

MINUTES OF A MEETING OF THE
BOARD OF DIRECTORS OF FRIENDS OF THE ELEPHANT SEAL
February 15, 2012

Directors present: Brandt Kehoe, Sandra Kehoe, Bill Goodger, Bette Bardeen, Donovan Marley, Tim Postiff, Jim Brownell

Also present: Marcella Boteilho, Lisa Remington (State Parks), Christine Heinrichs, Abel Martinez (Piedras Blancas light station), Joan Crowder, acting recording secretary

Correction to minutes of Jan 18: Treasurer's report was correct as given at the last board meeting.

STATE PARKS

Brandt Kehoe handed out State Parks Duty Statement with an addition to duties: "Volunteers work under the direction of the Coastal Sector Visitor Services Superintendent (added) **through the agency of Friends of the Elephant Seal.**

Brandt will contact Brooke Guterrez to finalize duty statement before docents are asked to sign it.

FUNDRAISING EVENT

Christine Heinrichs reported on the fundraising event scheduled for May 5 when Holly Lohuis of Jean-Michel Cousteau's Ocean Futures Society will present a video and lecture in the Hearst Castle Theater. She handed out a budget and information on the event.

Options for selling tickets were discussed. The Brown Bag web site was suggested by Brandt. Tickets will also be sold through the FES web site.

Ideas for special ticket pricing, including possible reserved seats and children's prices were discussed. Christine will explore the reserved seating possibility. Otherwise, all tickets will be \$10.

Food was discussed. It was decided that Castle food was too expensive. Cal Poly offers large cheese trays for \$50. FES would provide crackers. Ideas for offering and procuring wine were discussed, but no decision was made.

Christine has arranged for the speaker to stay at the Sea Otter Inn for two nights for \$300.

The event will be promoted, along with FES lectures and seminars, in upcoming brochures produced by Donovan Marley. He suggested that money made on this event be used to facilitate future events.

Abel Martinez from the light station association said they would like to be involved in this event and would promote it. The light station is presenting a talk by Wayne Perryman, whale researcher, April 20 and 21 at the light station.

MARCH 7 LECTURE

Brandt noted that a talk about southern elephant seals will be given at Rabobank on March 17, the time to be decided. Presenter will be Claudio Campagna from Argentine Patagonia.

STAFF REPORT

Marcella Boteilho asked the board to define the appropriate use for using FES members' email addresses, in view of a request from Charmaine Coimbra that updates on the fall fundraiser be sent to them. It was moved and seconded that FES maintain the policy of utilizing the email list only when a return reply is expected; for the quarterly newsletter; and for invitations to specific events.

Marcella reported that she had found packs at Target for \$30 and had made a request to Target for a donation of 50 packs for docents.

Marcella spoke to Mary Golden of the Morro Bay museum about trailers for the donation items on the bluff. She reported that the Monarch Grove trailer brought in \$34,000 in the 4 months that the trailer was there last year. Marcella said that so far this year \$15,609 has come from the shop, tables and tubes.

Marcella will meet with Lisa Remington to finalize the rules for the State Parks stats.

WEB CAM

Brandt reported that it was decided to separate the press releases about the State Parks cooperation association and the web cam. State Parks will report back.

Brandt showed photos and specs of the web cam. It is being held up by concerns about the security system. There is a question of whether there will be enough sunlight to power the web cam at night. Brandt will meet with State Parks again and report back. He also said that FES will need to buy some additional equipment. It was decided to see what we can do with night lighting before buying a timer. It was suggested that the web cam first be put on the For Docents web site to experiment with it before public launching of it.

Brandt suggested that it would be a good idea to go with a commercial service bandwidth so that anyone can get on at any time.

MEMBERSHIP REPORT

Donovan Marley handed out and explained the color coded charts he prepared to show who are new members and who are renewals, and to show how much money is coming from how many people.

He also showed the board the brochures and a post card that will go out for seminars and the web cam. He asked that docents be asked to place brochures on the bluff. It was noted that the website was not noted on some of the material.

TRAINING COMMITTEE

Bette Bardeen reported that only one person from the fall class has dropped out, because she moved. Otherwise, all new docents are showing up “and loving it.” Some are also doing school groups. In a meeting to assess how they feel about the training and working on the bluff, they were responsive and positive.

Spring training will be held March 24. Two people are scheduled, and three are expected to be interviewed. Two people from Los Angeles who attended the seminar have expressed interest in becoming docents.

SCHOOL GROUPS

Mike Connolly of State Parks is interested in getting involved with the school group committee. The Discovery Center has also contacted FES about school group activity.

PACKS

A discussion was held about docents having their own packs. It was agreed that they should include all materials, i.e. birds, light station info, emergency contacts, clickers. Whether to charge for packs or take a deposit for them may depend on whether FES gets a donation or a deal on them. Whether the State Parks patch goes on jackets or packs will be decided later.

NEW BUSINESS

It was suggested that FES try to acquire an elephant seal pelt.

A discussion of SSL page suggested PayPal be used for membership and donations and Brown Bag for ticketing.

It was suggested that a committee be formed to explore financial possibilities. A notice will go into the docent letter asking for committee members.