

**FRIENDS OF THE ELEPHANT SEAL
BOARD OF DIRECTORS MEETING
JUNE 18, 2014**

PRESENT: Tim Postiff, Sharkey Warrick, Donovan Marley, Bette Bardeen, Dave Bauer and Bill Goodger.

Also present: Ellen Stoner, Marcella Boteilho, Megg McNamee, Lisa Remington and Michele Roust

Minutes from May 21st approved.

STATE PARKS: At Brook's request, Lisa Remington informed the Board that she will "take the lead" on the *encroachment permit* process for the replacement of the chain link fencing at Vista 3 and 4. Once a permit application is filed it can take up to 60 days to process. Donovan will be the "lead" contact for FES.

Board members made it clear to Lisa that FES did not want to own the fence (for liability reasons) but would gift it to State Parks. Lisa then read the email between Nick Franco and Steve Price in which it was agreed that the fencing was in Cal Trans' ROW (Right of Way) so that a permit would be required. If State Parks applied for a permit it would be a "no cost permit" but that if FES applied for the permit, the fee ("a few hundred dollars") could not be waived.

It was agreed that State Parks should be the applicant and do the work but that FES would pay the costs. The State Park's maintenance crew is currently down by 3 staff members, but they maintain a list of preferred contractors that could be hired to do the work. FES would pay State Parks the money invoiced by the hired contractor and that money would be deposited into the appropriate budgeted category/account so that there would be a clear paper trail. The Board requires final approval of any bid.

Marcella mentioned that there was a grant possibility (due July 12th) through State Parks that may help pay for this project. It was agreed that State Parks could easily and quickly supply the specifications for the fence and DG project and therefore provide a quote for the budget required for the grant application. Michele suggested contacting CCC to remove the old barbed wire and spread the new DG.

OFFICE REPORT: Marcella reported that FESS was on the way to the Midstate Fair grounds. Still no answer as to whether or not volunteers will have to pay admission. Marcella said that the newsletters (100,000 ordered) are being printed (no more folding!!) and will be stored at the Marley's home (cost is between \$4,000-5,000 and weigh 2,640 lbs.). It was agreed that State Parks will no longer do any of the newsletter printing. She also reported that Craig (the summer Cal Poly intern) requested business cards to show that he was involved with FES. Marcella printed some for him and also gave him a \$50 gas card for his commuting use. She also provided him with a "research" jacket. Later in the meeting it was agreed that Marcella was authorized to give Craig a \$150 gas card.

TRAINING COMMITTEE: Bette said that the newspaper advertisements have not yet started and that so far there were only a few applicants.

TREASURER'S REPORT: Bill reported that he had made an error in the Financial Report and rather than present incorrect information would send out a corrected version via email to the Board. He also reported that he is trying to determine how much money to keep in savings (as opposed to checking) by comparing last year to this and then determining a percentage of what expenses are going to be at the of the year. The table income is still behind projections. Summer time, November, December and January are huge months for table income (last year at

this time we were at \$28,500 and this year it is \$22,000). Obtaining the projections will be difficult because of a loss of the regular weekend table people, the bad weather earlier this year and location of the seals. Even if more docents volunteer for the table it will be difficult to “make up” the \$6,000 difference. Michele asked if it would be a good idea to pay someone to work the table. After discussion it was agreed that it may set a bad precedent among the non-paid docents and may also be a breach in our agreement with State Parks. Ellen and Marcella will focus on getting more volunteers for the table. With the addition of non-budgeted expenses (\$4,000-5,000 newsletter printing and \$2,000 for research) it has become even more important to get the table income up. Bill asked about the \$5,000 Coastal Trail project and was told that there is already a \$1,000 “restricted gift” toward that and the remaining balance will be covered with a “restricted gift” as of July 1st. Michele suggested that the \$12,000 Phase II portion of the trail project and the fencing replacement project could be covered under grants. Both are good projects that involve partnerships with other agencies and every agency is contributing a component. BID is very supportive of the Coastal Trail project. Lisa indicated that the Trail project is on the fast-track, negotiations have already taken place with State Parks and Cal Trans agencies and is expected to begin in 2015.

