

Minutes of a Meeting of the  
Board of Directors of  
Friends of the Elephant Seal

A meeting of the Board of Directors of the Friends of the Elephant Seal (FES), a California non-profit corporation, was held on Wed. May 19, 2010 at 1:00 p.m. at the Cavalier Plaza meeting room located at 250 San Simeon Ave.

Directors present: Jim Brownell, Ken Dunn, Kathy Hurlle, Brandt Kehoe, Sandra Kehoe, George Larson, Megg McNamee, Michele Roest and Judy Burley and recording secretary, Joan Crowder.

The minutes of the April meeting were corrected to say that Ken Dunn had not been at the meeting.

Brandt Kehoe, president, reported that the search committee had read 67 applications for the office manager position and had called five in for interviews. Methods of making the final decision were discussed and it was decided that the committee will send the final recommendation to the board members. A special board meeting will be called if there is a need for further discussion.

Brandt Kehoe reported that he attended a meeting about the Marine Protected Areas, and that MPA information would be included in the training program and on the website, and Judy Burley explained that the MPA grant would be used to rebuild the FES brochure. Any material about MPA that FES puts out must be approved by the grantors. Michele Roest will oversee the redesign of the brochure.

The Cambria Nursery fundraiser on June 26 is still being discussed by Brandt Kehoe and Becky at the nursery and Erin at the winery.

Several board members and docents were given a tour at the north bluff with Jim Bouchet of the Park Service, who explained that the trail would be accessible, with areas of aggregate trail and areas of boardwalk, with rock walls and railings. It will extend to VP4. The path between the north and south ends of the viewing area will also be improved.

Judy Burley suggested that a ceremony be considered when the new boardwalk opens.

Jim Brownell proposed that a C shift be offered to docents during the summer. He will discuss adding it to the July schedule with Tim Postiff.

Megg McNamee gave an informal treasurer's report, reporting that the balance was stable. Income from the tubes and table were down some, but still doing well. A discussion was held on how to report the importance of that income to the docents, and it was decided that they could be told that certain budget items, like printing, would be covered by tube and table income.

Kathy Hurlle reported that recruiting of new docents is going well, with 10 scheduled to train in the fall. She also reported on a meeting with the trainees of 2009 where they talked about some changes they would suggest. It was felt that the mentoring program should be strengthened so that there was more focus on the mentor-trainee interaction rather than the trainee just watching the docent in action on the bluff. They also requested more continuing education after the formal training sessions. And they want more critical feedback. Kathy suggested the need for a continuing education director, and/or a possible blog providing information—a "did you know...." style question and answer forum.

The board members discussed having more docent get-togethers, at least one per quarter, with speakers and information sharing.

Megg McNamee suggested that FES consider cross-merchandising with the light station gift shop. She will investigate that possibility further.

Brandt Kehoe said that the school group committee needs more captains, as Jerry Gediman and Judy Thompson are relatively inactive at this point. It was pointed out that teachers should have a better idea of what the arrangement is on the bluff. Joan Crowder will work on a letter explaining that. It will go into the packet sent to the teacher when the reservation for the tour is made. It was also suggested that the information in the packets could be more age specific for the classes. The idea of a CD with information on it could be made. Michele Roest will explore that idea, as well as grant opportunities for the changes in the school program.

Brandt Kehoe reported on the progress on the Web Cam. BLM has given permission for an antenna on the roof and use of their power. The estimate for installing it was higher than expected, and the details are still being worked out.

#### New business

It was decided that when Judy leaves, her signature on the debit card will be replaced by those of board members.

Kathy Hurrle will go off the board in July and the board will need to select a replacement.

Judy said that a date for the docent appreciation dinner should be decided as soon as possible in order to secure the Vet's Hall.

The next FES Board Meeting will be held on Wed. June 16 at 1:00 in the Cavalier Plaza meeting room. There being no further business to come before the board the meeting was adjourned at 3:30.

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Brandt Kehoe, president

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Joan Crowder, recording secretary