

**MINUTES OF A MEETING OF THE  
BOARD OF DIRECTORS OF FRIENDS OF THE ELEPHANT SEAL  
September 19, 2012**

**Present:** Bill Goodger, Jim Brownell, Tim Postiff, Kathy Hurrle, Donovan Marley, George Larsen, Bette Bardeen, Brandt Kehoe

**Aldo Present:** Bob Wilkins, Bob Yerena (NOAA), Marcella Boteilho, Megg McNamee, Carolyn Skinder, Brooke Gutierrez

Minutes of the August 16th meeting were unanimously approved.

**FINANCE COMMITTEE:** Bob Wilkins reports that the Finance Committee is researching the creation of an endowment fund for FES. He said that the committee will present the Board a report as soon as it is available. He is in full support of an endowment fund and hopes the Board is also.

**BOB YERENA** reiterated what a good working partnership his office and FES have and the importance of maintaining that relationship. He also mentioned that if docents call to report an incident, the importance of providing his office with details (license number, clear description, time of incident, etc.) and also to supply them with their own call back number. Reminder that NOAA is on call 24-7! He also suggested that great care be taken when using any photographs for our own publicity/educational materials. Too often, the public tries to mimic what they see on brochures and other media sources. He updated the Board on the recent local Panga boat drug bust. He said that their office feels that drug smuggling is a current issue and is likely to become more active in this area and further north. He also said that Panga boats are easy to spot as they have no cabin, no sails, 2-3 operators and 3-5 large outboard motors. He urged anyone who sees such a boat to call authorities immediately.

**OFFICE REPORT:** Marcella reported that the office is winding things up from the recent Soupabration. There are still some outstanding bills to be paid (approx. \$802) that are not reflected in the current Treasurer's Report. Marcella said that she thinks the current income is approximately \$14,725. An additional expense will be the cost of the celebrity dinners which will not be known until later. Last year those dinners cost \$650. She and Diane also calculated the number of hours that they had worked for the Soupabration at a cost of approximately \$450 which is not part of the listed expenses.

A discussion about Soupabration followed. Letters from Betty Nelson and Babs Mondschein were discussed. Bette Bardeen said that she was aware of a sense of negativity especially as it related to docents/volunteers having to pay admission, especially if they worked the event. Brandt suggested that future fundraising events perhaps offer optional admission fees for docents/volunteers as a reward for their performance. Other suggestions included free admission to docents/workers and or discounts. Tim said that making a profit is should not necessarily be the point, especially in consideration of the hours that docents give. George said that even if the fundraiser doesn't turn a profit, it gets and keeps FES in front of the public. He also expressed his disappointment that more docents did not participate in the Pinedorado parade this year and that more participation would have yielded as much publicity as the Soupabration did. He stressed the need to keep FES in front of the public. Jim Brownell suggested that if 80 docents were allowed free admission to our fundraising event (@\$40 each) that would only be \$3200 which we could easily afford with a net of \$14,000+. It was agreed that the Board will consider and further discuss the question of admission fees and whether to continue with fundraisers in the future. Any decision from the Board will be

postponed until Charmaine presents her report to the Board and has an opportunity to express her (and her committee's) views.

**PRESIDENT'S REPORT:** Brandt mentioned the cell phone facility for foreign languages (Museum 411 program). Depending on how extensively the app is used (128,000 minutes), it could run \$1,200 per year (using a pre-paid payment option). By using their smart phones, visitors to the bluff would be able to access (by calling an 800 number) information in their own language. The information might consist of a 5 minute discussion about what's going on at the bluff. If the participants' usage exceeded more than the pre-paid amount of minutes, then it would be our option to discontinue or not renew. Information would be available on our website but there would be a sign at the bluff providing the necessary phone information.

Brooke mentioned that Friends of Hearst Castle are doing a similar program with their audio tours. She thought it might be helpful to contact the executive director in order to utilize the research they have already done. Brandt also noted that FES was not too happy State Parks replaced the signs that provided foreign languages (written) with new signs that don't include any foreign languages. Was there any chance that we could have similar multi language signs again? Brandt asked Brooke if there was any chance of getting new signs with audio information included. Brooke will check with State Parks and report back to the Board.

Given the rapid development of smart phones it was decided to proceed in that direction since there would be no operating cost.

Brandt reported that we have sound on web cam now but is still a "bit on and off".

Regarding vandalism to the signs directing visitors to visit either the North or South viewing area, Donovan has ordered and is expecting the replacement directional sign this week. Multiple brochure holders have also been vandalized as well as one or two tubes. Tubes are being remodeled with preventative measures. Brooke asked that if and when any vandalism occurs that State Parks dispatch be notified. She also mentioned that in case insurance claims were made due to vandalism, there would be public safety report on file to back up a claim.

