

**Friends of the Elephant Seal  
Board Meeting  
May 18, 2016**

**Board Members Present:** Dave Bauer, Bill Goodger, Lynette Harrison, Christel Chesney, Kathy Hurtle, Mary Forbes, Polly Tatton, and Abby Adams

**Also Present:** Dawn Fiegel, Lisa Harper Henderson, Donovan Marley, Marcella Boteilho, Michelle Roest, Carol Adams

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

A motion was made, seconded, and passed to approve the April 20 Board Minutes.

## **REPORTS**

### **Advisory Member/Grants Update: Michele Roest**

1. The grant submitted to the SLO Community Foundation for school bus support was not approved.
2. Michele is seeking new donors to match our needs.
3. She has submitted a twenty-page draft of FES history to Dave Bauer for review and is currently working on setting-up interviews with FES founding members and others.

### **National Monument Initiative: Donovan Marley**

Donovan shared highlights from a detailed written report:

1. There has been much Congressional activity recently.
2. Three new organizations have joined in both endorsing and funding the initiative.
3. As per our FES guidelines, FES will not be taking an official stance on the Chumash Marine Sanctuary initiative.

### **Website: Lynette Harrison**

1. The on-line shop continues to generate new sales.
2. Lynette is now learning the Dream Weaver program as part of her training to be able to support Brandt Kehoe on the web-site.

### **Treasurer/Finance: Bill Goodger**

1. Bill gave highlights and answered questions about his three reports. When comparing the 2015 income to the same period this year, the income is down about \$12,000. He noted that this was an improvement from the deficit of \$17,716 last month). The increase in table sales has been a major factor. The Memorial Day weekend sales will most likely further decrease the deficit.

### **Training: Polly Tatton**

1. Three spring docents completed their mentoring and are now active on the bluff.
2. The next Training Committee meeting is May 23.

### **Membership Task Force: Bill Goodger and Dawn Fiegel**

1. Dawn is developing a brochure to send in June that celebrates the FES twenty year anniversary. It will include what we've accomplished over the years as well as our plans and needs for the future.

2. Bill noted that one of the needs is more funds to continue the shark monitoring project with Stanford.
3. Dawn shared that two docents are now working with her on business memberships.

**School Groups: Abby Adams**

1. Abby gave a huge thanks to Gwen Watkins for her coordination and leadership for 2 years.
2. Gwen has now trained Peter Frith on the scheduling; and Abby, Peter, and Gwen have met.
3. Year-to-Date Comparisons

	Jan. to June 2015	Jan. to May 15, 2016
Groups	31	33
Students	2012	1973
FES sponsored	5 (373 students)	4 ( 352 students)
		Note: 3 more groups scheduled

4. Peter and Abby’s upcoming plans include:

- • Feedback from current school group leads and docents
- • Review school group website info (e.g. schedule 3 weeks in advance)
- • Plan summer meeting to re-do the large photo books
- • Analyze FES sponsored schools data and plan school contacts
- • Develop goals, meeting, and training sessions for the upcoming year.

**Table Sales: Christel Chesney for Bob Grosse**

1. Christel has had success in getting the table staffed.
2. We discussed the practice of new docents serving at the table. Kathy reminded the Board of the previous policy that new docents need to be dedicated to observing the seals and interpreting the life cycle to visitors the first year. The pros and cons of modifying the policy were discussed.
3. The Board amended the previous policy: New docents may serve one shift monthly as a table docent or school group docent, serving the other three shifts monthly on the bluff interpreting for visitors. After one year, docents may sign-up for more table or school group shifts.

**Research: Bill Goodger ( in Brandt Kehoe’s absence)**

1. Bill reflected on the intern presentation at the last docent dinner. He chose to do the initial overview prior to the interns’ presentations. In future presentations, he will also provide closure to the presentation.
2. Jenni Rind, the Scottish university student, will be mentored by Tim Postiff when she is here from July 10—August 15 to study e-seal apnea.
3. In an upcoming newsletter the research committee will share more information on rescued weaners hunting and eating skills; as well as data on the size of weaners and yearlings in April.
4. Bill also shared new research from the University of Wisconsin on horse mares’ ability to control the timing of the second stage of labor. This information may shed light on how female elephant seals are able to time their labor to occur once they arrive on the beaches.

**Publications: Kathy Hurtle**

1. The publications committee has outlined topics/articles for upcoming issues.
2. The committee agreed with Dawn’s suggestion to learn from each FES member about receipt

of the publication on-line instead of a hard copy by mail.

### **Marketing Ideas Update: Dawn Fiegel**

1. FES is now part of the AmazonSmile program. By designating FES as the AmazonSmile recipient when buying products from amazon.com, Amazon will contribute .5% of the receipts to FES. FES members and friends will be encouraged to sign-up for this designation.
2. The Board gave Dawn the authority to establish a “text-to-give” campaign whereby there will be a website, newsletter, and bluff code that will allow people to contribute \$5—10. She is also looking into Pinterest and Twitter accounts.

### **Staff: Lisa Harper Henderson and Dawn Fiegel**

1. Dawn shared that one of the office printers is now out-of-order. The Board gave her approval to buy a new printer, estimated to cost \$220.
2. FES has been invited to have an information table at the Morro Bay Solstice Festival on Saturday, June 25 from 11:00—2:00. Dave accepted the invitation.
3. A new lock is now been installed on the FES office door.
4. Lisa reported that the spring docent newsletter has been published.
5. Due to continued problems with drones being launched at the bluff, Lisa will e-mail docents to remind them of the statement from the Monterey Bay National Marine Sanctuary.

### **President: Dave Bauer**

1. The Board agreed with Dave’s recommendation to add two directional and two interpretive signs at the bluff at an estimated cost of \$200.
2. Dave recommended Sarah Keinle, a UC Santa Cruz researcher who recently spoke in our area on e-seal eating findings, be invited to speak at an upcoming docent dinner.
3. Dave recommended that Board member term limits be changed from two years to three years. The Board agreed to this change. A Board member may serve two terms.

### **OLD BUSINESS**

Lynette shared that Brandt is now editing the video footage from Mark Chiolis.

### **NEW BUSINESS**

#### **Trail Stewards: Carol Adams**

Carol shared that she is working with State Parks in launching a Trail Stewards program. The volunteers would walk the trails at VP 3, VP 4 and the Boucher Trail, answering visitors’ questions, checking for safety, and removing non native plants. Training will be provided. Dawn will have contact information about this new opportunity.

The meeting was adjourned at 3:20 pm followed by an executive session.

Respectively Submitted,  
Abby Adams, FES Board Secretary

**The next FES Board Meeting will be on June 15 at 1:00.**