

**Friends of the Elephant Seal
Meeting Board of Directors
July 19, 2017 and Addendum of August 4, 2017**

(Prepared 8/14/17)

Friends of the Elephant Seal is a non-profit organization dedicated to educating people about elephant seals and other marine life and to teaching stewardship of the central coast of California

Present: Tim Bridwell, Lynette Harrison, Polly Tatton, Bill Goodger, Sue King , Mary Forbes, Kathy Dowding, Bob Grosse and Wendy Sheridan-- Staff Member

Absent: Stephen Beck (excused), Lisa Harper Henderson (excused).

Open: 1:02 PM

Introduction of Visitors: Tim introduced docent Lou Tornatzky who suggested that with his background in organizational fund raising he could help FES by applying for grants. A general discussion arose over what might be appropriate areas for grant application and the Board enthusiastically agreed to work with Lou and thanked him for his offer.

Minutes of June 21 Meeting: It was moved to approve the minutes of the June 21 Board meeting: Bill. 2nd Polly. Approved.

Committee Reports:

Staff – Kathy. Kathy reported that the next Docent NewsLetter (by e-mail) is underway. She reported that a report with daily clicker counts and receipts from the Visitor Center for June was emailed and July's report is being prepared.

Financial Committee/Treasurer's Report – Bill: The Finance Committee met since the last Board meeting and expressed concern over declining table sales so far in 2017. They discussed various reserve equity accounts and recommend trying to increase manning the table to make up the deficit. Bill made the recommendation that paid bluff clean up be suspended to save money. A long discussion over trash at the bluffs and ways to clean the area ensued. The Board agreed to suspend trash pick up for a month and see if docents would be willing to assisting in cleaning.

Publications –Mary. Mary distributed planned schedule for the *Among Friends* publication over the next two years. There was a lengthy discussion over who were the current advisors for the Publications committee .

Research-Bill. Bill reported that the interns were preparing a report on Ten Lessons Learned from Three Years of Surveys.

Schools-Stephen. Stephen prepared a report on school activities for e-mail distribution. He recommended funding of a cart to carry school training materials to the bluffs. It was pointed out that the cart (About \$80) would be well within the School Committee budget and could be done immediately. Lou asked if we send any materials to schools to prepare their students for visits. A general discussion arose over what things are being done and how that could be improved.

Training-Polly. Polly reported that six applications for the fall class had been received to date and seven additional people would be on hand from the spring training class making a total of 13 so far with advertising still to be done. Kathy advised that she had talked to a visitor on the bluffs who said that she had submitted an application for training but had received no contact yet. Polly advised that all the applications had been reviewed and no new applications had been received since June 25th.

Table-Sue. Sue reported that the Table schedule is full for each day in July. She plans to continue contacting docents to man the table for August. A discussion arose over the use of the cash box on the table. It was agreed that use of the cash box was not recommended.

Membership-Tim. Tim reported that the Committee was reviewing who to invite to be committee members. They are sending general thank you letters to FES members and preparing note cards to be sent to donors of large gifts in the future. They are continuing to clean up the membership list and make corrections to have an up-to-date listing. Lynette advised that an individual letter has been sent to Geoff West who was a significant donor in the past but has not been contacted for three years because of an effort in the membership records. She advised that the e-mail list of donors was lost when the office computer crashed several months ago. Efforts are underway to restore or re-load the e-mail addresses. Lynette introduced a proposal from Growth & Technology Company, a software service company, to transfer the e-system to the Office 365 Operation system for an \$150 up-front fee and \$25 monthly maintenance charge. Bill made a motion, seconded by Polly, to accept the Growth & Technology proposal at \$150 initial change and \$25 per month. A lengthy discussion over the motion ensued. It was voted to approve the motion. Bill, 2nd Polly. Approved (with abstention by Lynette)

Old Business:

Employee Handbook-Tim. Tim advised that all of our employees had reviewed and signed agreement with the Employee Handbook. Tim noted that the Handbook stipulates eight unpaid holidays throughout the year on which days employees will not be scheduled to work.

