

MINUTES OF A MEETING OF THE BOARD OF DIRECTORS OF FRIENDS OF THE ELEPHANT SEAL July 18, 2012

Present: Kathy Hurrle, Donovan Marley, Sharkey Warrick, Bette Bardeen, Jim Brownell, Brandt Kehoe, Tim Postiff, Bill Goodger

Also present: Charmaine Coimbra, Ramona Voge, Lisa Remington, Marcella Boteilho and Megg McNamee

Minutes of the June 20th meeting were unanimously approved.

SOUPABRATION REPORT: Charmaine Coimbra reported that there are 14 FES docents on the Planning committee. She also said that 9 restaurants/chefs will compete for the best soups, 6 wineries will pour tastings, over 70 items have been donated for the raffle/silent auction and that there are 28 new donors. The committee has created, printed and disbursed 5,000 promotional bookmarks, 250 posters, and 600 invitations. She also reported that there are 50 Premium raffle tickets for "The Best of San Simeon for 6" and 50 Premium raffle tickets for "Monterey for 2" available now for \$20 each. Approx. 30 invitations for the September 8th reception dinner have been sent. Dave Bauer will host the event at his home and there will be no cost to the planning committee or FES. 2 regional magazines (Westways and 805 Living) are listing the Soupabration under their "Event Calendars". 805 Living Magazine will write a small feature article on the event. 12 regional and local newspapers sent "Tickets Now On Sale" media releases and 2 television stations pitched for PSA run or live reports. There are 18 online event listings. Advertising will begin August 2nd and will follow the 2011 advertising plan with a few online ads included along with local radio "teasers". The committee is actively distributing posters, flyers and bookmarks from San Simeon to Arroyo Grande. Radio and television PSAs will be sent out by August 12th.

It is likely that there will not be a Saturday set up because the lodge will be in use with another group. Set up will be early Sunday morning. Decorations are minimal and most are being re-used from last year. Set up details will follow after the August committee meeting.

PARADE REPORT: Charmaine reported that the FES (designated as a marching group) is entry is #100 and that "FESS" (a full-sized male elephant seal with a bobble head created by Gil Eastman) will be making his debut appearance. She also told us that FESS will be at the Soupabration to greet attendees then be retired until October 1st when FESS will represent FES during the Cambria Scarecrow Festival.

Personal Memo to FES Board of Directors: Charmaine also presented a memo/letter she authored that highlighted her concern regarding "the spread of disinformation" and "biased opinions" that negatively affect her and the committee's efforts in fundraising.

OFFICE REPORT: Marcella reported that the next Board meeting and Board Retreat will be at Dancing Deer Farms where they have a non-profit center. They are letting us use the facility for free from 10 am-4 pm. Brandt will send out menus from a local restaurant so that we can preorder and bring our own food. Marcella also said that we now have a supply of "sustainable seafood guides" from the Monterey Bay Aquarium to be used in docent packs and for general distribution. She also reported that the State reports are complete and have been turned in. She is also working with Greg Gray to set up a better backup system for the office computer.

PRESIDENT'S REPORT: Brandt briefly discussed a letter dated June 21st to the Board from Ken Hutchins. The letter lists several ideas designed to improve FES Public Relations. It was agreed that this letter and its contents would be better served if discussed in full at the upcoming retreat. Because part of the letter addressed our role FES plays with local schools, Bette forwarded it to Judy Thompson. Brandt further suggested that the Board review the current By-laws especially as they relate to terms for officers. This and several other topics (college level scholarship, schools, advanced training and field trips for docents, community speakers, research projects and cooperative projects with other groups) will be presented and discussed at the retreat. It was agreed that the current advisors (PJ Webb, Mary Lee Becwar and Bill Johnson) should be invited. Brandt will invite them.

Kathy Hurrell expressed concern about the "direction" FES is headed in. She asked if the FES Mission Statement has been changed and wondered if it is wise to expand our parameters beyond the original intent of FES. She is concerned about what we are saying to the public. She proposed a discussion to determine the parameters on fundraisers and education.

Brandt will check the web site to ascertain if the posted Articles of Incorporation have been updated since becoming affiliated with State Parks.

The next docent Pot Luck dinner will be on August 25th at the Presbyterian Church Fellowship Hall. Brian Hatfield and Ron Eby will talk about otters.

A motion was made and carried nominating Bill Goodger as Treasurer of FES as of July 2012. It was also agreed that FES should continue with the policy naming 3 people as signees for FES accounts. Those signees are Bill Goodger, Brandt Kehoe and Megg McNamee. Ken Dunn's name will be removed from the signature card at Heritage Oaks Bank.

TREASURER'S REPORT: Bill Goodger reported that the current savings account balance is \$ 74,410 and the checking account balance is \$21,774.83. He presented a report highlighting "to date spending" with the proposed 2012 budget and suggested that FES is doing "Great" and on target with the budget. He also pointed out that the merchandise sold at the table and in the shop have increased \$19,000 from last year and has already reached 83% of its projected budget. A copy of this report is attached.

