

MINUTES OF A MEETING OF THE BOARD OF DIRECTORS OF FRIENDS OF THE ELEPHANT SEAL December 14, 2011

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

Also present: Lisa Remington, Brooke Gutierrez, Carolyn Skinder and Bette Bardeen

Meeting was called to order at 2:00. Minutes from November Board meeting were approved.

State Parks

Brooke Guitierrez announced that FES is now (officially) a Cooperating Association of State Parks. Lisa Remington said that the data sheet is now finished and that State Parks will create individual forms for each docent. Name, address, phone numbers, etc. will be filled-in on each sheet so that all the docents have to do is provide their social security number (which will NOT go into the data base) and signature.

Web Cam

Brooke and Brandt said that most of the necessary equipment is either here or on the way. We revised the time line for this project as follows:

Mark from State Parks will build a stainless steel (welded) box to contain much of the equipment by the end of December.

In the meantime, Brandt will purchase the surveillance camera and consult with Tom Edick to finalize what equipment is still needed and then purchase same.

Brandt suggested that there will be some ice plant removed from the area prior to the placement of the stainless steel box.

Brandt will research local web servers. He also said that it will probably cost FES \$300/month depending on usage.

The Board authorized Brandt to pay Les Corriea \$500 as a consulting fee.

Brandt suggested that FES consult with Chamber of Commerce Improvement Program to see if they might help pay for the new web service.

Michele mentioned that becoming a Cooperating Association with State Parks and the installation of the new web cam are both great "press opportunities" that shouldn't be missed. She offered to create draft press releases and will work with Marcella and Jim Allen of State Parks.

It is hoped that the web cam "launch" will occur in mid-January 2012, which is also peak pupping season!

Fundraising Report

Charmaine was not present but submitted a written report for the 2012 Grand Ole Soupabration, a copy of which is attached.

San Simeon Cove Docent Coverage

The Board discussed the potential for volunteer docent coverage at San Simeon Cove during the upcoming breeding season. The docents have already been made aware of this situation via the newsletter. Any docent shifts/hours at San Simeon will be counted as regular docent hours. State parks plans to handle Arroyo Laguna and San Simeon Cove between 2-3 split shifts. Mike Connolly will contact our office if and when they need our assistance.

Financial Report

Megg reported that the current cash in hand (checking and savings accounts combined) is \$81,902.76 which is an increase of 76% from a year ago. She indicated that the membership campaign, the table and tubes continue to be the major contributors to the financial health of FES. All other expenses remain stable with the exception of the one-time web cam equipment purchases.

Membership Report

Donovan presented his report and said that the numbers he had were not the final income for the year as more renewals are due before the end of the year. He also noted that the expenses listed could be assumed as close to "yearend" and would not change substantially prior to 2012. The average donation of the 520 renewed members is \$82.02 for a total of \$42,649. He has sent out 630 "tax relief" brochures, 42 have been returned for a total of \$2,295. He expects those numbers to increase substantially before the new year. The Board approved him to purchase 2,900 Forever stamps (\$1,276). The renewal brochures were a success in 2011 and so he intends to keep many elements of it for the upcoming year. Even though the 2011 Acquisition brochure was not so successful Donovan felt that it was exceedingly important to have an aggressive campaign for new members in 2012. The old members that chose not to renew need to be replaced with new acquisitions. He has also created the Live Cam Announcement postcard and will send it out as soon as the launch date and access information is confirmed.

Training Committee

Betty Bardeen reported that all of the new docents have been out on the bluff for regular shifts. All seem to be doing well. She is trying to set up a few mornings on the bluff with Kathryn Karako for the benefit of new docents. Date for spring training 2012 (probably March) will be announced as soon they know how many docents apply.

Other Business

Christine Heinrichs idea of presenting a movie with the ocean futures society at the Hearst Castle theatre is being considered. Donovan is concerned that the film (America's Underwater Treasures) has already been aired on Nat. Geo and therefore would not be an effective fund raising venue. Others at the meeting felt that the prestige of Hearst Castle and the IMAX theatre were a great draw and should definitely be considered as a potential fund raising event. Discussions will continue.

