

**MINUTES OF A MEETING OF THE
BOARD OF DIRECTORS OF FRIENDS OF THE ELEPHANT SEAL
AUGUST 21, 2013**

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

Also present: Megg McNamee, Marcella Boteilho and Ellen Stoner

Minutes of the July 17th meeting were approved with corrections to the Office Report and the Training Committee report.

PRESIDENT'S REPORT: Brandt reported that the new web site is now online and that the older one will soon be obsolete. He also reported that the translations for the section of the web site to be viewable by smartphones on the bluff are almost complete (French, and Spanish translations are done – Italian done but not yet received). He also said that Bob Yerena had not responded regarding the beach harassment issue discussed at last Board meeting. Joan Crowder has submitted her article on the FES Endowment and it is expected to be published in the next issue of the Cambrian. Brandt said that the webcam is working well but the audio portion is still not reliable. A motion was made and carried that FES would support NOAA's proposal to support the re-establishing sanctuary nomination process as outlined in a previous memorandum/email to the Board.

OFFICE REPORT: Marcella and Ellen successfully incorporated the use of *Mail Chimp* software to get a recent email blast out. *Giftworks* is the software currently being used to handle membership/donation campaigns and membership information along with docent hours. The Board approved purchasing the newest version of *Giftworks* which interfaces with *Mailchimp*. Marcella and Ellen are both working to further their understanding of *Giftworks*. Marcella also reported that docents had 28,615 visitor contacts in the month of July (the highest number FES has ever had) and that the Table brought in over \$15,000 (net \$10,000) during that same month. She also reported that there have been improvements in the Cavalier Plaza including painting, the Chamber being open almost every day and a new touch screen at the Chamber. In light of the fact that the Scarecrow Festival is being extended to include San Simeon, "FESS" the FES scarecrow will be brought to San Simeon to join with other scarecrows from the Diva Day Spa, The Morgan, the Chamber, the Cavalier and Brooks Gallery.

TREASURER'S REPORT: Bill reported that current balance in Money Market Account is \$44,308, the Checking Account balance is \$19,973. Regarding our budget, Bill suggested staying as conservative as possible by not over-estimating income from the table which is already close to the annual proposed budget amount. We will be taking on some new costs (webcam, salary bonuses, school bus project, boardwalk, attorney fees, etc.) in late 2013 into 2014. These extra costs will be subtracted from the budget net amount of \$39,701 leaving a net of \$19,000 at end of this year. Bill mentioned his concern regarding purchasing the shark monitoring buoy, its impact on our fiscal health and questioned the return on this investment. The buoy would cost \$20,000 and he speculated that maintenance of the buoy may be as much as \$3,300 per year. A boat would have to be chartered at an additional cost of several thousand dollars. Conversation regarding what gain there would be for FES pointed to having access to real time shark information and live data which could potentially bring researchers to this area. Our interest in this project pertains strictly to the interaction between white sharks and e-seals in this area and the interpretation of that data in real time. It was also agreed that this project falls well within the FES Mission Statement. It was agreed that Bill will contact CalPoly to see if they would provide a boat sometime in the future that could launch the buoy. Brandt will draft a resolution stating that *FES cannot take on the entire cost and responsibility but would very much like to have the buoy here. FES would provide \$15,000 toward the initial costs and will provide assistance in locating a*

suitable boat. FES would also negotiate an annual contribution for the upkeep and maintenance of the buoy.

Internship Program: Bill reported that Lisa Henderson has sent out the initial announcement for this year's intern program. Interviews will be held in October and it is hoped that 2 students will be hired in November. The interns will be paid \$2,000 each rather than \$1500.

TRAINING COMMITTEE: Bette reported that ads have been run in the Bay News, the Tribune and the Cambrian. There have been a few responses. 4 applicants have been accepted so far and 4 are yet to be interviewed. There are an additional 8 from the Spring Training. The manager at Cavalier told Bette that they do not want to donate as much food as in the past. Marcella talked with Linda who said that they are willing to comp the first day (coffee, muffins, fresh fruit, etc.) but it would be \$10/day/person thereafter. They will comp the coffee, tea, etc. throughout but not muffins, fresh fruit, etc. The training committee has finished the new Operational Guidelines to include State Park orders regarding visitors passing through the beaches. The new Guidelines will be printed in early September. A copy of the new guidelines is attached. Bette also noted that Barbara Sellers and Tim Postiff have refurbished the handbook, added new photographs and articles. It will be ready to hand out to the new trainees.

MEMBERSHIP COMMITTEE: Donovan reported that as of August 20th, 392 members have either renewed or been acquired; 292 members away from last year's total. Income to date is \$30,680 which is 68% of the budgeted income. He is confident that we will match last years' of \$53,878. Docents are leading the way again this year with their donations. There is an expected restricted donation" of \$1,900 which is to be spent for in-service training for the docents.

There was a discussion regarding the color brochures taken to the bluff. Ray Hopkins said that he has seen a huge increase of color brochures (both FES and Lighthouse) on the ground and in the bushes. The brochures cost \$7,000 per year. It was agreed that even if we no longer take them to the bluff, they should continue to be distributed to local motels and Chambers but with a slightly different design. Donovan will prepare more information and ideas for the next meeting. Trash cans were discussed again but no conclusion was reached.

ENDOWMENT FUND REPORT: Sharkey reported that as of June 25th there is \$35,000 in the endowment fund and that the fund made \$850 in July. FES will get quarterly reports starting in September. He also notified the Board that Barry has resigned from the SLO County Foundation effective at the end of September. Sharkey asked if he might be interested in independent consultation work for FES to help Donovan focus on getting the larger donations. Barry has had several other offers and is not yet certain what direction he will go. The Board agreed that Sharkey should pursue the idea with Barry.

DOCENT COORDINATOR: Ellen reported that the draft version of the current newsletter is available and asked the Board take a look for suggestions, corrections, etc. She will also add a blurb regarding the new seed money for tubes. She asked for ideas regarding "what to do if you hear a docent say something that isn't true". It was agreed that Ellen will write a paragraph in the next newsletter stating that "if you hear something you disagree with, talk to the docent coordinator".

OLD BUSINESS: Tim suggested that more seed money in the tubes will probably encourage donors to leave more money. It is now policy to put a \$5 and a \$1 dollar bill in the tubes before they go out and will be noted in the next newsletter.

Christel asked that all participants in this years' Plinedorado be at meeting spot at 9:00 sharp. Details will be in the next docent newsletter. She also reported that there were two places in the bluff fence that needed repair and that this info had been forwarded to Brooke and Lisa.

EXECUTIVE SESSION: Regarding the position of Outreach and Membership Coordinator, it was resolved that Marcella would be responsible to create a job description which would be reviewed by Brandt. Marcella will recruit candidates, and head up the interview process (along with 2 Board members) in order to select a candidate to take over the responsibilities of Outreach & Membership Coordinator. The position will offer the same salary and hours as before. The Board will ratify the hiring decision.

It was agreed that the October 16th Board/Retreat meeting will be held at Dave Bauer's home.

Next Board meeting will be held on September 16th.

Respectfully submitted by Megg McNamee

Attached: Revised Operational Guide