

**MINUTES OF A MEETING OF THE
BOARD OF DIRECTORS OF THE FRIENDS OF THE ELEPHANT SEAL
November 20, 2013**

Present: Dave Bauer, Bill Goodger, Kathy Hurrle, Brandt Kehoe, Donovan Marley, Tim Postiff, Sharkey Warrick.

Absent: Bette Bardeen, Christel Chesney,

Guests: Marcella Boteilho, Ellen Stoner, Lisa Remington, Jim Boucher, Carole Adams.

The meeting was called to order at 1 pm.

MINUTES Motion to approve minutes of 10-16-13 passed.

GUEST Jim Boucher from the Piedras Blancas Light Station talked about recent developments in the Outstanding Natural Area. BLM gives that title to special areas under their management. In 2008 the 19 acres at the Piedras Blancas Light Station were designated an Outstanding Natural Area. The congressional act defining this designation indicates that state and privately held land adjacent to one of these areas may also receive this designation when appropriate. As a result of an agreement between the BLM and CA State Parks the entire area of about 476 acres from the fence line north of the old motel down to the fence line of the Hearst Corporation Bull Field at Arroyo Tortuga is covered by the designation; this includes the entire elephant seal rookery. When Route 1 is moved the new portion to the ocean side of the highway will automatically also be covered. The plan is to restore the entire area to native plants.

OFFICE REPORT, Marcella Boteilho

There was one change to the budget report.

Marcella presented a bran muffin and card to Brandt for his 80th birthday. Brandt extinguished the candle with one blow.

PRESIDENT'S REPORT, Brandt Kehoe

We can have wifi hotspots carried by docents for visitors to use for the new translations. Anyone can access the translations now with a cell-phone, but foreign visitors have roaming charges. The wifi hotspots will be a telephone link, so FES will pay a phone charge. The card with the symbol will say "available from 10 am to 4 pm".

Discussion centered on how many hotspots there will be and if they will be carried by docents. The cost is \$50/unit initial cost, \$30/month for up to 4 GB regardless of the number of units, and \$20/month per unit. Each wifi hotspot will be accessible within 50 feet of the docent carrying it. The units will have to be recharged every evening. To start with we will purchase 2 units and see how it works out. Motion was made, seconded, and passed to activate the language program on the bluff and authorize the President to proceed with whatever is needed to get us there.

Webcam progress: There continues to be problems with the translation of the video and the audio data. Brandt continues to work on the issue.

TRAINING COMMITTEE REPORT, Tim Postiff

A subcommittee of the Training Committee (Polly Tatton, Barbara Sellers and Tim Postiff) has been talking about continuing education. The committee looked for old training materials to see what old information needs to be discussed, but the old materials do not seem to exist. The committee will submit items like the one in the December docent newsletter; and possibly quizzes or puzzles. We may also make presentations from speakers like Susanna Blackwood available. It was noted that about 80% of the docents open the newsletter in their email; a few more see it as text and view in their web browser, so it appears to be a good venue for updating old information.

GUEST Lisa Remington

There was brief discussion about the passes to the castle for volunteers, the proposed new length signs for the boardwalks, and the weekend monitoring at Arroyo Laguna during the birthing and breeding season.

OFFICE REPORT addendum, Marcella

Michelle Roust wanted us to know that CBID has proclaimed February to be Coastal Discovery Month; they will be promoting events associated with the coastal environment throughout the month. FES will offer four Saturday seminars on mating and weaning followed by rookery tours.

MEMBERSHIP REPORT, Donovan Marley

Year to date 480 members have given an average of \$86 for a total of \$41,322. FES stands a good chance of reaching last year's total of \$53,873. Brandt is changing the webpage for business partners and will organize it by places to stay, places to eat, etc. The business campaign mailing will go out at the end of November. There will be no acquisition brochure next year; acquisition solicitations will be on the back page of the E-Seal News that is distributed in the rookery.

We are at 91% of budgeted income. *Friend for Life* category is up this year, *Great Friend* category is low, *Good Friend* and *Friend* categories probably will not make target. In next year's renewal brochure we will suggest that members can include FES in their will. This category of donors will be called *Friends Forever* or *Forever Friend*.

A motion was made, seconded, discussed, and passed to remove "Central Coast" from the FES logo and replace it with "Piedras Blancas". A motion was made, seconded, discussed, and passed to contract with a graphic designer to develop a possible new logo for FES with an authorization to spend up to \$1,800.

DOCENT COORDINATOR REPORT, Ellen Stoner

The Docent Appreciation dinner is scheduled for Saturday February 1, and the Veteran's hall is reserved. Dr. Barbara Block or her colleague Taylor Chapple will be speaker for the April docent event. The tentative date is April 19.

Pressure treated legs and concrete block 'footers' are acceptable for the new length signs as long as the concrete is 2" thick and not the type used for decks. Lisa agreed that the important item is that we are not digging holes.

There is no progress on the docent trip at this time.

There is a problem with the number of people making journal entries, and Ellen will make some adjustments to the method of reporting to more accurately reflect the contacts made.

TREASURER'S REPORT, Bill Goodger

The 2013 income and expenses compared to budget were reviewed. Merchandise sales are ahead of projection. 2014 budget expenses were reviewed, particularly those that are either new or considerably different from the equivalent 2013 expenses.

A motion was made and seconded that at year end 2014 all the net profit surplus, up to \$10,000, be put into the endowment fund. After considerable discussion the motion passed.

Update on shark monitor: the reason to remove the monitor is the potential for storm damage when the sharks are not expected to be here. Sharks are here from late summer to February. Detection is within 1,000 feet of the buoy. There has been no detection of sharks here or at Hopkins; Año Nuevo gets 500 hits a day. The monitor detects marine mammals that have an acoustic tag but the receiver is only transmitting animals that it recognizes, so it is only transmitting white shark detections. Brandt, Bette, and Bill are on the distribution if there is a hit. One of the tasks for Barbara's team is to tag 5 sharks in this area.

Sharkey Warrick handed out and discussed the draft of the scope of work for Barry VanderKelen.

OLD BUSINESS

Kathy Hurre discussed the current status of the funded school groups. One school signed up and is coming December 12; two signed up when the form was not working so will be redoing it; one will do so soon; two schools are not responding at all and Kathy is following up with them. Kathy wants to do a survey of the school docents this spring. The training sessions for school group docents was well attended.

Tim Postiff discussed the "on line" store and possible ways that it can be improved or changed.

Meeting adjourned at 3:13 pm.

Respectfully Submitted, Ellen Stoner, FES Docent Coordinator.