

**Friends of the Elephant Seal
Board Meeting
June 15, 2016**

Board Members Present: Dave Bauer, Bill Goodger, Lynette Harrison, Christel Chesney, Kathy Hurrle, 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.

Honor

Dave Bauer thanked Kathy Hurrle for her Board membership and contributions over the last four years, this being her last meeting. We celebrated with special treats.

After making two corrections a motion was made, seconded, and passed to approve the May 18 Board Minutes.

REPORTS

Advisory Member/Grants Update: Michele Roest

1. Michele is continuing work on the history project, next meeting with Carol Adams.
2. Michele is investigating a few new possible funding sources for the internship program.
3. Lynette Harrison will be meeting with the San Simeon Tourism Alliance to report on the new website because the SSTA provided some grant funding for this project. There have been over 7500 more views of our new website than our previous one when compared to the same period last year.

National Monument Initiative: Donovan Marley

Donovan shared highlights from a detailed written report:

1. Senator Boxer and President Obama are poised for action on the initiative.
2. Donovan and his team continue work on the endorsement and publicity campaign.
3. At the beginning of June, David Cooper and Donovan completed a visit to the five units proposed for the initiative ending with Piedras Blancas.

Website: Lynette Harrison

1. Brandt continues to efficiently make a few corrections to the website.
2. There is more activity on the new website than in the past.

Treasurer/Finance: Marcella Boteilho in Bill Goodger's absence

1. The deficit areas in income are looking better due to table sales increases. Although the budget is still behind projections, Marcella predicts that we will meet our goals.
2. In Bill's written report, increased expenditures on trash pick-up were noted. Dave reviewed the history on this topic. He will address these increasing costs in an upcoming meeting with State Parks. Some docents are regularly helping with trash pick-up. Others are interested. Dawn shared that there are trash bags and 4 pick-up sticks in the office.

Training: Polly Tatton

1. So far three candidates have been accepted for fall training with one more who will be interviewed in July.
2. The media advertising campaign will begin at the end of June.
3. She shared one further change to the Operational Guidelines (“sales table” and “school groups table”).
3. We reviewed the FES Committees list and discussed committee membership.

Membership Task Force: Dawn Fiegel

Dawn reported that 20% of the members are new.

School Groups: Abby Adams

1. The last scheduled school groups for this school year were completed in the last two weeks.
2. Year-to-Date Comparisons

	Jan. to June 2015	Jan. to June 10, 2016
Groups	31	36
Students	2012	2115
FES sponsored	5 (373 students)	5 (402 students)

3. The School Groups Committee Plans for the summer include:
 - Meet with the committee on August 2 at 1:00
 - Discussion of feedback from current school group captains and docents; as well as selected teachers who have brought groups to our site
 - • Revision of school group website info and visitation guidelines sent to schools; and a new procedure to send more detailed guidelines to schools when the DVD is sent
 - • Develop goals, meetings, and training sessions for upcoming year
 - • Select and invite 5 elementary schools to be our FES-sponsored ones for 2016-17
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Table Sales: Bob Grosse

1. Bob commended Christel Chesney for her leadership in increasing the sales and frequency of the merchandise being at the bluff.

Staff: Dawn Fiegel

1. Dawn reported that Bette Bardeen and Sue King will set-up an FES informational table at the Morro Bay Solstice Celebration on Saturday, June 25 from 11:00—2:00 pm.
2. The Lions Club has asked for FES involvement in the Cambria Pinedorado Parade on September 3. Dave suggested that Dawn check for docent volunteers for this.

President: Dave Bauer

1. Dave will meet with the Parks and cooperating groups on June 16.
2. Due to repair work, the north boardwalk area will be closed for about a week.
3. Dave is working closely with Brooke Guitierrez (State Parks) on the new live-cam camera installation.
4. Bill Goodger is drafting a new procedure for reporting when docents see tags on elephant

seals, whereby all tags will be reported by color, not just those where the ID# is visible.

The meeting was adjourned at 3:05 pm followed by an executive session.

Respectively Submitted,
Abby Adams, FES Board Secretary

The next FES Board Meeting will be on July 20 at 1:00.