

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

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

Also Present: Marcella Boteilho and Carolyn Skinder

A motion was made and approved to amend the minutes of the November 28th meeting.

PRESIDENT'S REPORT: Brandt reported that Burney suggested Susanna Blackwell as a speaker for the April 20th educational seminar series who has done work on 2 topics, one of which might be a great "public session" topic on ocean noise and its effect on northern elephant seals (she has been studying the seismic testing done up north) and has also researched sleep apnea of elephant seals. Brandt will follow up with her.

Brandt submitted BID draft application for funding for video streaming. He will submit it as amended.

Multi Lingual project: At First pass looks like it is not going to cost us anything. Brandt's nephew who is high-up in the research department of Mozilla is going to help Brandt convert the website to a "mobile-friendly" website. All we will need is a page that will list the links available by language and a QR that takes one directly to that page. Brandt will learn how to alter the website. Brandt wants to put together a text statement for the molt and suggested starting with Joan's written information for the newsletter. He will send it out to board via email for input. Will also send out an email to docents asking for volunteers with language skills.

Brandt also spoke to Burney about research and sent one of Donovan's exploratory PDF flyers. He thought it was "tight" and well-read and was pleased that we were providing in depth information to those who are interested. His suggestions included 1) rather than 30 days from birth to weaning, 27 days would be more accurate, 2) an average of 34 days for female arrival and departure and 3) departure of weanlings from the natal rookery occurs at 3 ½ months of age on average.

Charmaine/Soupabration: Charmaine has requested an executive session/meeting with the board to further discuss the Soupabration. Charmaine, Richard Lee and Linda Rightmer would represent the committee at that meeting. In order to address their concerns, Brandt will request an agenda ahead of time and will try to set something up for February.

CAROLYN SKINDER: The Coastal Discovery Center – 2013

Dec – Christmas week: will be open, ***but not on Christmas day***

Jan –Feb 15 Exhibit overhaul (CDC closed) but *will keep sending folks to e-seal site*

Jan 13th ? – MBNMS - Monterey volunteer field trip to see e-seals and light station (TBA)

March 2-3 - CDC volunteer training

April 27th – MBNMS/CSUMB annual symposium at CSUMB in Monterey

May 3,10,17,24,31 (Friday evenings) – MBNMS/NOAA lecture series in Cambria

July 20th - CDC Ocean's Fair

July – Sept Saturdays: Discovery Saturdays at CDC (w/ CA State Parks San Simeon Campground)

School groups are scheduled on Weds and Fridays when possible.

In the news:

1. No more Sea otter exclusion zone !
2. Panga reporting: panga boat activity north of Piedras Blancas in the last few months.
NOAA enforcement, in conjunction with other state and federal agencies, asks us all to report any strange activities in the area including:
 - * panga boats showing up on shore, or suspicious looking boats (i.e. ones with no CF numbers) anchored offshore
 - * people on land looking out to sea in places where they would not ordinarily be pulled over.
 - * out -of- the- ordinary markings on fence posts or other structures along shorelines, or recently broken fences or gates

In addition to illegal activity, NOAA is also concerned with the large amounts of gas and/or oil that end up on shore or in the water from these boat landings.

Definitive reports of pangas: call 911

Odd characters in local vicinity, CENCOM at 831-649-2810/2817

Local San Simeon Beach concerns: Dispatch: 805-927-2068/2069 (also let Brittany and I know if we are here.)

Events at San Simeon cove or gas/oil concerns in the water or on the beach, call Carolyn: 805-801-0773, and I will directly notify NOAA and MBNMS officials.

3. San Simeon Beach e-seal situation: same as last 4 years – Mike and Robyn on patrol between Hearst Beach and Arroyo Laguna, with agency deterrence plan for pregnant females on Hearst Beach.
To report: San Simeon Dispatch 805-927-2068 OR (CENCOM-Monterey 831-649-2810)
4. CBIDS's Stewardship Traveler Program (at San Simeon): Contact Di Strachan for more information 530-926-1546 di.positivefutures@gmail.com

OFFICE REPORT: Marcella reported that Mike Connolly video-taped Burney's talk and the CD is available. 2013 tide books are in. Joe Golowka is back as the Saturday office volunteer. The office received a letter from Foothill Elementary indicating their interest in scholarships. Their school really needs help. Sharkey will write letter in response stating that we are not able yet, but are planning a funding program for the future. Marcella will send her some materials that she can use in the classroom. There is currently \$1000 budgeted for education and training (at Judy Thompson's request) but will probably only need \$500, if that. Donovan suggested that perhaps Soupabration could use subsidizing school groups as a fundraising goal. It was agreed that a comprehensive program is needed before any scholarship money is given.

