

**MINUTES OF A MEETING OF THE  
BOARD OF DIRECTORS OF FRIENDS OF THE ELEPHANT SEAL  
April 17, 2013**

**PRESENT:** Bette Bardeen, Dave Bauer, Christel Chesney, Bill Goodger, Kathy Hurrle, Brandt Kehoe, Donovan Marley, Tim Postiff, Sharkey Warrick.

Guests present: Marcella Boteilho, Ellen Stoner.

**MINUTES FROM MARCH MEETING**

A motion was made and carried to approve the minutes of the March 20<sup>th</sup> Board meeting with an addendum: In the event of a conflict and/or encounter with an elephant seal, docents should always call Marine Mammal Center as well as State Parks.

**DOCENT COORDINATOR**

Ellen Stoner reported on her progress in starting the tasks that the Board assigned to her. Subjects included docent pot luck in July, Pinedorado Parade (Christel will coordinate), the e-seal length displays on the bluff, potential picture book.

**OFFICE REPORT**

Marcella reported that Carolyn Skinder is still under the weather with a broken foot so the Coastal Discovery Center will open in May (it was due to open in March). The lecture series schedule is almost finalized. Diana is going to meet with Carolyn regarding our outreach program possibilities (Savor the Central Coast) and will report to the Board at the next meeting. Marcella and Diana are continuing to research social media; they are looking for someone to help with the development. The new e-seal skull replica has been delivered.

**PRESIDENT'S REPORT**

The new bridge for the webcam, although it was what Brandt was told to order, is inadequate. State Parks will order and pay for a bridge that will solve the current problems. When the new one is installed Brandt will look into returning the one he bought. Ustream is changing the upload charges; they will now be based on viewer hours per year. Over the last 12 months we used ½ of the hours that would be covered by a \$6,000/year charge. He will monitor usage and recommend requesting people turn it off when not viewing if that becomes necessary. The board agreed to keep Ustream and continue to research cost.

**TREASURER'S REPORT**

The checking account balance is \$17,482 and the savings account balance is \$64,309. Table, tubes, and office sales are all doing well.

Bill indicated that the intern presentation on April 20<sup>th</sup> (pizza night docent dinner) will cover Marine Mammal elephant seal rescue and rehabilitation along with research being done as it relates to the rescues. Two professors from Cal Poly will also attend. Hopefully this will build a stronger relationship with Cal Poly.

**MEMBERSHIP REPORT**

In 2012 Donovan chose not to send out renewals until March when the webcam was in place, so renewals were down during the first quarter of last year and subsequently this year. Renewals are now

on track. Acquisitions are holding; most come in during birthing season, decrease during the summer, and begin again in the fall at the beginning of the next birthing session. Docents are still the biggest individual donors. First quarter income was \$10,165. During the first 17 days of the 2<sup>nd</sup> quarter \$5,520 came in.

## **TRAINING COMMITTEE**

Bette reported that the Spring Basics Training had 8 new docents and the two interns. Phil Adam's presentation "changed it up". Mentoring is almost complete. Jackets will be presented to the new docents at the Pizza Night dinner. The committee is working on the new fall training program. There was discussion of a five year docent review, a continuing education approach, or some other method to insure that docents are keeping up with new information.

## **SCHOOL BUS SUBSIDIZING PROJECT**

Kathy obtained the data on the schools with high participation in the free/reduced price lunch programs, and the committee decided to limit the program to grades 3, 4, and 5. This is the group most likely to benefit from a visit to the bluff. The offer this year will be limited to 5 elementary schools with the highest participation in the above lunch program and exclude the schools that the lighthouse already pays for. In addition, we will invite Carrisa Plains Elementary School, which has only 30 students, many of whom may never have seen the ocean. FES will offer to have docents visit the five schools to give a brief presentation. Kathy outlined the timing of the letters to the schools. The expectation is to stay within the budget of \$10,000.

## **OLD BUSINESS**

### **ENDOWMENT FUND**

After discussion about this fund, the Board agreed to send a letter to the docents explaining the basis of the endowment and that it is hopefully to be funded by large donors.

### **ARROYO LAGUNA**

Some docents were upset by the people on the beach after March 31<sup>st</sup> when the Superintendent's Order for Closure ended. Discussion revolved around what might be done about this issue for next year.

### **HEARST CASTLE TOURS**

Bette asked Penny Harris about complementary tours for volunteers in SLO County and received the documentation on the policy. There will be further contact with Lisa Remington to finalize how to do this.

### **NEW OFFICERS**

There is currently no Vice President. The bylaws require only a President and a Secretary. There was discussion about instituting term limits. The Board agreed to revisit the bylaws and discuss term limits.

### **TOO MANY DOCENTS?**

There was discussion about reducing the number of shifts required from 4 to 3 per month. It was pointed out that the C shift starts this month, and that docents who regularly do school groups could count those shifts toward their minimum.

Respectfully submitted by Megg McNamee, Recording Secretary;  
edited by Ellen Stoner, Docent Coordinator

**NEXT MEETING WILL BE ON May 15, 2013 AT 1:00 PM**