: Jim Devine was approved to become a Director of the Board of the Friends of the Elephant Seal.

A Fundraising Committee meeting was held last week. Steve gave assignments to each sub-committee. The Grand Plan is in place and details will be complete soon. The tentative date for the Hearst event is October 26th. The sub-committees will hold meetings every two weeks until then. Photographs will be used as decorations. The shuttling of guests to the site is in the process of being resolved.

Don Meyers has begun talking to possible donations by vendors for the MBNMS event. Thanks for these donations will be noted in the FES newsletter and advertising for the event done by MBNMS. The information regarding the cost of the event will be reported to the Board. A letter will be sent to the docents asking for volunteers. Everything is progressing well.

The Thanksgiving/Christmas Card discussion began with an emphasis on the need for quick action. The cards need to be ready for sale by September. Graphic artist Jessica Colby flat fee would be \$ 50.00. Bill Johnson calculated at the selling price of \$ 18.00 per box the profit would be \$ 450.00 for 75 boxes. Steve will explore donations of printing for the cards and report to the Board. Jutta Jacobs noted the merchandising of the cards is important for the success. A second batch of cards can be ready with 2 weeks of the order being placed. A notice of the cards for sale should be placed on the website, in the office and in the Cambrian. Docents and staff can approach merchants about selling the cards in their retail stores. Barbara Hernandez felt the graphics from the card sent last year should be changed. Deleting the year on the "top hat" will allow left over cards to be sold next year.

Subject to the donation of printing costs, the Board approved the amount of \$ 577.80 for the printing of the first 600 cards. The donation needs to be decided on within a week. Kathryn will be authorized to approve the graphic change and the fee for doing so.

A motion was made, seconded and passed that:

RESOLVED: The \$ 50.00 flat fee for the Thanksgiving/Christmas Cards to Jessica Colby is approved. Kathryn is authorized to approve the graphic change and the fee.

The October 26th training day is also the day of the Hearst Fundraising Event. The Board is aware this will be a very busy time for the Directors. The

Mentor list has 2 new additions. Docents Bob Grosse and Mary Lee Becwar have been included.

Jutta will set up a booth at the Farmers Market in Cambria a week from this Friday. FES will set up early because spaces are on a first come first serve basis. When the Thanksgiving/Christmas cards are available, Jutta felt they would do well as one of the items "donated".

Kathryn requests the Directors notify her of any additions to the Agenda in time to include the information.

New Business first item for discussion was the Docent/Guide proposal by docent Peter Wolff. A copy of the proposal was included in the Agenda for each Director. Barbara reported on her conversation with docent Pete on the bluff. The concept of acknowledgements was a good one. However, the Board felt 2 different colored jackets was not a positive idea. At this time, any change of this kind would not be cost effective. Further comments or suggestions to any of the Board member could be answered with " the Director will check with the Board" before proceeding with inclusion to any future agenda. The Board agreed volunteer motivation and retention would be addressed in the future.

A motion was made, seconded and passed that:

RESOLVED: Kathryn will write Peter Wolff and thank him for the suggestions. She will include in the note that is under consideration in some form or other.

Steve presented to each Director a quote for the Tee-shirts. A copy of which is attached hereto. The minimum is for an order of 100 pieces. The profit for 50 Tee-shirts at a cost of \$ 350.00 and 50 Sweatshirts at a cost of \$ 710.00 would be \$ 1697.00 if retailed at \$ 3550.00. It was suggested to purchase only royal blue shirts at this time. Jutta asked if there was money available for this purchase. The Board felt there was enough to cover the initial cost. However, they will hold purchasing any long sleeved tee-shirts until some time in the future. Barbara spoke with docent Terri Tucker regarding her pin. It was felt FES should hold purchasing any jewelry for resale at this time. Smaller items such as bumper stickers, key chains, etc. would be added first.

A motion was made, seconded and passed that:

RESOLVED: The Board approved the purchase of 50 Tee-shirts and 50 Sweatshirts from Sensations in Atascadero. The color will be royal blue and will include small sizes suitable for children. The long sleeved shirts will be an item to be ordered in the future.

The Directors discussed the association of FES with the non-accredited Morro Bay Marine Museum. Kathryn stated the Friend of the Sea Otter has declined Ernie Sites invitation. She will contact them to find out the reason why.

The Board saw a potential problem if FES puts in the time and effort and this business fails. Jutta felt FES should not endorse or otherwise help Mr. Sites. A positive outcome of this collaboration might be the help it would give FES in future grant requests. The Board members would like to visit the site of the museum after it is open for business. FES will contact Mr. Sites and provide him with the names of Phil and Carole Adams and Brian Caserio as contacts for purchasing the book and video. FES will also give him information to use in his Elephant Seal display.

A motion was made, seconded and passed that:

RESOLVED: Kathryn will write Ernie Site to inform him the FES Board of Directors will visit the site after his opening prior to making any decision. An addition to this issue was the Boards discussion of Kathryn's offer to review any Elephant Seal information for accuracy. She would not be a representative of FES but an independent individual with a degree in marine biology. The Board had no objection to this.

There being no further business to come before the meeting, it was adjourned at 4:00 p.m. The next Board meeting will be on Wednesday, August 14th at 1:00 at VP4, to conclude at the Cavalier Plaza meeting room at 2:00p.m.

JUDY BURLEY, Secretary

MIKE LEVY, President