

MINUTES OF A MEETING OF THE BOARD OF DIRECTORS OF FRIENDS OF THE ELEPHANT SEAL March 21, 2012

Directors present: Jim Brownell, Brandt Kehoe, Sandra Kehoe, George Larson, Donovan Marley, Tim Postiff, Bill Goodger, Megg McNamee and Bette Bardeen

Also present: Marcella Boteilho, Christine Heinrichs, Bill Johnson, Lisa Remington and Carolyn Skinder

Minutes of last meeting unanimously approved.

MBNMS/NOAA:

Carolyn Skinder discussed what NOAA does with respect to educating the public about marine wildlife viewing guidelines. She brought a new flyer distinguishing the 4 marine mammals they are concerned with which also includes contact phone numbers. When the new brochure is printed it will also feature a QR code. Carolyn also showed us a PSA on Animal Etiquette. This short film is already available on YouTube and Brandt will also make it available on our website.

Carolyn also confirmed the report that 3-4 eSeals have shown up at Point Buchon even though there were no births. It seems they were apparent "stop overs".

FINANCE COMMITTEE:

Bill Johnson presented the minutes of the newly formed finance committee meeting. He reported that the committee asked and answered the question of "what are we here for?" The committee suggested that when the Board elects a new Treasurer that person also serve ex officio on the Finance Committee. Bill also suggested that a Budget Committee be formed. There was a motion for the Finance Committee to also become the Budget Committee. The motion was unanimously approved.

The **Finance/Budget Committee** will meet at 10:00 a.m. on the second Wednesday of the month, at the office or (if vacant) at the Chamber office next door.

The **Finance/Budget Committee** will go over the Chart of Accounts in order to prepare a 2012 budget at their next meeting. They hope to produce a 2013 budget and a 3 year plan.

Bill also recommended that FES should carry a "reserve" of approximately \$50,000 and a "float" balance of approximately \$10,000 for basic operations. The Board agreed to accept all recommendations for both the Reserve and Float amounts.

Bill said that during their last meeting the Finance Committee the members discussed various potential projects that FES could possibly support/fund. Some of the ideas discussed at this Board meeting were sponsorship of research at our rookery, creating a scholarship (perhaps for Cal Poly), support for school bus expenses for field trips to the rookery, developing a conference regarding how to handle the growing number of visitors to the 3 viewing sights. Betty was keen on research studies. Carolyn will present the ideas to her group (Sanctuary Advisory Committee). Donovan also said how much he thinks we need to continue to have lectures for the public and FES like the ones in the past (Southern Elephant

Sea, Humboldt Squid). Whales and Sharks are the good idea for future talks...Carolyn will seek speakers from Santa Cruz, etc.

OCEAN FUTURES SOCIETY EVENT

Christine Heinrichs discussed the difficulty and additional expense of catering the May 5th event and has abandoned the idea. It was agreed that there was no point in having a fund raising event if the potential profit was spent feeding people.

Christine announced that the Press Releases and brochure are out. Ticket sales are being handled by www.brownpaperticket.com. Physical tickets will be made available at the Cambria Chamber, the FES Office and at the Gate (Brown Paper tickets will create physical tickets (100) for distribution). It was suggested to Christine that FES bring lots of sale items as "sales should be brisk..." The Castle has volunteered that Point of Sale software is available for books, dvds, and other miscellaneous sale items. In order to use that software, volunteers would need to be educated on how to use the software. After some discussion, it was agreed to NOT use their system, but just do it ourselves as we have in the past. Brandt offered to make posters. Holly of Ocean Futures Society also offered any of their images for our use. Theater capacity is 420. Christine will create a Facebook page. Lighthouse, Monterey Bay Aquarium, Marine Sanctuaries will table/display at the event.

MARCELLA reported that there are still about 9-10 docents that have not responded to the request for filling out of the State Parks Form. She also mentioned that there are a few active docents that show up for shifts that are not on the schedule and do not sign in.

