

**MINUTES OF A MEETING OF THE
BOARD OF DIRECTORS OF FRIENDS OF THE ELEPHANT SEAL
April 20, 2011**

Directors present: Jim Brownell, Donovan Marley, George Larson, Sandra Kehoe, Ken Dunn, Brandt Kehoe, Megg McNamee, Michele Roest and Tim Postiff

Also present: Marcella Boteilho

Special Guest: Carolyn Skinder, Director of the Discovery Center in San Simeon (MBNMS)

Topic: Initiating a procedure for use in disciplining conduct not suitable for an FES docent.

Discussion: Marcella invited Carolyn to the Board meeting in order to discuss procedures that they (Discovery Center and Harmony Headlands) have in place regarding disciplinary actions and procedures for volunteers/docents. Carolyn brought the Docent *Standards of Conduct* and the *Duty Statement*. Both of these documents are given to the volunteers when they "sign on" and clearly state what is expected of them as volunteers and what rights both parties have if expectations, conduct or standards are not met. Volunteers are required to sign these documents. Carolyn left both documents with us and we will use them as "templates" to tailor them for FES use.

Marcella also reported that our insurance policy was due for renewal and noted that the insurance company requires us to have documents in place that cover these same issues.

Action: Megg and Marcella will work on these documents and present to the Board at the next meeting.

Topic: Parking Lot

Action: Marcella called Cal Trans earlier this week and was told that they would "get on it" by the end of the month (which month)?

Presidents report:

Brandt was very pleased with the Dan Costas presentation last Saturday night. Costa's two presentations were quite distinct and of approximately equal length. ~~There was a somewhat shortened version given at the Robobank earlier that same day.~~ Attendance was good at both events. Brandt suggested that the next time we do an educational program like this open to the public that we NOT require a gate fee, but rather keep a donation jar out in case anyone wants to donate. Brandt mentioned the need for **emergency contact** information for our docents. So far the office has never requested this information from our docents and it was agreed that it is time to do so.

Action: Marcella will send out an email to our docents (snail mail to those that don't have email) requesting them to provide the office with current emergency contact information. The information will be kept in a file in the office.

Topic: Elephant Seal Festival

Discussion: Brandt reported that he had written an email to the organizer of the recent Elephant Seal Festival . The tone of his letter suggested that this festival went on without any notification to or involvement from FES and that it might have been more appropriate to at least notify FES so that we might have been able to participate with a table or booth. A response came from Terry Damerl, the event organizer, stating that she had made a presentation to the FES Board two years ago. At that presentation, Terry wanted FES to sponsor the Festival. The Board declined the offer to sponsor the event.

Action: Brandt will write Terry to explain why we declined her original offer for FES to sponsor the event so that there is no misunderstanding. He will also express our interest in early notification and our interest to participate with a booth or table at any future Elephant Seal Festivals.

Topic: Moving FES to a Downtown Retail Space:

Discussion: Marcella has done some research regarding FES moving to a Cambria location. She has looked at 5 locations so far. The rents range from \$1.00 - 1.25 per square foot. Marcella said that some of the property managers she spoke with were open to a possible reduction in rent due to our non-profit tax status. A few of the locations have enough floor space to enable us to vacate our current storage area which would save us \$50/month. All spaces are large enough for us to house our Board meetings, adequate retail space and larger office space (we currently occupy 500 sq.ft). The increase in rent would definitely have a financial impact on FES but may be offset by the anticipated increase in retail sales. A Cambria location would also increase our visibility and presence with local and tourist foot traffic and help us further our outreach goals. Parking is a large consideration in choosing a location. FES would probably have to staff the new space 7 days a week which would mean a slight increase in payroll expenses. Michele expressed concern about potential loss of our connection to the eSeals with the increased distance. She also suggested that we consider (create) a 5-Year Plan that would incorporate a potential move.

Staying in our current location is still an option. Mike Hanchett has been difficult to talk to and evasive with answers to questions posed to him regarding the future of the center. We has previously indicated an interest in moving or expanding to a larger space. Mike said that “he would be ready to cut a hole in the wall by summer”. The Board discussed the advisability of joining space with the current Chamber and felt that we would probably be more involved with the Chamber business than our current staff could handle. The Board also feels that “we are not the Chamber” and does not want to become it. Other spaces within the Cavalier center have not been viewed.

Action: Megg and Marcella will pursue potential locations in Cambria and create a budget as it would relate to the cost of moving and “setting up shop” in a new location.

Treasurer’s Report

Marcella presented an updated Budget that included 2009, 2010 projected, 2009 actual and 2011 projections. Total income continues to rise.

Membership Report:

Donovan Marley reported that the membership drive is outreaching expectations. As of April 18th total membership income is \$15,392 which is 54% of the \$28,000 goal. Donovan hopes that the membership campaign will continue to bring in \$10,000 per **month** quarter. He suggested that the next phase will be

the *Business Partner* campaign and will not start until Highway 1 is re-opened sometime this summer. The *Acquisition* campaign will start one month after that. Donovan reported that we have received two lifetime memberships.

Additional:

Tourism Board of Cambria will print our FES brochures through the “hotel tax” fee.

Michelle Roest volunteered to Chair the newly formed Journal Reading committee. Brandt has collected over 2,000 pages of information and more is available. This committee will read pertinent articles, condense them and make them more “readable” to the docents and membership.

Brandt Kehoe will attend the CalPa meeting in mid-May.