Regarding the FES \$50,000 cash reserve, a motion was made and carried authorizing Bill Goodger to research current CD rates and then purchase CDs up to \$50,000.

SCHOLARSHIP/INTERNSHIP REPORT: Bill Goodger gave Board members an amended copy of his notes/report from last month/s meeting regarding the Marine Mammal Internship program. The amended copy addresses additions and clarifications to several key issues. A copy of that amended report is attached.

MEMBERSHIP REPORT: Donovan Marley reported that YTD membership income is \$28,255. There are 379 members, 279 are renewals and 92 are acquisitions. Renewals represent \$21,880 (77%) and acquisitions \$6,375 (23%). He projects \$46,840 for 2012 and is expecting to reach that with remaining scheduled renewals and year end renewal/donations. Average donations this year fell from last year's \$94.38 to \$74.55 which is a 21% decrease. He attributes that to the current economy and that there is no "project" on line such as the web cam from last year's campaign. He also requested a budget adjustment to reflect his new figures. The Board advised against it explaining that the whole purpose of a budget is simply to track our expenses and income and should not be altered mid-stream.

TRAINING COMMITTEE REPORT: Bette Bardeen reports that plans for the Fall Training are going well. One speaker could not be there but has been replaced by Laurie McConeco. She also reports that Jim Siler and Judy Thompson will be leaving the training committee. Dave Bauer and Jill Haney will be joining the training committee after the next Fall Training. They have decided to use the same advertising media in their campaign: The Tribune, The Bay News and the Cambrian. They anticipate putting up 40-50 posters. They also hope to send a letter to all regional volunteer programs inviting them to apply. Donovan would like to send that same letter to the membership. Donovan volunteered to write the letter and consult with Bette before sending. The training committee also decided to not repeat the "mentor meeting" this year. Dave Bauer and Lela Mulligan are new mentors.

Tim mentioned that the idea of docents having their own packs has been hugely well received. Marcella has ordered more packs and Tim will make sure there are enough photo books. Megg will acquire the photographs.

OTHER BUSINESS: The Otter 501 film will be discussed once the Board views the film. If the film is shown as a fundraising event, Donovan suggested that the gross should be double the net.

Acquisition of "Do Not Feed the Squirrels" signs: Cal Trans has approved FES to mount signs on the chain link fence. Signs will cost approximately \$20 each. A motion to purchase 10 signs was made and unanimously carried.

Lisa Remington brought the new State Forms that the FES docents need to read and sign to finalize our status as Affiliate Association with State Parks. She will meet with Marcella next week to organize.

NEXT BOARD MEETING will be on August 15th at Dancing Deer Farm at 10:00 a.m. The meeting will be immediately followed by the annual Board Retreat (Sandwiches will be pre-ordered from Sandi's Deli).

Respectfully submitted by Megg McNamee

Attached: Treasurer's Report and updated notes from Bill Goodger's meeting regarding the Cal Poly Internship Program.

7/18/12 Savings Account Total: \$74,410.93

7/18/12 Checking Account Total: \$21,774.83

NOTES	Account Type	Proposed Budget2012	ACTUAL YEAR TO DATE
	Income		
tubes/table/misc	Contributions	\$40,000.00	\$19,944.00
	Soupabration	\$23,575.00	\$3,915.00
	Hearst Theater		\$1,550.00
	NIAC Dividend		\$251.00
	State Comp Refund		\$243.00
	Webcam donations		\$140.00
	EOY contributions		\$1,500.00
	Adopt-a-Poll	\$1,200.00	\$508.00
	Memberships	\$34,000.00	\$26,890.00
	All Merchandise Sold	\$40,000.00	\$33,289.00
	Savings Acct. Int.	\$100.00	
	Shipping & Handling	\$100.00	\$17.00
	PowerPoint Present.	\$100.00	\$50.00
	Bus Tours	\$200.00	\$450.00
		\$139,275.00	\$88,747.00
	COGs	\$20,000.00	\$12,106.00
		\$119,275.00	\$76,641.00
	Expense		
	PayPal Service Chgs	\$50.00	
	Credit Card Chgs	\$500.00	\$174.00
	Docent Equipment	\$2,500.00	\$2,575.00
	Docent Event Exp	\$3,500.00	\$1,970.00
*inc. speakers	Docent Training		
	Spring/Fall Training	\$3,000.00	\$923.00
	Continuing Education	\$2,000.00	\$93.00
	Fundraising Expense		
	Soupabration	\$7,134.00	\$1,711.00
	Hearst Theater		\$540.00
	Memberships	\$8,500.00	\$6,612.00
	Contract Labor	\$1,000.00	\$700.00
	Chamber Mbr Dues	\$500.00	\$205.00
	Office Equipment	\$800.00	
	State Filing Fees	\$75.00	\$45.00
	Insurance	\$3,300.00	\$3,421.00