Policy questions/decisions: It was discussed and decided that if current docents choose NOT to provide the necessary information required by State Parks that they will **no longer be allowed to participate as docents on the bluff but could still be FES docents in the office or non-bluff activities**. It was also decided that if docents don't schedule themselves and/or sign in, they also will no longer be able to participate as docents on the bluff. Betty offered to draft a letter(s) to that effect notifying those docents that if they choose to NOT participate fully they will be asked to turn in their jackets.

Marcella also said that during **Doris Somerville's** shift a \$100 bill was donated in the tube. We can only assume it was Doris's winning personality. This news will be added to the next docent newsletter!

PRESIDENT'S REPORT

WEBCAM: Brandt reported that all hardware for the webcam has been purchased. The infrared beam not yet installed. The original estimate was \$17,000 but has actually cost considerably less. Total cost to FES is \$11,743.25. Additional cost will be the ongoing operation of the hosting service. Brandt has selected a hosting server but has not yet finalized. FES will get a "free trial" to determine that it actually works and can handle the traffic flow. Brandt explained that we need our own hosting server as the Castle server cannot handle the additional traffic. Cost for this server could be close to \$500 monthly. Brandt will investigate whether or not BID may be able to sponsor this ongoing expense. Brandt also said that actual control of the camera is easy and can be done from any computer. More on that later.

WILDLIFE SPECTACLES: Brandt also reported that a paper is being written by Burney Leboeuf and Claudio Campagna re: Wildlife Spectacles. The paper addresses the 3 main viewing sights for elephant seals (Patagonia Argentina, Piedras Blancas and Ana Nuevo) and the potential for serious

problems with the growing number of tourists/viewers at these sites. Brandt asked Lisa what it would cost if we (State Parks) didn't have "volunteers?" Lisa suggested that State Parks would have to pay \$21/hour including benefits.

STATE PARKS/FES COOPERATING ASSOCIATION: Brandt passed out copies of the proposed Press Release announcing the new partnership between FES and State Parks. The Board unanimously approved the Press Release. State Parks will handle getting it to the media.

MEMBERSHIP REPORT

Donovan reported that 89 members have joined or renewed in 2012. This includes acquisition of 45 new members and renewal of 44 members. Total income from these 89 members is \$6,436. This is less than the income received by the same time in 2011. However, because we are holding mailing of renewal notices until after mailing the postcard notices that the Rookery Live-Cam is on-line, this year's figures include only the renewal responses to the January mailing. 176 renewal notices are being held. Last year, those members donated \$12,660. The holding of the renewal notices is also the reason that the acquisition of new members is over 50% of total 2012 members. The Acquisitions are from 2.5 months; the renewals from 1 month. Printing expenses for the entire 2012 renewal campaign have been currently charged, but the off-setting income has not yet been solicited. The cost to income ratio is therefore skewed to 69%. By the end of the year, this ratio should be no more than 25%.

TRAINING COMMITTEE

Betty reported that 8 people have signed up for the 2012 Spring Training.

1 is from Cambria, 1 from Los Osos and 3 are from Morro Bay. One of the new signups is a result of seminar attendance! It was noted that the Bay News is the best advertising vehicle for FES Docent Recruitment.

Betty also announced that she had talked to Brian Hatfield and he agreed to gather a new batch of fresh molt and to provide FES with a new supply for the docents. Carolyn also told Betty that she had a "stash" of molt and would give it to her for the new docents. Tim and Barbara have updated the current training manual.

STATE PARKS

Lisa said that the replacement interpretive signs are in and will be repositioned/replaced by State Parks. Brandt will meet with Lisa to help determine the best location/angle for installation. The Coastal Trail sign will need to be moved. State Parks maintenance will take care of installation.

TREASURER'S REPORT

Megg reported that the Savings Account balance is \$54,397.40 and the Checking Account balance is \$33,096.43.

OLD BUSINESS

It was agreed that all docents will be offered a new photo book for their own use while on the bluff, regardless of whether or not they have their own pack. FES will provide the books and the photographs at no cost to the docents.

NEXT MEETING WILL BE ON APRIL 18TH AT 1:00 PM

(Megg McNamee will chair the next meeting while the Kehoes are on vacation)

Respectfully submitted by Megg McNamee, secretary