

**Friends of the Elephant Seal
Board Meeting
November 16, 2016**

Board Members Present: Dave Bauer (President), Bill Goodger (Treasurer), Abby Adams (Secretary), Bob Grosse, Christel Chesney, Mary Forbes, Polly Tatton, Tim Bridwell, Lynette Harrison **Board Members Absent:** none **Also Present:** Lisa Harper Henderson, Dawn Fiegel, Donovan Marley, Dr. Heather Harris, Rangers Kyle Brady and Robyn Chase, Michele Roest, Tim Postiff,

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

INTRODUCTION OF GUESTS

Dave Bauer and Bill Goodger introduced Heather Harris, DVM, MPVM, Veterinarian at The Marine Mammal Center and Lecturer for Cal Poly.

SPECIAL PRESENTATION

1. Dr. Heather Harris shared information on the new major in the Biology Department at Cal Poly: B.S. in Marine Science that currently has 65 new students including 44 freshmen and 21 transfer students. The goals of the new major include:

- bridge the former veterinary and herd health emphasis with marine ecosystem health
- expand the previous scope
- fulfill TMMC's core mission as a teaching hospital.

Historically the Animal Science Department's "Learn by doing" philosophy has included a pre-veterinary major; a campus vet clinic managed by students; and enterprise courses.

2. In a new course taught by Heather, Cal Poly will partner with the Marine Mammal Center (TMMC) with students working 6 hours per week at TMMC. This course bridges traditional veterinary medicine and herd health concepts within the framework of the marine ecosystem. The students from this course would be obvious candidates for the FES internship program.

3. Also she described two new classes on marine mammals (Professors Lisa Needles and Lars Tomanek). The classes will include trips to Piedras Blancas as well as connecting with e-seal research at Ano Nuevo. Cal Poly staff members work closely with Diana Kramer, the new site supervisor at TMMC.

4. Heather thanked FES and Bill Goodger for providing the internship program for Cal Poly students for the last four years.

5. We discussed the possibility of students being more involved in our guide program (noting two students who are docents this year); and in the State Parks Ambassador program.

MINUTES

A motion was made, seconded, and passed to approve the October 19 Board Minutes.

REPORTS FROM COOPERATING GROUPS

State Parks: Robyn Chase

1. Temporary "No Drone" signs are now posted at Vistas 3, 4, and other areas of Piedras Blancas. Robyn asked for feedback on the best locations to position these signs.

2. From this sign-posting endeavor, Robyn recognized the need for other sign updates.

3. Mary Forbes distributed the June, 2014 drone statement from the Superintendent of the Monterey Bay National Marine Sanctuary. We discussed the confusions in the statement. Right now there are no fines as part of the process. FAA needs to take the lead. Mary suggested more public awareness announcements (articles in papers, public service announcements through the sheriff's office, education through the Coastal Discovery Center, etc.).

4. Ranger Kyle Brady wants docent reports about drones. If drones are seen at the bluff, docents should call 951-443-2969 (This number is the one listed in our emergency contacts in our pack photo books).

5. Mary also suggested that Lisa send another e-mail update/reminder about drones to all docents.

San Simeon Chamber of Commerce and Tourist Alliance: Michele Roest

1. Michele explained some of the ways the County Tourism Business Improvement District (CBID) uses the motel tax set aside to promote tourism, including 2 upcoming events:

-Highway 1 Discovery and Stewardship Celebration from January 13--February 28, 2017, as outlined in a colorful, glossy flyer that includes the wealth of animals and times of the year to see them; and Tips to being a Stewardship Traveler (website:

Highway1DiscoveryRoute.com/Stewardship-Travel)

-the addition of a kiosk for the Whale Trail (www.TheWhaleTrail.org) at a kiosk on the ocean side of Cavalier Best Western Oceanside Resort. This new whale information and viewing station kick-off will be Friday, January 20.

2. Michele will be leading the press preview tour. The tourist promotions target west coast cities such as Seattle, Phoenix, and Las Vegas; as well as foreign tourists.