Marcella also mentioned that Kristel called right before the meeting to say that she had met with her attorney Steven Hall (a very close friend of Barry VanderKelen) regarding setting up the endowment. Steven Hall suggested that endowment set up will be simple. Kristel, Steven and Barry will meet together prior to the January Board meeting presentation.

Marcella noted that she is aware of two or three individuals interested in joining the Board when the next vacancy becomes available. Board members whose terms expired in December 2012 agreed to temporarily extend their terms until a nominating committee can be formed.

TREASURER'S REPORT: Bill reported that the checking account balance is \$16,748 and \$47,605 in savings account along with a \$50,000 CD. He assumes funding for the endowment will come out of the savings account. Comparing January 1st through December 16th 2012 "real money" vs 2012 budget, our gross profit is up by approx. 12% or \$14,000. For the same time period, expenses are approx. 2% or \$2,000-\$3,000 less than was budgeted for. Bottom line is that we are approximately \$16,000 over what we anticipated in the budget. Net income YTD is \$45,507. Brandt suggested that was more than enough for the endowment. There are no set up costs but there will be some operating expenses for the endowment. It was agreed to not put any more money into CDs for the time being.

Regarding the 2013 budget, Soupabration figures have been removed, there was a \$1,900 correction (having to do Excel formula problems) and a rise of approximately \$13,000 increase in expenses (includes docent coordinator salary and internship stipends) for a total net projected income of \$4,195 (4%). The Board agreed that they were comfortable with these

projections, but acknowledged that there should be additional income if the number of times the table goes out to the bluff increases (as planned) along with Donovan's plans for his membership drive (which he is confident will be very successful). Marcella added that total printing and reproduction figure of \$4,000 was for only 2 mailings but there will actually be 3. That will increase that figure by an additional \$525-600 (including postage). This will bring the projected net profit down to approximately \$3,500.

After discussing hours and salary for the new docent coordinator position, a motion was made and carried that the 2013 payroll budget should be increased by \$2,000.

Tim Postiff, Kathy Hurlee and Bette Bardeen will interview candidates for docent coordinator.

INTERNSHIP REPORT: Bill Goodger reported that there were nine candidates for the new internship program. He also said that two of those had dropped out because of time demands. Five candidates were interviewed and two were selected: 1) Merissa Schuman; a candidate in Biology with a concentration in Marine Biology and Fisheries, expected to graduate in Spring of 2013 and 2) Kate Muster; a candidate in Biology expected to graduate in June 2013. Both interns are Cal Poly seniors and will start on January 7th. They will go to Sausalito to get basic training.

MEMBERSHIP: Donovan reported that memberships now stand at 576 which is 48 more than the total on December 31st last year. Total donations to date are \$45,722 which is \$4,108 less than was received by December 31st last year. If last year's pattern of End-of-Year gifts is repeated, it is likely that we will meet or surpass the total donations received in 2011.

Expenses are low for renewals at 14.36% of renewal income. Expenses are high for acquisitions at 77.39% of acquisition income. Total expenses to income is 29.87%. This figure should be reduced by December 31st as most of the expenses have been booked and we expect a surge of Tax-Deductible donations between Christmas and the New Year.

Docents continue to lead all groups of donors. To date, 53 docents have donated \$8,565 for an average donation of \$161.60. *Business Partners'* average donation is \$131.73. *Friend* renewals average \$68.46. *Friend* acquisitions average \$66.34. The average donation for all groups is \$79.38.

End-of-Year tax-deductible donations YTD total is \$2,365. Between \$700-800 of that came in January 2012 but were actually donations for 2011. Donovan expects the same thing to happen this year; i.e. donations will be received in 2013 from the 2012 membership campaign.

The inventory at this time totals \$827.43. Forty-one decals will be returned to the FES store for a credit of \$6.56. Eleven Adams' books will be returned to the FES store for a credit of \$63.36.

Nine caps without logos and nine patches, a total of \$48.33, will be charged to 2012 expenses and removed from the inventory. The remaining inventory is valued at \$709.18 and will be rolled into the 2013 books.

Kathy suggested that the membership renewal forms should have an additional box for “other” donation denominations. Donovan will make that change.

Donovan also presented the new **Reach Higher** acquisition brochure.

