

**Friends of the Elephant Seal  
Board Meeting  
June 17, 2015**

**Board Members Present:** Dave Bauer, Bill Goodger, Polly Tatton, Kathy Hurrle, Bette Bardeen, Abby Adams

**Also Present:** Dawn Fiegel, Kathy Dowding, Tim Postiff, Michele Roest

Dave Bauer called the meeting to order at 1:00 pm.

After one correction to the May 20 Board Minutes, a motion was made, seconded, and passed to approve the Board Minutes.

**Liaison Representative: Grant Opportunities: Michele Roest**

Michele shared three potential grant opportunities that might meet our needs.

1. "Community Stories" that could fit our FES history documentation goal. The grant application opens July 1 and closes August 3. She shared ideas for a partnership with a Cal Poly advisor. Polly Tatton noted that 2017 will be the 20<sup>th</sup> year anniversary of FES, making this documentation timely. Polly suggested including planning for this in future agendas.
2. California Coastal Conservancy grants might help with the trail completion.
3. California Department of Transportation Enhancement Project funds might be used for safety and operation needs, perhaps including the rest room needs.

A motion was made, seconded and passed to authorize Michele Roest to research and write grant project proposals to meet our needs at the rate of \$45/hour not to exceed \$250 monthly.

A motion was made, seconded and passed for Michele Roest to proceed on the history project, up to 30 hours, not to exceed \$1350. Some current docents and staff have also volunteered to help on this project.

**Treasurer's Report: Bill Goodger**

1. In reviewing the Balance Sheet, the liabilities reflect the fence project with no other surprises.
2. Dave announced that rather than contract with an accountant for payroll, this will be handled by our office staff starting in July.
3. In reviewing the Profit and Loss document, Bill shared that some expenses had not been correctly budgeted (e.g. docent dinners); and other expenses had been over-budgeted (e.g. intern travel costs). Based on new expenses that the Board has approved since the budget was generated, there will be more spending than the 5% contingency. By August the Finance Committee will review and recommend adding additional revenue to the budget from some investment fund accrual.

**Training Committee Report: Polly Tatton**

The recruitment ads are now in local media. The next committee meeting is June 22.

**School Groups: Dave Bauer due to Gwen Watkins absence**

The committee has decided to provide the special tables for groups during the school year, but not for the few groups in July, August and September.

### **Table Committee: Dave summarized Bob Grosse's written report**

The new sign about FES membership has attracted few responses since most visitors are looking at the merchandise for sale.

### **Membership Report: Dave Bauer summarized Donovan Marley's written report**

Our membership numbers and cash contributions are up in comparison to last year at this time.

2014 359 members, \$27,989 contributions

2015 383 members, \$33,962 contributions

### **Staff Reports**

1. Dawn is working on a **new, simplified procedure for the log book**. Once ready an e-mail will be sent to introduce the new format to all docents.
2. Dawn reported that over Memorial Day weekend, one of the **wi-fi units and tubes** was stolen from its bluff location. We discussed the need for a locking system and other improvements for the use of the wi-fi units.
3. Kathy shared that the **docent feedback interviews** are now completed. She is summarizing the results from the 47 docents who shared their thoughts with her.
4. We discussed ideas to increase **docent recognition and appreciation**.

### **President's Report: Dave Bauer**

1. **New board member invitations** have been extended. Dave is awaiting their decisions.
2. **The new trail plans** are progressing.
3. Dave has recently given two **FES presentations to service groups**.

### **Old Business**

1. Dave Bauer shared that Lisa Remington, CA State Parks Supervising Ranger, has announced her retirement at the end of the year. She has been a terrific supporter of FES over the years.
2. Bill Goodger reported that the **fence project will have the final walk-through inspection next week**.
3. Bill Goodger shared that he will have a **new Cal Poly intern** this summer.

### **New Business**

1. **National Monument Initiative:** Dave Bauer shared that Donovan Marley has requested using previously budgeted funds for marketing the initiative on social media. Whatever FES contributes will be matched by the Lighthouse group. A motion was made, seconded and approved to use up to \$2000 for marketing expenses for the National Monument Initiative.
2. We discussed requests for FES **involvement in causes** and the need to always review our mission and obtain Board approval.
3. Bette Bardeen shared the need to **encourage and invite our docents to become involved in our ongoing committees and projects**. Kathy will list such opportunities in the monthly docent newsletter.
4. **Trash problems continue**. The office staff was asked to find another contractor for bluff trash pick-up.
5. **Cal Poly will institute a Marine Science program next year**.

The meeting was adjourned at 3:00 pm, followed by an executive session.

Respectively submitted,  
Abby Adams, FES, Board Secretary