COMMITTEE REPORTS

National Monument: Donovan Marley

1. Donovan and his monument colleagues are awaiting a call later this week about President Obama's next steps on the designation of national monuments.

2. Donovan shared written opinions from environmental groups about whether a new U.S. President could "undo" the previous President's national monument designations.

Finance: Tim Bridwell

1. Tim has submitted the forms to the Secretary of State and SLO Foundation listing the President, Secretary, and Treasurer of the FES Board. Whenever offices change, new forms will need to be submitted.

2. The tax forms have now been filed.

3. Tim and Bill Goodger are working on restructuring the financial procedures to include:

-Supporting the FES bookkeeper on new formats

-Engaging a new CPA

-Determining with the Board if a full audit; financial review; or compilation is needed now and every three years. At the last Board meeting, the Board agreed to a full audit, but the cost of such a procedure could be \$10,000. Tim has re-written the Bylaws to include lesser procedures; and/or to defer the decision to the Treasurer. Dave commented that based on his business experience, he did not think a full audit would be needed. Bill noted that now that FES receives grants, we will need some sort of certification of our bookkeeping.

4. Tim distributed copies of our ByLaws with suggested changes to be in state compliance as indicated from conversations with the new CPA and review of other non profit agencies documents. He asked Board members to review these, sending questions to Tim. The Board will take action at the next Board meeting.

5. Tim also mentioned our need to review the language on election of Directors and term of office. We agreed to discuss this also at the next meeting.

Treasurer: Bill Goodger

1. The monthly balance sheet is balanced.

2. Bill reviewed the 2017 recommended budget. After discussion, the budget was approved by the board with the following changes: Under expense -inservice for docents -the first dinner speaker who was already quoted will be \$500 and the second \$300 which means the \$650 left in restricted will be used with \$150 needed. The \$150 needed will come from docent training expense which was \$7200 and now has been increased to \$7350. This decreased our net income from \$24 to a negative -\$126. To offset this amount, because we wanted to present and have approved by the board a positive net income, increased the merch sold -FES shop by \$150 from \$10,000 to \$10150 which adjusted the net income to \$24. If Board members have any questions or problems with the changes, please e-mail Bill with cc to Dave.

Publications: Mary Forbes

1. Among Friends has been mailed.
2. With the next two year focus on our 20th Anniversary, Mary recommends more personal stories including some focus on our docents.
3. The Board discussed ways to help docents know who is on the Board and what we do. Dave suggested that each Board member have a group of docents to contact at least quarterly. Each Board member was asked to give a list of possible contacts to Lisa. Other ideas shared included sharing the history project (that Michele Roest is directing); and having more summary information so that all docents know a bit about one another.

Research: Bill Goodger

1. Bill de-briefed the day spent with Ano Nuevo researcher, Pat Robinson. Pat's evening presentation at the Docent Dinner was well received, although longer than usual presentations. Bill counted 29 questions asked and answered. The power point of the talk is now on our website.
2. Regarding Dave Bauer's theoretical paper on e-seal caloric needs, Bill said that the Research Committee has concluded that the estimates are "really good and a great place to start." A paper published by a Japanese researcher had noted similar results.
3. After the day spent with Pat, Bill noted how the two sites differ. Ano Nuevo has 100,000 visitors a year and is focused on in-depth sharing about e-seals and on research; while Piedras Blancas has about a million visitors and is focused on sharing, but based on visitors interest.
2. Bill commended Carol and Phil Adams for their slide show and help with the presentation to Brian Hatfield of the "FES Best Friend Forever" award. Brian was honored and moved to tears.

