

**FRIENDS OF THE ELEPHANT SEAL
BOARD OF DIRECTORS MEETING
OCTOBER 16, 2013**

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

Also Present: Ellen Stoner, Marcella Boteilho, Megg McNamee and Lisa Remington

Minutes of the September 18th meeting approved.

OFFICE REPORT: 1) Joan Crowder's article regarding installation of the shark monitoring buoy has been sent to the local newspapers. There was a question regarding the distance a tagged animal needed to be from the buoy before it would be detected. Brandt would make sure the information in the article was accurate before it was published. 2) Marcella notified the Board that CALPA had requested FES to join the organization and that the annual dues was \$150. It was generally agreed not to join CALPA at this time. 3) Marcella also said that FES was out of the information brochures that we supply to various Chambers and Visitor Centers throughout the county. The last time FES purchased them it cost \$350 for 5,000 and that that batch had lasted approximately one year. The Board approved the purchase of an additional 5,000. 4) Marcella requested permission to purchase a small refrigerator for the office. The Board approved. 5) Marcella also informed the Board that the quality (materials/workmanship) of the stuffed eSeal toys had continued to deteriorate. She said that since the beginning of August she had purchased other small stuffed animal toys from a different manufacturer (K&M) and were selling "like hotcakes" at the bluff table. She had already contacted them to find out if they could also manufacture the eSeal toy. They are working on a prototype. The sales rep suggested that if FES prepaid for 1,000 units (\$4,500) they would be able to manufacture them. The Board suggested that Marcella use her own judgment and make whatever decision she feels is best. 6) Office is running well with Marcella and Ellen splitting duties and responsibilities. Ellen will cover for Marcella when she goes on vacation later this month. 7) Marcella reported that the front door is occasionally left unlocked. She suggested that docents need to be reminded again to make sure the door is secured before they leave. Marcella will also contact someone to look at the door itself to make sure it is working as well as possible.

PRESIDENT'S REPORT: Brandt read the thank you letter from the Dean of Humanities and Sciences at Stanford thanking FES for our support in the installation of the shark monitoring buoy. Brandt will supply a resume/summary of the presentations by Susana Blackwell who will be giving 2 talks next month (Rabo Bank and Docent Potluck dinner). He suggested inviting Barbara Block for the April Potluck.

STATE PARKS REPORT: "Lisa asked if financial assistance would be available for interpretive items that she uses in spring and summer programs. She will get back to the board with specifics and any other items that state parks would like considered for the 2014 budget." She will get back to the Board if there any other items that should be included in the 2014 budget. She was also asked if she had heard from Nick regarding the Addendum to the Agreement with State Parks but had not. Bette asked about the Marine Protected Area signs in storage. Bette asked if it be possible to post a Marine Protected Area

sign between Vista 3 and 4? Lisa will look into it. The Coastal Trail sign still needs to be moved. Regarding the new language facility app now available at the bluff, Brandt mentioned that because of very expensive roaming charges Europeans wouldn't be likely to use it. He asked if WiFi were an option. All agreed that having the webcam operational fully (audio and visual) was great, especially with the breeding season about to start. Brandt is still trying to contact Tom Kidder to set up a meeting with him and Josh so that Brandt could better understand the technical operation of the webcam. Brandt also mentioned installing a vehicle counter at the entrance to VP3. It was agreed that Cal Trans would have to approve rather than State Parks. The cost for the counter is approximately \$350. Lisa will provide the name of a good "contact" at CalTrans for Brandt.

FINANCE COMMITTEE: Bill reported that the next finance committee meeting is the second Wednesday in November and will project the 2014 Budget. Bill suggested that the Board look at additional expenses to be considered: school groups (\$10,000 already approved), attorney fees (Sharkey will make contact and is estimating \$1,000-1,500), endowment consulting fees (Sharkey will pursue before the Finance meeting), Board retreat for 2014 (Dave Bauer will do at no cost), docent field trips (Ana Nuevo and Channel Islands-Ellen will organize and get cost information), buoy maintenance (expected to be approx. \$3,000 annually).

The 2013 budgeted income goal has already been achieved for the year.

TRAINING COMMITTEE: Bette reported that the 1st session of FES University was last Saturday. Bette said it was a good group and that they loved the trip to the lighthouse. There are 16 trainees.

MEMBERSHIP REPORT: Donovan reported that there has been little change over the past month and that we are \$7,000 away from hitting the budget; he is confident that we will reach that goal. There was a discussion regarding the business campaign. Not doing it would save between \$7,000-8,000 (printing costs). Donovan talked about combining the Bluff News with the Acquisition Brochure to include Business Partners listing on the back, but State Parks restrictions make that impossible. He is still looking into an appeal that would just use our website to promote our business supporters.

State Parks agreed that they could use a 17x11 sheet of paper with a single fold to print the Bluff News. This new format would enable us to print one issue that would include the entire year's eSeal activity rather than three different seasonal ones. With the larger paper, additional information could include what elephant seals do "the other 10 months of the year", i.e. while at sea. The new paper size would require purchasing new plastic spring loaded dispenser boxes for the bluff along with additional folding for the packs (which can be done in the office with the folding machine). The idea was well received.

Donovan also suggested a design change to the FES logo. He also suggested that the words "central coast" be replaced with "Piedras Blancas". Marcella said that she knows of a designer (Gaia Graphics) and that she would charge \$90/hour and estimates approximately 20 hours at a cost of \$1800. Board was asked to consider the idea.

DOCENT COORDINATOR: Ellen presented a plan to construct new elephant seal length/weight signs to replace the current signs. Ellen has received approval from Lisa Remington/State Parks. She suggested making four of them, two for each end of the bluff viewing areas. After a discussion of materials to be used, Tim suggested Ellen talk to the contractor that created the water tower at the light station. Ellen will contact him to get an idea of costs so that the finance committee can include it in the next budget. Ellen has also made a portable windbreak screen (foam core) for the sales table at the bluff and will report back to the Board about it's success.

Executive Session:

1. A motion was made and carried to give office staff raises effective January 1st, 2014.
2. A motion was made and carried to invite Michele Roest to become an advisor to the Board. It was also noted that PJ Webb no longer wishes to be listed as an adviser to the board.
3. A motion was made and carried to re-appoint Bill Goodger and Bette Bardeen to the Board (their current terms expire in January 2014).
4. A motion was made and carried to re-appoint Brandt Kehoe as President of the Board for a third term (his current term expires in January 2014) and continue as President of the Board.
5. Proposed Board Retreat will be on the 3rd Wednesday in March 2014 in conjunction with the Board meeting.

Next Board meeting will be on November 20th, 2013

Respectfully submitted by Megg McNamee