

Friends of the Elephant Seal
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Minutes: Board Meeting, November 20, 2002

Present:

Board Members: Bill Johnson, Jutta Jacobs, Barbara Rice, Jim Devine, Steve Franz, and Judy Burley

Advisory Board: Michele Roest and Ron Massengill

Guests: Dave Dabritz, Joan Glassey, Catherine Hopson, Gail and Shirley Green.

A closed session was called before the general meeting.

The general meeting was called to order by President, Bill Johnson at 3:01 p.m. A change was made to the minutes of the October 16, 2002 minutes. In item #2, Steve Franz replaced Bill Johnson as the director who spoke with John Hofschroer regarding the past billings for the Outreach Grant. The minutes were then approved as read, a copy of which is attached hereto and made a part thereof.

1. President Bill Johnson has submitted the application for a minor use permit for the Boardwalk at VP3. Construction is to be next summer. Bills direct contact is Martha Neder. He will meet with her this Friday at 2:00 p.m. at the bluff to discuss what needs to be done. Bruce Bonifas will also attend this meeting. The California Conservation Core will be the builder.

The \$4,000.00 grant to develop a tourist brochure is in the process of being completed. Bill and Steve are working with a graphic art student from Cal Poly. This will be a project for her class and will be done by early December. The money for the grant will be used to print the brochure for use in local hotels and Chambers of Commerce in San Luis, Cambria, and San Simeon. FES will consider joining the Morro Bay Chamber also.

A copy of Mike Levy's letter of resignation was presented to the Board Members. A motion to accept the resignation with regret was made seconded and approved. A motion was made to elect Mike to the Board as an Advisor. The motion was seconded and approved.

Bill also reported on the enforcement meeting held this month. Michele Roest set the meeting and contacted the agencies attending. Michele noted Susan Macdonald initiated the process to have a meeting of all interested parties prior to the Elephant Seal birthing and breeding season. Some of the agencies attending were: HWY Patrol, Sheriff's, Cal Trans, FES, MBNMS, MMF, Roy Torres, State Parks, Dept of Fish and Game and Susan who represented the Hearts Corporation. Previous Park Ranger, Gary Hugheys salary was paid by NOAA and MBNMS. A State Park Ranger to be housed in San Simeon may

possibly be funded by NOAA. This has not been finalized yet. Roy Torres is still the enforcement person to contact first when a situation arises. Roy stated the (1-800-853-1964) number should be called because they are logged and will establish a need for endorsement to be closer to VP3. The position held by Carol Teroka will also be replaced in the future. She was a NMF agent who had a 1 year assignment with MBNMS. Dave Dabritz stated the San Luis Obispo and San Simeon State Parks would merge.

Gail Green asked if the docents could notify Park Rangers at the Hearst Castle if people were down on the beach at VP3. Michele noted it is not against the law to go down on the beach. Only interaction with the Elephant Seal is harassment. She suggested the docents on duty should call Roy Torres 800 number to report any harassment of the animals. This dispatch goes to Roy in 15 minutes. She suggested the system should not be short-circuited.

Bill has received an e-mail from Donna Meyers stating she is volunteering to help with any grant writing. Bill had lunch with her in Salinas recently. She is proceeding in locating possible grants to apply for in the future. They will be for operating funding not new projects.

2. Steve presented the Board Members with a Treasures Report, a copy of which is attached and made a part thereof. The first 2 months of the Outreach Grant have been billed. A check was received today and was added to the checking account. The Grant is billed every month. A motion was made, seconded, and passed that the Treasurers Report be approved.

3. The first Committee Report was from Jim Devine regarding this past months training of 13 new docents. The trainees were impressed with the quality and depth of the training. Richard Macedo, an aide from Shirley Bianchi's office, was present at the graduation ceremony. He presented the graduation certificates to the new docents. Michele was there representing the MBNMS. She gave each graduate a NOAA patch. Pictures of the event are in the FES office. Joan Crowder submitted a photo and article to the Cambrian. It will be in an upcoming issue.

Bill told the Directors the Short Term Plan has been published.

Judy Burley has mailed approximately 900 letters soliciting new members and donations. The letters were mailed November 12 and response has already started. A "kindness of the heart" letter will go with the Christmas cards next month to all current members of FES. The cost of the bulk mailing has already been recouped with the already received responses.

The Directors received a report from Jutta Jacobs regarding the cost of the newsletters. A copy of which is attached hereto and made a part thereof. The cost from 2001 was presented along with projected 2003 costs. The bluff format is a 2 page, single sheet given to the visitors. The membership will receive the previous format of 4 pages. The Achievement House cost is less and the association with another non-profit is both a plus for FES.

4. Steve has the caterer lined up for the docent appreciation dinner. He has purchased the supplies at Smart & Final. The Board will arrive early to set up and stay to clean up. All of the Directors agreed to help.
5. Judy Burleys report on the membership was given to each Director. The mailings discussed by Steve previously included the "we miss you letter" sent to members who have not renewed in the past. The retention of memberships will be discussed after more information is gathered. Judy stated as of today, the cost of the bulk mailing on November 12 has been recouped.