TRAINING COMMITTEE: Bette reported that Sanctuary Foundation held a training as it has been 5 years since the Central Coast Marine Protected Areas were implemented. There were several people there, including a dozen +/- FES docents. Bette received an email from Danielle Brown, Outreach Communications Specialist with the Marine Bay Sanctuary Foundation stating that January 19th is designated as “Underwater Parks Day”. The Sanctuary Foundation wants to keep the word out about MPAs is because they go through a public evaluation process. They are seeking advocates for MPAs and are seeking public recognition. They are interested in having FES participate on the 19th at VP 3. The Sanctuary Foundation would provide educational handouts and display materials. Bette will contact the docents that were at the training to see if they would be interested in participating.

Better also reported that there have been several (5) new docent applicants for Spring training, two of them speak Spanish.

ENDOWMENT: Sharkey reported that Barry VanderKellen will be at the January Board meeting and has invited the Finance Committee to attend. Sharkey said that he thinks if we get this endowment fund going it will be “the most significant thing any elephant seal board ever does” and that it has “some serious ramifications”, especially if it is irrevocable. He handed out written information regarding endowments and what they mean and asked the Board to read it. He also requested any questions and/or concerns that any of the Board members might have be submitted to Sharkey in writing prior to the January meeting and he will pass them on to Barry. Sharkey noted that there are a few issues that will have to be dealt with such as our By Laws as recently modified for State Parks Cooperative Agreement require that if we decide to fold this up, monies that are attributable to State Parks activities has to be given to State Parks. Sharkey suggested that we need to start some “trace-ability” or “tracks” on donations; where they came from, especially if those donations are designated for something that is clearly not state parks (endowment, special projects, etc.). He also pointed out that our agreement with the Community Foundation has the same features if we folded up. These are all points for the Board to think about.

Sharkey also said that there was a conflict in the paper work regarding State Parks and our By Laws. The By Laws do not reflect the agreement with State Parks. Brandt will get together with Sharkey to straighten out the discrepancy and report back to the Board.

Meeting adjourned.

Respectfully submitted by Megg McNamee, Secretary

Next meeting will be at 1:00 p.m. on January 16th, 2013

Documents Attached:

Treasurer's Report

Board of Directors chart

	Jan 1 - Dec 16, 12	2013 Budget
Ordinary Income/Expense		
Just Between Friends		
Use Where Most Needed	1,205.00	
Endowment Fund	125.00	
Translation System	25.00	
Total Just Between Friends	1,355.00	
State Comp Dividend	47.68	\$0.00
Royalties	730.32	\$800.00
NIAC Dividend Payment	251.34	\$250.00
Soupabration Fundraiser		
Soup Bank	1,860.00	
Auction(taxable sales)	3,528.26	
Contributions_Soupabration	4,620.00	
Soupabration Sponsor	175.00	
Food Sales	2,685.00	
Ticket/Wine Tasting Sales	7,194.00	
Raffle-Premium	1,520.00	
Raffle-Potluck	586.00	
Total Soupabration Fundraiser	22,168.26	
Misc Contributions	2,427.62	\$2,500.00
Table Contributions	14,587.25	\$15,000.00
Tubes Contributions	16,590.75	\$15,000.00
Membership Campaign-2011	900.00	\$900.00
Merch Sold - NonTax Shop	72.00	\$0.00
Membership Campaign-2012	41,039.50	\$45,000.00
Adopt a Poll	1,113.00	\$0.00
Webcam Donations	155.00	\$0.00
End of Year Donations	1,550.00	\$2,000.00
Hearst Theater Fundraiser	1,550.00	\$0.00
Merch Sold-Taxable-FES Shop	10,844.50	\$10,000.00
Merch Sold Taxable - Table	44,325.00	\$50,000.00
Refund	242.91	\$0.00
Bus Tours	614.00	\$200.00
Savings Acct. Interest	13.17	\$20.00
Shipping Income	67.50	\$50.00
PowerPt Presentations	50.00	\$50.00
CD Interest		\$350.00
	160,694.80	\$142,120.00
	27,315.18	\$35,000.00
	27,315.18	\$35,000.00
Gross Profit	133,379.62	\$107,120.00

