

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. January 19, 2011 at 1:00 p.m. at the Cavalier Plaza meeting room located at 250 San Simeon.

Directors present: Jim Brownell, Donovan Marley, George LarsOn, Michele Roest, Sandra Kehoe, Ken Dunn, Brandt Kehoe, Megg McNamee and Tim Postiff
Also present: Marcella Boteilho and Diana Teetzal
Guests: Brooke Guiterez and Juventino "Juvie" Ortiz, both from State Parks

A motion was made, seconded and passed that: The minutes from the December 15, 2010 FES Board meeting are approved.

Topic: Whether FES should become a "Cooperative Association" with State Parks

Discussion: Brooke and "Juvie" presented their ideas on why FES should consider joining forces and become affiliated more closely with State Park. They explained that volunteers (docents, staff and volunteers) would be covered under the State Parks Liability Insurance and Workman's Comp programs. They stated that such coverage would "lessen the burden of liability" for FES. Other benefits would include easy access to a network of other cooperative associations (similar groups/peers) and State Parks to draw information and help from. It was also pointed out that the mission statement of State Parks "meshes" with that of FES with regard to interpretation values. We were assured that *micro management* from State Parks was not their goal. If FES became a Cooperative Association of State Parks we would be able to sell merchandise on State Parks, which we are currently not allowed to do. It was also stated that State Parks required no financial interest in the operations of FES. If FES chose to become affiliated, State Parks would require FES to provide Volunteer Hour Reports along with some level of financial reporting that would show administrative and services expenses. Juvie and Brooke both expressed an interest in helping and supporting FES for a clearer, more formal and consistent relationship. They would be better able to support us if FES fell under the auspices of State Parks. FES also represents a substantial dollar value that State Parks can not afford.

Action: Michele will call Mary Golden (Museum of Natural History) and John Mott to speak with us at an upcoming board meeting to better explain their experience with State Parks as participants in the Cooperative Association program. It was also decided that IF the board decides a Cooperative Association relationship with State Parks is a good one, that the entire body of docents and volunteers would be invited for an open discussion BEFORE any final decision is made.

Topic: Update on Membership Campaign

Discussion: Donovan Marley suggested that the “membership (new members) acquisition” campaign would be better served and more effective if a brochure was designed for distribution at the bluff rather than through a direct mail campaign. It was noted that the office staff had become overburdened with the additional work load required to proof read documentation, create brochures, handle changes and print brochures and letters.

Action: Donovan and/or the membership committee has agreed to take over much of that work load. Brandt will bring in an additional computer that said work can be performed on in order to not use the FES computer. Michele Roest volunteered to do the printing from her home system. Donovan will supply the paper to Michele.

Topic: President’s Report

Discussion: Brandt Kehoe presented photographic visuals and basic schematics for the proposed web cam. He explained the location near the wheelchair turnaround on the boardwalk and the juxtaposition to a BLM building at the light house for “line of sight” monitoring.

Action: We need to determine how best to insure the web cam. Self insure or use some form of traditional insurance.

Topic: Date for next Docent social get together will be April 16th or 30th, depending on availability of Vets Hall.

Action: Brandt will try to find a speaker. Marcella will check on Vets Hall availability.

Topic: Treasurer’s Report

Discussion: Megg McNamee stated that the Savings Account had a current balance of \$34,572.97 and that the Checking Account had a current balance of \$22,985.98. The Treasurer reported that current interest rates on CDs at Heritage Oaks didn’t seem significant enough to work with as they are barely over 1%. If we invested the entire Savings Account Balance, the net annual rate would be equal to \$500.

Action: It was agreed to “leave things” as they are for the time being.

Topic: Training Committee

Discussion: Tim Postiff reported that the Training Committee has received 5 applications for the Spring Training Program.

Misc. Topics:

Michele will ask “Juvie” about specific approaches to getting “measuring strips” (painted or wooden strips) at the new boardwalk to represent the different lengths of male, female and pup e-seals.

Marcella will research back-up options for the office computer.

Megg will start the process of forming a committee to revamp the school group packets and booking procedures.