

**MINUTES OF A MEETING OF THE
BOARD OF DIRECTORS OF FRIENDS OF THE ELEPHANT SEAL
May 18, 2011**

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

Also present: Marcella Boteilho

Topic: CALPA (California League of Park Associations) and **Cooperative Association with State Parks**.

Discussion: Brandt attended the last CALPA meeting. He reported that there are 86 Cooperating Associations, 278 Parks and 70 of those Parks are on the "closure list", among them, Morro Strand and Lime Kiln. Elizabeth Goldstein, Pres. Cal State Parks Foundation and Ruth Coleman, Director of Cal State Parks Foundation both gave impressive talks. He went to a sessions on Records, Documents and Reports, Discussion on Financials, Membership Campaigns and Fundraising efforts. Brandt pointed out that FES is different from other park association members as we are not focused on a place or structure but on animals. Even though Cooperative Association with State Parks is not mandatory, Brandt advises that we join CALPA and that we become a Cooperative Association with State Parks. There was unanimous agreement from the Board.

Action: Brandt will circulate an email to docents/membership inviting attendance, comments and participation at the next Board meeting.

Topic: NAIC (Nonprofits's Insurance Alliance of California)

Discussion: Marcella reported that our current policies for "office property" and "general liability" are w/ NAIC. Our current "directors and officers liability" policy is with Old Republic Insurance Co. We can now get a better rate for the "directors and officers liability" with NAIC and will be changing to that when our policy comes up for renewal with Old Republic (June or July). As a part of that change NAIC requires us to have a Personnel Handbook that covers all sorts of issues, including those we deemed necessary at the last closed session. One of the services that NAIC offers, and in this case requires, is to work with their Employment and Labor Risk Manager to produce an Personnel Handbook that complies with current State and Federal statutes.

Action: Marcella will report back to the Board when she has more information.

Topic: Membership Report

Discussion: Donovan reported that the campaign is still working with membership renewals. Mailings for 2006 lapsed members has already commenced. He intends to initiate the Business Campaign only after Highway 1 re-opens later this summer. After the Business Campaign, his next plan of attack will be Acquisitions/new memberships. He also reported that our current membership is 394. There has been a monthly gain is \$3,472 (April 18 to May 18). If we continue to gain \$3,400 per month we'll average \$10,000 per quarter or \$40,000 this year. Expenses are 17% so far but will go up when we print the next brochure which will be aimed at businesses. Donovan intends to keep expenses under 25%. Marcella mentioned that the Tourism Board may be able to give \$\$ for brochure printing.

Action: June 1st is the next Tourism Board meeting. Marcella and Donovan to attend. The back page of the brochure will be designed as the "hook" for the business campaign.

Treasurers Report: Megg reported that FES is financially healthy and continues to grow. Profit and Loss statements indicate that even without the grant monies, we continue to make financial headway. Sales at the Bluff Table and at the office are on the rise with a combined gain of over \$7,000 from last year to date. Membership dues (YTD) are \$15,154. Last year (YTD) was \$3,830. An increase of \$11,324. Megg also pointed out that more docent participation at the Bluff Table should be encouraged. FES might also look at other types of “table” arrangement but only after FES becomes a cooperating association with State Parks.

Discussion: Move to Cambria? Marcella and Megg have seen 7-8 offices spaces that are available for rent/lease in downtown Cambria. Most of the visited properties have not been sufficient to warrant a move. Parking, docent accommodations, monthly rent and potential for retail growth are the main concerns. There are spaces available on Bridge Street and two on Main Street that show the most promise. Marcella and Megg recently looked at 755 Arlington Street and are waiting for Tom Beale to make a proposal.

Meeting with Mike(s) Hanchett: Donovan, Megg and Marcella met with Mike(s) Hanchett last week to discuss FES moving to (or encompassing) the current Chamber space. We discussed either cutting a hole in the common wall or moving and completely abandoning the current FES space. Mike informed us that if we wanted to take over that space, we would be required to also take over the responsibilities of the Chamber. We discussed other vacant locations within the center and were informed that if we did want to take any of those spaces we would have to pay \$1.25+ per square foot. We asked particularly about the Sphere and were told that that was for retail only and required major renovation. It was clear that they were only interested in accommodating FES if FES would “become” the Chamber.

Discussion: The Board unanimously decided that “becoming” the Chamber was not in our best interest. For the time being, FES will stay where we are. Brandt will draft a letter to Mike Hanchett to that effect.

Discussion: Research Friends Committee

Brandt reported that there are 9 people participating in the newly formed Research group. Their function is to read scientific journals/reports, digest them and then make them available to the docents in a somewhat simplified form. The first topic they are studying is eSeal eyesight.