	Jan 1 - Dec 16, 12	2013 Budget
		2013 Budget
Advertising	2,525.00	\$0.00
Professional Fees - Accounting	1,450.00	\$1,450.00
Webcam Stream	6,998.00	\$6,000.00
Pay Pal Service Charges	59.70	\$150.00
Bank Cards Discount	615.69	\$600.00
Contract Labor	1,250.00	\$1,300.00
Docent Supplies	4,275.81	\$4,500.00
Docent Event Expense	2,408.66	\$2,500.00
Docent Training Expense(includes \$1700. for speakers)	5,091.07	\$5,500.00
Dues and Subscriptions	508.00	\$600.00
Equipment, Office/Bluff	354.60	\$500.00
Filing Fees	45.00	\$45.00
Fundraising Expense		
Office Supplies 2013 Campaign	89.47	
Hearst Theater Fundraiser Expen	539.66	\$0.00
Cost of Membr Gifts-SalesTx incl	475.10	
Cost of Goods for 2012 Campaign	2,324.72	
Office Supplies-2012 Campaign	547.57	
Postage-2012 Campaign	759.99	
Printing 2012 Campaign	7,596.98	
Total Fundraising Expense	12,333.49	\$14,500.00
Insurance		
Commercial Property	418.00	
Insurance- Workers Compensation	1,127.33	
Insurance - D & O Insurance	1,200.00	
Insurance - General Liability	900.00	
Total Insurance	3,645.33	\$3,700.00
Licenses and Permits	50.00	\$50.00
Office		
Supplies	3,269.34	
Gifts	78.87	
Total Office	3,348.21	\$3,300.00
Cal Poly Internship		\$3,000.00
Shark Surveillance		\$0.00
Telepone Ap		\$0.00
Outreach Program		
Education & Training	670.96	\$1,000.00
Internet & Website Connection	797.50	\$900.00
Interpretive Displays	10.50	\$0.00
Total Outreach Program	1,478.96	\$1,900.00
Payroll		
Payroll Gross	22,408.00	
Payroll Tax Expense	2,295.98	
Total Payroll	24,703.98	\$35,000.00

	Jan 1 - Dec 16, 12	2013 Budget
Postage and Delivery		
Shipping Expense	196.60	
Post Office Box Expense	64.00	
Postage and Delivery - Other	612.14	
Total Postage and Delivery	872.74	\$1,000.00
Printing and Reproduction		
Membership Newsltr	1,102.39	
Brochures	442.60	
Newsletters	2,205.26	
Printing and Reproduction - Other	274.93	
Total Printing and Reproduction	4,025.18	\$4,000.00
Program Expense	319.92	\$480.00
Rent	4,400.00	\$4,800.00
Repairs		
Computer/Equip Repairs	135.00	
Total Repairs	135.00	\$650.00
Taxes		
Sales Tax	4,349.00	
Total Taxes	4,349.00	\$4,600.00
Telephone	1,027.32	\$1,000.00
Travel & Ent		
Meals	126.74	
Travel	315.62	
Total Travel & Ent	442.36	\$600.00
Utilities	1,158.93	\$1,200.00
	87,871.95	\$102,925.00
Net Ordinary Income	45,507.67	\$4,195.00

FES BOARD OF DIRECTORS AS OF DECEMBER 2012

NAME	PHONE	EMAIL	ADDRESS	POSITION/1YR	DIRECTOR TERM
Kehoe, Brandt	927-2850	brandtk@mail.fresnostate.edu	680 Canterbury Ln, Cambria, CA 93428	President	3 rd term ends 12/2014 (extended)
Brownell, Jim	927-1756	jbrownell@mac.com	310 Stafford, Cambria, CA 93428	Director	2 nd term ends 12/2012 (temporarily extended)
Larsen, George	661-746-6056	glarson@bak.rr.com	283 Oak Street, Shafter, CA 93263	Director	2 nd term ends 6/2013
Marley, Donovan	239-1865	donovanmarley@yahoo.com	2985 Warm Springs Lane, Templeton 93465	Director	1 st term ends 12/2012 (extended)
Postiff, Tim	927-3954	tpostiff@sbcglobal.net	901 Suffolk, Cambria, CA 93428	Director	1st term ends 12/2012
Goodger, Bill	(608) 770-1448	wgoodger@wisc.edu	1291 Alder Ct., San Luis Obispo, CA 93401	Treasurer	1 st term ends 2/1/2014
Bardeen, Bette	995-2869	bbardeen@charter.net	850 S. Ocean Ave, Cayucos, CA 93430	Director	1 st term ends 1/1/2014
Warrick, Sharkey	927-0756	sharkwarr@aol.com	6543 Buckley, Cambria, CA 93428	Director	1 st term ends 7/1/2014
Hurrle, Kathy	927-2271	khurrle@charter.net	5101 Oakhurst, Cambria, CA 93428	Director	1 st term ends 7/1/2014