**TREASURER'S REPORT:** Bill reported that contributions from tubes and table and miscellaneous have fallen a bit short of budgeted amount. Table has gone over budgeted amount. There is now \$50,000 invested in CDs at Heritage Oaks. Bank accounts are now available on-line for the benefit of Bill and Marcella. A copy of the Report is attached.

Donovan said that Bill Johnson (head of Finance Committee) requested a motion authorizing the creation of an endowment fund. The Financial Committee will eventually be dealing with lawyers and accountants and feels a motion should be in writing. The motion is as follows: "That Friends of the Elephant seal establish an endowment fund for the purpose of securing long term financial stability in this organization." Motion was unanimously passed.

**TRAINING REPORT:** Bette reported there are less people than last year. Currently 9 interviewed starting training in the Fall training plus 6 from Spring Training. There is one person who has been accepted for training but is not available for Fall session. Tim and Barbara have created a new manual with fabulous information; really looks wonderful and many thanks for their hard work.

**MEMBERSHIP REPORT:** Donovan reported that YTD acquisitions are 115 and YTD renewals are 348 for a total YTD membership of 463. He also noted that there are 3 more months of membership anniversary renewal dates yet to come which should push the membership total to approx. 600. Total membership for 2011 was 528. Need 65 more members to match 2011 which he feels will happen by the end of the year. Income passed the budgeted amount of \$34,300 and is now at \$35,512 (an increase of \$1,212 - 3.5%). Income required to match total of 2011 donations is \$14,318 and will only occur if we get a "really strong response" to the tax mailing in December. Last year's tax mailing brought in approx. \$4,000. Expenses are higher than desired; budgeted at \$8,500. YTD expenses are \$11,019 which is \$2,500 over @ 31%. Donovan's goal is to have expenses represent 25% of income. Unless acquisitions pick up he will not maintain that 25% goal and will have to re-think the acquisitions program for next year.

Donovan passed out a new brochure that will go out in November. It is designed to set up next year's free seminar program. He plans to do a significant distribution of these brochures at restaurants, motels in Cambria and San Simeon. Mike Hanchette has indicated interest and Donovan hopes he will pay for it. Mike has also said that he has a significant mailing list that he would like to distribute the brochure to...Donovan also hopes he will pay for that postage.

Donovan handed out the most recent Activity Calendar and Summary. The calendar lists all of the scheduled activities for FES such as docent training, board meetings, finance committee meetings, newsletters, various mailings, seminars, etc. As an example, the Finance Committee has requested that everyone who intends to spend money out of the 2013 budget gets a budget request to the Finance Committee no later than November 7<sup>th</sup> so that they can consider it before it goes to the Board. Dates for Light Suppers with Speakers need to be confirmed and booked.

#### **OTHER BUSINESS:**

**DOCENT COORDINATOR JOB DESCRIPTION:** Marcella and Diana created a job description for the new position of Docent Coordinator and presented it to the Board via email prior to the meeting. Kathy Hurler made some suggestions (in bold) and passed her version out. Her suggestions were to further define the purpose of the job and what needs to be accomplished, such as being more proactive and insure what was happening with the docents. She suggested that docent coordinator try to talk to everyone as often as they can and that once every 4 months be on each shift in the office. She also felt that there should be coordinator should stay on top of why people leave the organization (aside from moving away) to determine if there are any underlying reasons. There is also a long history of complaints regarding docents that don't show up, leave early, show up when they are not scheduled, too many people on shifts, etc. that the coordinator might be able help determine if there are particular people having these problems, are there issues that we could solve or fix. Bette added that she felt the docent coordinator should be involved in coordinating docents for the school groups.

As soon as the job description is finished, a memo will be sent via email to all the docents. The announcement will invite docents interested to notify the office.

Kathy volunteered to write a job description covering only those elements associated with docents for this new position. It is recognized that a person filling this position may have other responsibilities as well. A motion to that effect was made and unanimously approved.

Tim suggested that we recognize 10 year charter docents with a new pin at the next docent appreciation dinner. Board unanimously agreed.

Bette will put up the new squirrel signs.

Office will add "class of" year next to all docents on the docent roster.

**DOCENT LETTER SUGGESTIONS:**

1. Announcement of the creation of upcoming endowment fund
2. Docent pot luck in November. Date and speaker to be determined.
3. Docents welcome to attend the upcoming training sessions.
5. Board has agreed to allow the Lighthouse to utilize a few of our plastic brochure receptacles for their (Lighthouse) information.
6. Internship program with Cal Poly
6. Announcement of a new position (Docent Coordinator) open to anyone interested should contact the office.

