

**FRIENDS OF THE ELEPHANT SEAL  
BOARD OF DIRECTORS MEETING  
JULY 17, 2013**

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

Also Present: Ellen Stoner, Marcella Boteilho, Megg McNamee and guest speaker Barbara Block

Minutes of the June meeting approved.

**OFFICE REPORT:** Marcella reported that the Discovery Fair would be next Saturday at the San Simeon Cove. The FES Potluck dinner will be held Saturday, July 27<sup>th</sup> at the Vets Hall. She also talked about the “drone incident” that involved a photographer using his own personal equipment. Marcella called Bob Yerena who had already interviewed the docent who witnessed/reported the incident. Apparently none of the docents who witnessed the incident realized that the Marine Mammal Protection act makes it illegal for any aircraft to fly over any National Marine Sanctuary at less than 2,000 feet. Training committee will address the issue to make sure it is clearly addressed in further trainings. Ellen will also incorporate relevant information into one of the upcoming newsletters.

Marcella suggested a future committee to discuss possibility of a mobile interpretation center at the bluff. There was a brief discussion about a future Board Retreat but no decision was made.

Marcella also suggested that there is a huge need for more storage space so that she can order more “product” for the table and shop, therefore saving shipping expenses and time. She also reported that Ellen has offered one of her storage containers for FES use. Marcella will also contact the person who manages the Tin City storage units to get on the waiting list there.

**PRESIDENT’S REPORT:** Brandt reported that Pet Collective wants to stream the elephant seal web cam. Objections were the plausibility of 24 hour streaming (could be handled with recordings during day light via State Parks), our camera needs to be “steered” to keep attention on the seals (this would not be a good month to start this) and association with a “pet” site possibly sending out the wrong message. They would pay \$300 for the first month and if both parties decided to continue, that fee would have to be negotiated. It was decided to wait on the decision until State Parks can be included in the discussion.

Brandt has started work on the smart phone app for foreign tourists. He needs help from people that can translate into their language for the app. Ellen will put out written request for volunteers who are comfortable translating written text into their native languages or are comfortable reading that text for recording purposes. Donovan suggested consulates may also be of some help.

**TREASURER’S REPORT:** Bill reported that budget is exactly on schedule and doing well. The Money Market account balance is \$34,309 and the Checking account balance is \$23,150. Marcella will transfer money out of the checking account into the money market account. Upcoming financial budget expenditures such as payroll/bonuses, attorney fees, school bus project, fencing and boardwalk maintenance need to be discussed by the Finance Committee prior to the November meeting.

Bill also reported that the Table has brought in \$9,000 (gross) since July 1<sup>st</sup>. Cost of Goods is well below budgeted amount.

The \$10,000 CD is coming due August 21<sup>st</sup>. It was agreed that Bill will renew it for another 3 years.

**TRAINING COMMITTEE:** Bette reported they are on schedule and plan four sessions. A few applications in but they plan to do some advertising. Training committee is considering cutting back on newspaper advertising as none of last years’ trainees saw the ads in the Cambrian or the Tribune.

The Training Committee has had several conversations regarding continuing education for our docents. The Board felt strongly that there is a need for keeping our docents up to date on new information by continuing their education. There is still a lot of misinformation coming from some of the more experienced docents...how to solve the problem of bringing new information in and correcting misinformation? Bette thinks a committee needs to be formed that can develop a continuing education program designed to update information and make it available to the docents.

The new Mission Statement/Operational Guidelines were discussed. Motion was made to accept the Operational Guidelines as amended (attached).

**MEMBERSHIP REPORT:** Donovan reported that there are currently 331 members and if second half of 2013 is the same trend, membership will be up from last year. 2013 Year-To-Date membership income is \$27,054 which is more than half of last year's income. Donations are usually heavier in second half of year due to year-end tax mailing. 60% of the budget is in. \$4,000 of the expected \$10,000 being raised for the endowment is already in. Expenses are down to 32% and are expected to continue to go down because majority of printing is already done.

**SCHOOL GROUPS:** Kathy reported that all schools contacted have responded. She is still uncertain as to how many students will participate as several of the returned forms were not filled out correctly. She assumes there will be a minimum of 389 but could go as high as 630 and will be clarified later this year. Kathy thinks the budgeted amount will be between \$5,500 - \$7,000 but all depends on the actual number of students participating. The program will run from December through April and will require several docents to take these school groups (125 students could require 12 docents). Kathy proposed that members of the Board should sign up to help and show support of the program. Judy Thompson will run training classes in order to recruit and train school group docents.

**OLD BUSINESS:** The article that Joan Crowder wrote for the newspapers regarding the new endowment fund was approved.

The Board discussed the need for legal help in order to secure the future of the endowment fund as it relates to our current Agreement with State Parks. It was generally agreed that there is a great deal of ambiguity in the current agreement and no clear understanding (on our part) of the legal foundation of State Parks and/or FES. A motion was made and carried that Sharkey will contact an attorney in order to create a letter/memorandum of understanding which would append our current agreement with State Parks.

**NEW BUSINESS:** Ellen Stoner said that the next newsletter will go out in one week pending any changes from the Board. Ellen also met with the Training Committee to discuss the scheduling software and they were not in favor of it. All agreed that there are communication problems stemming from not understanding how to use the new system. Brandt suggested that Ellen put the docents who have regular schedules (month after month) on the calendar first (before the calendar goes on the web) and send that partially filled-in schedule to docents which would make it easier for people with more flexible schedules to choose shifts that need docents. Ellen will start the new system (complete with instructions) as of the September schedule.

**GUEST SPEAKER Dr. Barbara Block** a Stanford professor at Hopkins Marine Station in northern California gave the Board a video presentation about her work with the shark monitoring project.

Respectfully submitted by Megg McNamee

Next Board meeting will be on August 14<sup>th</sup>.

Attached: Revised 2013 Operational Guidelines