6. Gail and Shirley Green have agreed to be Outreach Coordinators. They are currently reviewing the slides for the presentation given by FES docents. They have selected 20 pictures that need to be made into slides. Jims Camera gave Gail a price of \$ 5.00 to make slides from the pictures. The cost of negatives to slides is \$ 1.60. There are 2 carousels and the cost of pictures to slides will be approximately \$ 300.00. It was noted that Joan Crowder may have negatives that can be used to hold down the cost. The Greens will contact other photographers to see if they have negatives that can be used. Jutta suggested we use the digital pictures, however it was thought this would be as expensive as pictures to slides. Gail would like to purchase 2 tape recorders to enable the volunteers to use tapes with Elephant Seal sounds. Kathryn Karako provided a tape for use in the Pinedorado Parade and will duplicate it for Gail. A screen also needs to be purchased. Gail recommended a screen that is 60X60 at a cost of \$ 140.00.

Gail proposed taking videos and books to each school in the county for grade levels Elementary and middle schools. Gail asked Steve if the FES could charge the Outreach Grant \$ 13.00; the videos are purchased from Side Out Video for \$ 11.00. Steve explained to Gail the monies in the Outreach Grant can be used for anything relating to use in the FES Outreach Program. Selling the videos in the FES office is the only profit that can be made from them. Michele suggested contacting the media system in each school; and supply the schools in that way. Michele felt the public libraries should have a copy of the video also.

Gail and Shirley will train the volunteers for the Outreach Program after the new slides are in. It was suggested Gail should go forward with the purchase of the slides, screen, and video's. He will report at the next Board Meeting about the status of future costs. A motion was made, seconded, and passed that Gail is authorized to spend up to \$ 1200.00 in the purchase of the new slides, new screen, and 1 to 2 videos to be taken to the SLO County School Media Department.

7. Bill informed the Directors that the contract with Camp Keep has been signed by FES and is awaiting the contracts return to FES by the Kern County Schools. They will also send insurance information. When the contract is received, it will be returned to Marty Cepkauskas from Hearst Corp. John Fairweather will give FES a monthly schedule. Their trips will depend on a low tide. There will be about 30 children, separated into 2 groups of 15. Each group will have their own teachers. The FES docents will open the gate, escort the groups, and act as role models.

Ken Eberle will be the coordinator of the program. He will schedule the volunteer docents. A sign up sheet will be placed in the office for those docents interested in volunteering. The guests expressed some concern about the visitors at VP3 noticing that the Camp Keep group will be on property they cannot access. Bill noted the agreement is on a trial basis and can be cancelled if needed. It was noted that Hearst is not in the position to deny access to an educational program. The association with an educational program is a plus for FES. Michele also suggested that a donation by Camp Keep would not be inappropriate. She also suggested asking the Camp Keep instructors to attend a training session of the FES docents.

The new business presented included a suggestion by Phil Adams to install a post with a cable at the north end of VP3 where the erosion is critical. He has spoken with State Parks; they still have posts FES can use. FES would need to purchase the cable. Prior to Phil putting together a work crew, it was suggested FES would possibly need approval from Cal Trans and Hearst. Jutta felt FES should proceed with caution because a permit may be needed. Bill will contact Cal Trans and Hearst about the possible health and safety issues. Cal Trans might do the project. Further information will be provided to the Board.

Steve will report to the Board about the cost of purchasing inexpensive nylon vests with the FES logo to be worn by the docents over their rain gear. The Directors discussed some of the items that need to be ordered for resale in the FES office. Caps with the FES logo were thought to be a good item for resale.

The Board Members again discussed the possibility of selling pictures taken by Joan Crowder and tee shirts with Elephant Seal pictures done by Terri Tucker. Joan will sell the pictures to FES at a very good price. FES will purchase these items and resale them in the office. This would increase the cost of inventory held in the office. The Board decided a minimum amount to get started was a good idea. This could be done on a trial basis. Joan's pictures will be matted and ready for framing. A motion was made, seconded and passed to purchase ½ dozen of Joan's pictures. The Board would like to see a sample of Terri's shirts before purchasing.

Jutta suggested FES be represented at the annual Whale Fiesta on January 12, 2003 in Cabrillo, Ca. She felt this was a good opportunity for Outreach Program to expand awareness of the elephant seals and our organization. The Directors suggested placing the information in the office-requesting volunteers to attend the function in southern California. Judy will put the e-mail and request in the office.

There being no other business to come before the Board, the meeting was adjourned at 4:38. The next Board meeting will be held on Dec. 18, 2002 at the Cavalier meeting room at 3:00 p.m.

Respectfully submitted,

Judy Burley, Office Coordinator

Bill Johnson, President