**CAL POLY:** Bill presented the signed **Memo of Understanding** to Cal Poly and the Marine Mammal Center in Sausalito. He mentioned that both he and Cal Poly have concerns regarding the required 32 hour winter quarter and 40 hours during spring quarter may present a problem. Some rescue situations take 16-20 hours and are "not by appointment". Even though programs such as this are important as references, students need to get and keep up their grades and that takes time. A compromise they worked out would be to have two interns rather than just one, hopefully from two different years. Both would be trained together but when scheduling becomes a problem, one could substitute. Stipend would be divided between both students (\$750 per intern per quarter). Bill intends to go to Cal Poly to conduct a discussion about this position to students that Cal Poly will have already recruited. That way Bill can talk to them directly and get the whole process "jump started" and provide a "hands on" approach. Lisa (Marine Mammal Center) will coordinate with Bill but will make the final decision from applicants. Upon completion of the program student will be given University credit and receive a grade from Nicky Adams, professor at Cal Poly.

**NEXT BOARD MEETING WILL BE OCTOBER 17, 2012, 1:00 PM**

Respectfully submitted by Megg McNamee

Attachments:

Treasurer's report

Retreat Summary

Memo of Understanding with Cal Poly

<b>SAVINGS ACCT: \$24984.</b>			
<b>CHECKING ACCT: \$32395. + (5K+ in CC not posted yet)</b>			
<b>CD's: \$50,000.</b>			
	<b>Account Type</b>	<b>Proposed 2012</b>	<b>Actual to Date 9/17</b>
	<b>Income</b>		
tubes/table/misc	Contributions	\$40,000.00	\$26,936.00
not the final #	Soupabration	\$23,575.00	\$17,988.00
	Hearst Theater		\$1,550.00
Ins.	NIAC Dividend		\$251.00
	State Comp Refund		\$243.00
	Webcam donations		\$140.00
end of yr donations	EOY contributions		\$1,500.00
	Adopt-a-Poll	\$1,200.00	\$508.00
	Memberships	\$34,000.00	\$34,017.00
\$9241.-Office/\$37282. - Bluff Table	All Merchandise Sold	\$40,000.00	\$46,523.00
	Savings Acct. Int.	\$100.00	
	Shipping & Handling	\$100.00	\$41.00
	PowerPoint Present.	\$100.00	\$50.00
	Bus Tours	\$200.00	\$450.00
		<b>\$139,275.00</b>	<b>\$130,197.00</b>
	<b>Cost of Goods</b>	\$20,000.00	\$19,238.00
		<b>\$119,275.00</b>	<b>\$110,959.00</b>
	<b>Expense</b>		
	PayPal Service Chgs	\$50.00	
	Credit Card Chgs	\$500.00	\$347.00
	<b>Docent Training</b>		
	Docent Equipment	\$2,500.00	\$3,675.00
*inc. speakers	Docent Event Exp	\$3,500.00	\$2,381.00
*inc. speakers	Spring/Fall Training	\$3,000.00	\$2,969.00
	Continuing Education	\$2,000.00	
	<b>Fundraising Expense</b>		
not the final #	Soupabration	\$7,134.00	\$5,343.00
	Hearst Theater		\$540.00
	Memberships	\$8,500.00	\$8,971.00
	Licenses/Permits		\$50.00
	Contract Labor	\$1,000.00	\$950.00
	Chamber Mbr Dues	\$500.00	\$433.00
	Office Equipment	\$800.00	\$0.00

	<b>Expense</b>	<b>Proposed 2012</b>	<b>Actual to Date 8/6</b>
	State Filing Fees	\$75.00	\$45.00
	Insurance	\$3,300.00	\$3,421.00
	Office Supplies	\$2,500.00	\$2,722.00
Giftworks upgrade/Tech Support	Program Expense		\$200.00
Interpretive displays/Seminar expe	Outreach Expense		\$682.00
	Webcam	\$6,000.00	\$6,998.00
	Internet	\$870.00	\$653.00
	Payroll	\$28,000.00	\$18,804.00
	Postage	\$1,000.00	\$575.00
	Printing	\$5,000.00	\$2,959.00
	Accounting	\$1,400.00	\$1,450.00
	Advertising		\$2,525.00
	Rent	\$4,800.00	\$3,200.00
	Equipment Repairs	\$250.00	\$135.00
	Sales Tax	\$5,000.00	\$2,797.00
	Travel		\$393.00
	Telephone	\$1,000.00	\$748.00
	Utilities	\$1,400.00	\$937.00
		<b>\$90,079.00</b>	<b>\$74,903.00</b>
	<b>Net Income</b>	<b>\$29,196.00</b>	<b>\$36,056.00</b>
	<b>Soupabration Income so far: \$12645.</b>		