Agenda Presentation-Tim advised that a goal of having the agenda for Board meetings prepared 7-to-10 days in advance to allow time for Board members' review and suggestions.

History Project-Kathy. Kathy met with Michele Roest and the History Project team this week and had a copy of the materials produced so far. She reported that the original plan to publish a book on the history has been reconsidered and the team is currently discussing proposals to write a series of articles for the FES docent newsletters and to prepare a short brochure to be given to docents. She advised that there are discussions about a 20th Anniversary Celebration event in 2018. A discussion arose over the value of providing the history of FES to docents and possibly members. It was agreed that the emphasis should be on creation of the FES organization to fulfill a Cal Trans permit.

Presidents Report:

ESAG Meeting-Tim. Tim reported that the focus of the most recent ESAG meeting was on plans for the California Coastal Trail development in the Piedras Blancas area. He showed a series of development maps from State Parks with proposed developments including trails, parking lots and camping areas. A lengthy discussion ensued over what FES role in the developed areas might be. It was agreed that more information would be needed in the future years as the project advanced.

SSTA-Tim. Tim reported on the latest SSTA meeting. The focus of the meeting was on the closure of Highway #1 and impacts on the area during the unknown duration of repairs.

Adopt-A-Highway-Lynette. Lynette advised that FES responsibility as an Adopt-A-Highway organization is limited to VP-3 and VP-4 areas. She reported that the Emergency Parking space near the VP-3 entrance is restricted and docents may be ticketed for parking there.

Heflin Foundation-Lynette. Lynette advised that FES had received a membership donation of \$5000 from the Heflin Foundation, a New York based charitable foundation, apparently because they had heard that Hwy #1 was closed and recognized that FES would need extra income. A discussion arose over membership procedures and records in general. Wendy asked for clarification of membership policy in general.

Community Outreach-Tim. Tim discussed steps for an outreach program presented by Misty Wycoff on behalf of herself, Donovan Marley and Barbara Sellers:

1. Prepare a catalog of available presentations.
2. Prepare guidance for scheduling speakers.
3. Prepare guidelines to seek out users of FES presentations.
4. Prepare guidelines for use of equipment.

A discussion ensued on the program as recommended and consensus was to accept it.

Pinedorado Parade-Tim. Tim led a discussion on whether to participate in the Cambria Pinedorado Parade. Lynette and Kathy agreed to organize FES participation.

Rack Brochure-Tim. Tim recommended that FES prepare and use a #10 Rack Card for distribution to local motels, stores and other organization. He recommended using the services of "Certified" company to print and distribute the rack cards. A lengthy discussion arose over rack card format, content and prices for printing and distribution. Polly made a motion to use a single rack card printed on card stock by "Certified" for \$957 for 35,000 copies. Polly. 2nd Mary. Approved. ****See Addendum below.**

Polly moved to employ "Certified" to distribute the rack cards to their client list at \$174.13 per month. Polly. 2nd Mary. Approved . Mary volunteered to distribute rack cards to locations that are not included in the "Certified" client list.

**** Addendum.** On August 4, 2017, the Board voted via e-mail to approve an increase in the quantity of rack cards to 50,000 at a per unit cost of 2.94 cents each. Moved Tim. 2nd Stephen. Approved unanimously by e-mail.

New Business:

Misc. Problems-Polly. Polly reported that the WIFI connection at the bluffs occasionally is not installed correctly by docents. She suggested that Lisa send out an e-mail to docents reviewing WIFI installation. She also suggested an e-mail on not parking in the Emergency Parking spot near the gate. A discussion arose over parking at the bluffs in general.

Treasurers Report/Minutes-Tim. Tim noted a discussion he had had with Brandt Kehoe about problems involving differences between nomenclature in the financial reports and in the minutes. It was agreed that Bill would send a copy of the latest financial reports to Brandt at the same time as the approved minutes are sent. Tim moved that the financial reports be e-mailed to Brandt along with the approved minutes. Tim. 2nd Bill. Approved.

Adjourn: 2:41 pm.

Next Meeting – Wednesday, August 16 at 1:00 pm.

Submitted:

Bob Grosse
Secretary

