

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

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

Also present: Marcella Boteilho and Mary Lee Becwar

Minutes of the July 18th meeting were unanimously approved.

OFFICE REPORT: Marcella would like ideas for more storage space. She suggested that we can either give up what we already have and find larger space or supplement it with additional space, preferably not upstairs. Perhaps Cavalier? Brandt will ask Mike.

State Park paper work is in office, ready for signatures. Office will notify docents via email. Patches are also available but only given to those who have signed their documentation. The patch is required to be worn/visible while docents are on duty at bluff. Patches can be worn on jackets or packs.

PRESIDENT'S REPORT: Brandt made a motion that FES include the "Mission Statement" at the beginning of the By Laws. It would become Section 11, Article 11 of the bylaws. Motion seconded and then amended with new wording provided for the Mission Statement as follows: ***Friends of the Elephant Seal is a non-profit organization dedicated to educating people about elephant seals and other marine life and to teaching stewardship for the ocean off the central coast of California.*** Both motions were unanimously moved and seconded. Bette further suggested that the new version of the mission statement be included part of the Docent Guidelines.

Bluff News: FES is currently producing 4 Bluff Newsletters (Fall, Winter, Spring, Summer). Donovan suggested that we change the titles to address what's happening on the bluff to tie in with the elephant seals' cycle. Three versions (rather than four) would suffice. Brandt will create a draft that addresses the birthing, nursing, breeding, weaning season. He will work with Joan. Additionally, another newsletter could address the male dominance behavior (Alpha/Beta males, hierarchy, what is the role of the beta male in the harem, % of insemination by beta males, etc.). Information is available and should be made available. It was agreed to try the 3 issue version of the bluff news. Title to be determined later.

Camera: Hits on the website as measure of what's happening with the camera. Brandt said that the last 5 years were pretty steady but hits started growing last Fall at a ratio of 3 to 1. Camera window needs cleaning every week.

TREASURER'S REPORT: Bill Goodger reported that he has been to Heritage Oaks Bank for information regarding purchasing CDs to set up a Reserve. Sharkey helped Bill with a financial plan. They agreed

to purchase one \$10,000 CD for one year, plus one for \$20,000 for two years and one for \$20,000 for three years. This plan will make \$385 per year. At the end of the maturity date the bank gives 10 days to either roll them over or cash them out. Plan is to continue to roll them over.

Current balance in checking is \$25,000 and Savings is \$ 74,000. Comparisons between 2012 proposed budget and actual. FES is basically on track with most things. Contributions, memberships, merchandise sold are doing better than expected. Docent equipment is a little bit up, probably because of the new packs and photographs. Donovan thanked Bill for sending the financial reports via email prior to the meeting as it gave everyone a chance to read and digest the information in time for the Board meeting in order to fulfill his fiduciary responsibility to the Board.

Marcella indicated that she was concerned that the category for office equipment might be a bit low. She mentioned that the folding machine breaks on a regular basis. She checked out others and found the next one up is \$8-900. She also mentioned that the office could use another computer and that it would be very helpful to have 2 in operation. She also discussed the need for a better bin system for merchandise going to and from the bluff.

Sharkey requested that if anyone wants to add any new expenditures or ideas for the upcoming year that they submit them to the finance committee before November 1. Finance Committee also wants an estimate on manpower cost to keep the camera lens dome and security camera equipment clean. Brandt currently does it but if he is no longer available, the cost to hire someone should be in future budgets. Perhaps another docent could help, rather than hire someone for such a small job. Brandt will look into it.

TRAINING COMMITTEE: Fall Training - Bette reported that there are 3 applicants and 6 from the last Spring training. Ads just started appearing in local media (Cambrian, Ticket and Bay News). Letter going out to the members suggesting that they become docents plus an email to all of the docents asking if they knew of anyone who may be interested in becoming a docent. Charmaine set up an interview with local radio person Dave Congleton (sp?) talking about upcoming Soupabration and Docent training. Tim and Barbara have worked hard to update new material for training manual.

MEMBERSHIP REPORT: Donovan reported that we are 125 members away from matching our 2011 membership total of 528. However, because we do not have a specific project to stimulate contributions, we are \$18,275 away from last year's total of \$49,830. It is certain that we will surpass last year's memberships, but not certain we will attain last year's total contributions.

The acquisitions are increasing; we are now up to a desirable 33%. However, the average contribution of the acquisitions is less than that of the renewals and totals only 22%. This is disappointing, but not disastrous if we can retain a substantial number of the new members and encourage them to increase their 2013 contributions in support of the new initiatives just adopted by the board.

Expenses for the membership campaigns are still running high at 28%; printing acquisition brochures is the expense running consistently higher than budgeted. The expenses for acquisitions are currently 75%. We are bringing that figure down, but it took two revisions of the acquisition brochure to

reach our current level of response. Our goal remains 25% for all campaigns combined. To do that we need to bring our Acquisition costs down to about 50%. Renewal costs are running a healthy 15%.

Donovan has produced an Annual Activities Calendar. He feels that the budget should be first presented at September Board meeting with a 30 day "delay" for discussion, etc. to be voted on at October meeting. That would give time to prepare membership materials (dependent on that budget) that need to go out in December (seminars, speakers, mailings, etc.). Sharkey doesn't think it appropriate to necessarily approve a budget that early in the year. Board agreed that the idea of a calendar was good. Items for the calendar would include Docent Training, seminars, docent appreciation dinner, fundraiser, Board meetings, Docent pot luck dinners, membership mailing deadlines, etc. "Calendar and Budget are a blue print for operations". No action was needed at this time.

MARINE MAMMAL INTERNSHIP PROGRAM: Bill Goodger reported that FES needs to get information out to students in early September. MMC in Sausalito has created a memorandum of understanding between FES and MMC so that everyone knows what to expect from one another. Cal Poly Faculty, especially Nicky Adams who has a marine science degree program. Talked about having a student in winter and spring semesters (2013) from January to June which would work out very well as January is rescue and rehabilitation training at the center and January through April also is the heaviest time for weaner rescue (75 last year) on the central coast at the Marine Mammal Center. Expectation is that student would put in a minimum of 24 hours/quarter with potential for 40 hours for the winter course. More time required for spring quarter (32 to 40 hours) dependent on case load of student. Students will come from Biologic Science Department (Marine Science Degree program) or the Agriculture Department (pre-Veterinary program). Bill's focus and role would be to make sure that Cal Poly is involved at a "high level" of taking care of the student, that Bill would be doing some mentoring of the student in terms of clinical assessment of the animals and putting a report together to be presented to the FES docents in early May. Also potential for doing some research using the 15 years of data base information already collected and available commonly known as "data mining". Student would get class credits for the internship program along an FES funded stipend. There would be monthly evaluations (Lisa at Marine Mammal Center to help) of student. Because of the need to start advertising this program at Cal Poly, Bill asked for a motion to approve \$1,500 per quarter (winter & spring) for the stipend for a Cal Poly in either the Biological Sciences Dept. or the Agriculture Dept. for the internship with the Marine Mammal Center, Cal Poly and FES to begin in January, 2013. It was agreed that this arrangement would be a year-to-year arrangement and not automatically renewed. Motion was unanimously approved.

Respectfully Submitted by Megg McNamee