In summation, even though the table income is down, grants will pick up costs for non-budgeted expenses and there is surplus of unspent budgeted money for school groups (\$10,000 budgeted but only \$2,600 has been spent so far). The net loss will probably be less than \$6,000.

ENDOWMENT FUND: Sharkey said that there was \$1,000 individual donation to the endowment fund which was deposited into the checking account. Marcella will write a check to the endowment fund and write a letter that the donor needs to sign designating the purpose of their donation.

Donovan suggested that if the Board were to designate a long term project, surplus money that is currently earning very low interest could be put into the endowment fund for that designated long term project. That way, FES would have access to that funding for the project and it would also draw better interest than it currently is. Bill said that project funds in the endowment cannot be used. Sharkey indicated that the Foundation has 2 types of money management options; 1) “designated” endowments in perpetuity funds and 2) funds that they will manage for a period of time for a given purpose which can continue to accept donations (not in perpetuity). Bill and Sharkey will investigate possible avenues to utilize a “special project” managed fund through the Foundation. Ideas already discussed include college scholarships and internships. Further discussion was postponed until Brandt is present.

MEMBERSHIP: Donovan reported that membership income is just under 70% of budgeted income. There are 359 renewed members which is more than last year at the same time. \$27,989 (2014 YTD income) includes all money that came in November and December for the 2014 membership. He said that the majority of “big” money is in or will be in and that there is a donation of \$4,000 due in January. Member donations are currently at 69.97% of the budget membership goal. There are currently 359 member donations but still need 226 donations before December 31st. Donovan is optimistic and expects to reach last year’s total of \$52,197. The membership campaign is running at 16% of expense to income ratio and he noted that the majority of spending has already occurred. With the exception of the end-of-year tax mailing, all other mailings have been printed and mailed. Donovan projects the campaign will finish *under* budgeted expenses and *over* budgeted income.

COASTAL TRAIL PROJECT: Donovan reported that due to an error in his calculations, the actual amount of money FES will contribute to fund Phase I (sections A, B and C) of the Coastal Trail Project is \$5,000 and not the originally endorsed amount of \$17,530. The \$5,000 will come from donated money and not come from our surplus money. Phase I of the trail will be ADA compliant. At the end of that Phase I the trail will go to a natural dirt trail (not expensive) and then a wetland crossing (which will be expensive) followed by a very long trail ending at “Point I” (another wetland crossing) on the Piedras Blancas Outstanding Natural Area map. Donovan hopes that FES and others interested in the trail can be involved in the planning and funding to get the project completed to “Point I”.

Donovan made a motion to rescind the vote from the last Board meeting and replace it with a vote to spend \$5,000 and support of Phase I, Section A, B and C of the expansion of the Coastal Trail and that our release of funds will be contingent on receipt of the necessary permits to proceed with construction. Motion was carried.

Donovan made a motion to authorize \$12,500 as the beginning of funding for Phase II of the Coastal Trail. It was generally agreed that there are too many unknowns. Sharkey suggested that the FES Board go on record saying that it is prepared to match funds up to \$12,500 when further plans for Phase II are more defined. Donovan will be meeting with Jim and the Russo Foundation representative on Friday for the purpose of showing her where and how the donation will be spent. Donovan will discuss the Board's suggestions with Jim.

OLD BUSINESS:

1. "Reserved" sign for the table people to park closer to the table in order to load/unload the merchandise. It was agreed to use orange cones instead of a sign. Marcella authorized to buy new cones.
2. Installation of a traffic counter was also discussed. If one was put on an existing post, no permission should be required from Cal Trans. Donovan will do some research to better understand what is involved.

NEW BUSINESS:

There was a discussion regarding new Board member to replace Christel Chesney and other Board members who will soon be rotating off of the Board. A nominating committee was appointed and will report back to the Board with their suggestions.

Respectfully submitted by Megg McNamee

NEXT BOARD MEETING WILL BE ON JULY 16TH.