School Groups: Abby Adams

1. Eighteen docents attended the November 4 School Groups Appreciation luncheon at Dave Bauer's home. Abby shared photos and the menu of gourmet offerings prepared by Dave Bauer with sous chef Gwen Watkins. It was a lovely gathering.
2. So far since the beginning of September, there have been four school groups, 366 attendees. There are 36 docents currently trained, with more signed-up for training, some of whom were trained today, prior to the Board meeting.
3. Polly Tatton's question of our capacity on school groups has been shared with Peter Frith and the School Groups Committee. Last school year we served 40 groups/about 2200 attendees.
4. Peter Frith has reported that all schools offered bus scholarships have accepted. The schools are scheduling mainly during pupping season.
5. Abby thanked Lisa for taking over the website sign-up in September while Peter was on vacation.
6. There have been some concerns with use of the new web-based sign-up system. Peter continues to be working with docents and schools on the issues.
7. Abby has resigned from being co-chair of the School Groups Committee with Peter Frith becoming the sole Chairperson.
8. Tim Bridwell, who is a member of the School Groups Committee, has agreed to be the Board Liaison.

Training: Polly Tatton

1. The new docent recruiting cards are being printed.
2. At the recent Training Committee meeting, it was decided to change the length of time between fall training sessions, giving two weeks for the first mentoring assignments.
3. Dates for Spring and Fall Training, 2017
Basics: Spring, March 11 Fall, September 9
University: September 23, October 7 and October 21
4. Polly will work with Dawn/Lisa re. the e-seal data that can be placed in each docent's handbooks. This may help update/correct data that we are giving visitors.

Membership/Marketing: Dawn Fiegel

Dawn has planned a committee meeting in December to focus on the 20th Anniversary ideas.

Table Sales: Christel Chesney and Bob Grosse

1. Due to some driving concerns, Bob will continue on his Table duties through the end of January and then will just be on the substitute list.
2. Sue King has been very helpful in her increasing role at the table.

3. Christel shared that if the schedule were full, 7 people, 7 days a week, we would have increased revenues.

Staff: Lisa Harper Henderson

1. There have been concerns from docents about a docent who is not on the schedule, showing-up; and not submitting counts or writing in the journal. Perhaps the docent could be re-directed to cover Cappuccino Cove, plus told to follow our reporting procedures.
2. Lisa sent a notice to all docents about the Board meeting. This was well received, so she will continue this practice.
3. Lisa asked Board members to send her the 10 names of docents each would contact quarterly.

Staff: Dawn Fiegel

1. Dawn will be out of the country for the next two weeks, returning Dec. 5, and has her tasks covered. The year-end mailer will be sent on December 1.
3. Upcoming Exploratories, on Saturdays: doors open at 9:00, power point at 9:30 followed by a one hour rookery tour: January 21, 28; every Saturday in February; and May 6 and 13.
4. The live-cam may have a glitch with I-phones and Macs. Brandt is checking this.
5. There are increasing phone calls, website contacts, and Facebook inquiries from the public that are taking much office time.
6. Marcella and Sandy Larsen are attempting to have FES listed as a United Way-designated non profit organization.
7. Bob Grosse commended Dawn on the marketing letter he received (that also included a note from Dave Bauer).

President's: Dave Bauer and Lynette Harrison

1. Lynette distributed the job descriptions for Office Manager, Docent Coordinator, and Bookkeeper positions.
2. Lynette attended the latest SSTA meeting to thank them for the latest grant awarded to FES. She reminded us to attend the January 20, 4:00 pm Whale Trail kiosk dedication. Docents are invited and asked to wear their blue jackets. Abby wondered if we might have a TGIF celebration for docents at a nearby place following.
3. Dave shared that the trail from the bluff to the lighthouse is now part of the California Coastal Trail. The trail improvements are still in the ERI process for State Parks.
4. Dave is excited about the upcoming plans for the history project and that it will be a fitting addition to our 20th Anniversary Celebration.
5. We discussed when docent door codes should be de-activated and determined that if a docent has not been active for four months, his/her code will be de-activated.
6. When Dave asked about the idea of a special pin for the 20th Anniversary Celebration, Dawn responded that she has a mock-up design to share with us and will bring it to the next meeting. Dave envisions a steady two year celebration of FES.
7. Since we will meet the 5-member quorum at the December meeting, we will meet as usual.

The meeting was adjourned at 4:20.

The next meeting will be Wednesday, December 21 at 1:00.

Respectively Submitted,
Abby Adams Board Member and Secretary