	Office Supplies	\$2,500.00	\$1,982.00
	Program Expense		\$120.00
	Webcam	\$6,000.00	\$6,998.00
	Internet	\$870.00	\$508.00
	Payroll	\$28,000.00	\$14,368.00
	Postage	\$1,000.00	\$301.00
	Printing	\$5,000.00	\$455.00
	Accounting	\$1,400.00	\$1,450.00
	Advertising		\$2,525.00
	Rent	\$4,800.00	\$2,400.00
	Equipment Repairs	\$250.00	
	Sales Tax	\$5,000.00	\$2,797.00
	Travel		\$191.00
	Telephone	\$1,000.00	\$580.00
	Utilities	\$1,400.00	\$756.00
		\$90,079.00	\$54,400.00
		\$29,196.00	\$22,241.00

Additional notes from subsequent correspondence 7/6/2012

See below in blue

Notes from meeting 6-19-2012-TMMC

Lisa, Bill, John, and Nikki

Re: Marine Mammal Internship program at the TMMC using CAL Poly faculty/students supported by FOES

Tour of facility

Discussed opportunity for students with hands on clinical experience with marine mammals which fits pre-veterinary students. And clinical experience for biological science students which is their first step in addressing field research methods.

Cal Poly is developing marine science degree which has an internship component.

Discussed potential TMMC(The Marine Mammal Center) internship and developed some parameters for the program:

1. Begin next Jan 2013 and cover winter and spring quarters through early June 2013.

2. expectation is minimum of 24 hrs (24-40hrs potential) for winter quarter and 32-40 hours for the spring quarter. This will be managed by Cal Poly working with the student as this depends on course load.

3. discussed stipend of \$1000-\$1500 per quarter.

4. The student would be required to give a presentation to the FOES docents at the end of the 2nd semester regarding the rescues done on elephant seals(weaners) .

5. The summer semester could be another option for the student either as a continuation of the FOES internship(stipend or not) or could be supported potentially by other funding. This would be a time when the student could be assigned a research project utilizing the data base of the TMMC and mentored by Cal Poly Faculty. The research project could be focused on questions that FOES would like answered.

This was discussed in more detail-The idea being the focus of the winter and spring would be a report regarding clinical research. This could be summarized in a presentation to the docents which in effect would be a report regarding clinical research. Also, this could be written up as a clinical note in the Journal of Mammalogy, etc. The summer where the work with elephant seals is quite reduced might give the student the opportunity to do some data mining research which might be of interest to the FOES, TMMC, and the Cal Poly marine science degree program. This could also be the time when the intern could also get involved in rescues with other marine mammals(harbor seals, sea lions, etc.). In fact, depending on the quality of the student, both parts(clinical research report and data mining research) may be completed in the winter/spring or if the student was interested and Lisa's assessment was positive after the winter quarter the student could expand their internship to include the summer as a continuation of the FOES internship(stipend or not) or could be supported by other funding. This initial program could lay the ground work for more funded clinical research for a graduate student intern through Cal Poly or shared research with Dr. Bernie Le Boeuf (UC Santa Cruz marine mammal biologist) and/or Dr. Claudio Campagne (Senior conservation zoologist-Patagonia, Argentina).

6. The student would be required to attend the open house in April on the pier for the Center for Coastal Marine Science in Avila.

7. The student would be required to attend the mandatory TMMC training classes in January in Morro Bay.

8. The student would have the opportunity for training at TMMC hospital in Sausalito.

9. The student after adequate training would be able to participate in rescues and be involved in followup treatment before animals are transported to the hospital in Sausalito.

10. The students would be encouraged to attend the FOES training for docents in April.

11. The student would be involved in NES rescues in the late breeding and post breeding season period. However, the student would be also available for other marine mammal rescues especially during the NES moulting period.

Cal poly can handle the student either by one of the following programs :
Directed study program

Senior project program-called [BIO 400\(500-grad students\)-1 unit per 3 hours worked.](#)
Coop extension paid only program-must work either [20-40 units](#)

The Cal Poly faculty would provide a student advisor to assist in directing the student in one of these programs . The key to this relationship is the availability of credits in all of these programs.

Cal Poly would handle the recruitment this fall in the biological science dpt and the agriculture college(pre-veterinary students). Qualified students would apply using TMMC application and be interviewed and assessed by Lisa Henderson, Manager TMMC. Lisa would be making the final decision on the student intern which would include 2-3 alternates to make sure the position is filled.

[Lisa is working with the staff in Sausalito to develop an appropriate Memorandum of Understanding Between the FOES; Cal Poly;and the TMMC.](#)

[We discussed the importance about the role of Cal Poly to not only help manage the students time between academics and field responsibilities but their potential involvement in the initial stages of an active marine mammal research operation on the central coast. I pointed out because of the recent visit by Dr. Bernie Le Boeuf \(UC Santa Cruz marine mammal biologist\) and Dr. Claudio Campagne \(Senior conservation zoologist-Patagonia, Argentina\) there is talk of a conference in Cambria and about the possibilities and benefits for docents and visitors of such a program on the central coast.](#)