## **SUMMARY OF CONCLUSIONS OF THE BOARD RETREAT 8-15-2012**

The Board of Friends of the Elephant Seal met on August 15, 2012 to consider what appropriate projects might be undertaken given an income level above our recent requirements. Our conclusions were as follows:

1. Maintain a reserve equal to our one-year operating costs, adjusting that reserve as operating costs change.
2. Employ a Docent Coordinator, a part-time employee with tentative duties including
  - Maintaining active contact with the docents
  - Scheduling docents for bluff duty
  - Monitoring adherence to the schedule
  - Developing plans for and arrangements for docent events such as the docent appreciation dinner, other potlucks and continuing education programs such as speakers.
  - Maintaining a current docent substitute list

Marcella will prepare a draft position description to present to the Board.

3. Establish an endowment fund, with some initial amount as a base.

The finance committee will do the initial planning for this fund and report to the Board

4. Continue to consider funding research activities and, in particular, approve the program, developed by Bill Goodger working with Cal Poly faculty and the Marine Mammal center, for a student intern with a stipend for two quarters. This is approved as a one-time project with subsequent review as a model for a continuing program

Bill will continue this project (after formal board approval of the expenditure).

5. Seek development of a Smartphone app to provide seasonal information about the elephant seals in a number of languages

Donovan Marley and Brandt Kehoe will pursue this possibility and report to the Board.

6. Investigate the possibility of monitoring tagged sharks in the Piedras Blancas area.

Jim Brownell will look into the cost and opportunity for such and report to the Board.

7. Committees will prepare budget proposals for the Finance Committee; e.g. Training, Education, Membership, School Groups, Bluff Table, Fund Raising (Annual event) and others in addition to the office manager and board.

# **MEMORANDUM OF UNDERSTANDING (MOU)**

between  
**The Marine Mammal Center**  
and  
**Friends of the Elephant Seal**

This is an agreement between The Marine Mammal Center, hereinafter called TMMC, and Friends of the Elephant Seal, hereinafter called FES.

## **I. PURPOSE & SCOPE**

The purpose of this MOU is to clearly identify the roles and responsibilities of each party as they relate to the hiring of student interns at the SLO facility of TMMC.

In particular, this MOU is intended to: Establish an internship with The Marine Mammal Center, San Luis Obispo Facility, to be funded as a stipend by FES, and offered to Cal Poly students in either the Biological Sciences Dept. or the Pre-Vet program.

## **II. BACKGROUND**

The Marine Mammal Center's mission statement shares commonalities with the FES, a non-profit organization with a mission statement of: "Dedicated to educating people about elephant seals and other marine life and to teaching stewardship for the ocean off the Central Coast of California."

The San Luis Obispo (SLO) operations facility staff will create and implement a new paid internship position to be funded by FES. TMMC has an established internship program, where a few Cal Poly interns have previously obtained credit only.

## **III. RESPONSIBILITIES UNDER THIS MOU – TMMC**

TMMC shall undertake the following activities:

- Develop the internship program, and provide the Announcement to FES and Cal Poly professors for recruitment.
- Promote – Through Cal Poly Biological Sciences Department.
- Review all applications, interview applicants, and make the final selection.
- Train interns through the TMMC stranding internship program, and on site in SLO, including providing classes.
- Provide the internship program at the SLO facility, and access of the marine mammal center's animal data base for research projects.
- Share progress and evaluations with FES board.
- Maintain records of hours worked and classes attended.
- Evaluate the program at the conclusion.



**IV. RESPONSIBILITIES UNDER THIS MOU - FES**

**FES** shall undertake the following activities:

- Sponsor the paid internship, with a stipend to be paid directly to the student intern.
- Provide the opportunity for the intern to give a presentation to the FES docents.

**V. IT IS MUTUALLY UNDERSTOOD AND AGREED BY AND BETWEEN THE PARTIES THAT:**

All final decisions will be made by TMMC staff.

**VI. FUNDING**

This MOU does not include the reimbursement of funds between the two parties. FES agrees to reimburse the intern directly.

**VII. EFFECTIVE DATE AND SIGNATURE**

This MOU shall be effective upon the signature of TMMC and FES authorized officials. It shall be in force from September 1, 2012 to June 30, 2013.

TMMC and FES indicate agreement with this MOU by their signatures.

Signatures and dates:

**TMMC Representative**

\_\_\_\_\_

\_\_\_\_\_ Date

**FES Representative**

\_\_\_\_\_

\_\_\_\_\_ Date