Brooke reported that due to sun fading, State Parks plans to move/reorient the south facing signage at VP3. It was suggested that a good location would be against the fence, facing east. All other signs are fine and will be replaced on an as-needed basis. The California Coastal Trail sign will be relocated around the corner nearer to the chain link fence. Sandra Kehoe expressed a concern that having foreign languages included in any new signage would be very helpful to our foreign visitors. We also discussed the possibility of having some sort of interpretive self-guided cell phone system. Lisa offered to look into it as other State Parks have such a system in place. Lisa will also check with Cara O'Brien regarding a new sign north of VP4 to bring travelers to VP3 from that direction. Depending on costs for a new sign, perhaps FES could buy if State Parks would install. Carolyn Skinder indicated she would like to attend more Board meetings, in light of the fact that Michele Roust will no longer be on the Board. Her connections and affiliations with NOAA, Marine Sanctuaries and State Parks will be a benefit to FES. She also offered to invite Bob Yerena of NOAA with her to one of our Board meetings.

Board members are in charge of bringing deserts for the Docent Appreciation dinner in January.

Lisa Remington (lremington@hearstcastle.com), Brooke Gutierrez (bgutierrez@hearstcastle.com) and Carolyn Skinder (Carolyn.skinder@noaa.gov) requested they be included on the email list for copies of the Board minutes. Board approved. They also requested that they be first on the agendas.

As of this meeting Ken Dunn's term as Vice President and board member Michele Roust's term as board member have been fulfilled. Betty Bardeen will be joining the Board at the January meeting.

Next meeting will be on January 18th at 1:00 p.m.

Respectfully submitted by Megg McNamee, secretary
December 19, 2011

The following report submitted by Charmaine Coimbre:

I am unable to attend the December FES board of directors meeting, so please accept this email as my report regarding A Grand Ole Soupabration for 2012.

Please feel free to contact me with any questions or concerns.

The committee met on Friday, Dec. 9 to format and structure our 2012 event. The results are as follows.

(\$\$ Represents income source.)

A GRAND OLE SOUPABRATION

Soup*Wine*Authors & Art

Sunday, September 9, 2012

Camp Ocean Pines

Noon to 4 p.m.

- **4 Celebrity Judges** (2 media, 2 chefs)
 - Soup categories: From The Sea, From The Garden, From the Farm, People's Choice
- **7 Restaurants/Chefs**
- **3-5 Wineries**

- \$\$ Wine Tasting Ticket Sales
- **3 Authors** (Genre Sample: *Listed: Dispatches from America's Endangered Species Art* by Joe Roman, Harvard University Press)
 - \$\$ Author Chats with Wine & Cheese (Rent a table for private time with authors)
 - \$\$ Book Sales
- **3 Artists**
 - Plein Air Artists Painting on Site
 - \$\$ Silent Auction Bids on Work in Progress including professional photographer capturing the artists' works in progress
- **Olive Oil and Olive Tasting**
 - \$\$ Portion of sales donated to FES
- **Cheese Tasting**
- **Bread Samples**
- **Red Moose Cookies**
- **\$\$ Premium Raffle**
- **\$\$ Pot Luck Raffle** (Winner need not be present. Committee formed an "administrative team" to assist FES office staff with Soupabration administrative workload.)
- **\$\$ Silent Auction**
 - \$\$ Revival of "Gilded Flea" Table
- **\$\$ Elephant Seal Bingo**
- **Zero Waste Event**
- Publicity events include an Essay Contest for middle grade students in partnership with Cuesta Community College and Central Coast Writer's Conference. Cash prizes awarded during event. (Cash prizes raised from a sponsorship campaign.)
- **\$\$ Event Sponsorships**
 - \$200 Platinum Kettle
 - \$150 Gold Kettle
 - \$100 Silver Kettle
 - \$75 Copper Kettle
 - \$50 Sponsor Page in Program
 - \$250 Poster Sponsor

Our next meeting will take place in January at Camp Ocean Pines. Date and time TBA.

Respectfully submitted,

Charmaine Coimbra

Charmaine Coimbra
Volunteer Event Coordinator
805/927-3357

Grand Ole SOUPabration II

Coming September 2012

A Friends of the Elephant Seal Fundraising Event

FACEBOOK: <https://www.facebook.com/pages/Friends-of-the-Elephant-Seal/133598726694263>

www.elephantseal.org