

**Friends of the Elephant Seal
Meeting Board of Directors**

August 16, 2017

(Prepared 8/20/17)

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, Stephen Beck, Sue King, Mary Forbes, Kathy Dowding, Bob Grosse ; Lisa Harper Henderson and Wendy Sheridan-- Staff Members

Absent: Bill Goodger (excused)

Open: 1:01 PM

Minutes of July 19 Meeting: It was moved to approve the minutes of the July 19 Board meeting with amendments that Lisa Harper Henderson was absent (excused) vice present and (page 2), In History Report, change final word to 'permit". Moved Polly, 2nd Sue. Approved.

Board Actions:

Motion on Community Foundation Fund. The following Motion was made by Tim via e-mail:

*Consideration for Motion at the Friends of the Elephant Seal Board of Directors Meeting
August 16th, 2017*

Whereas FES currently maintains two endowment accounts with the SLO Community Foundation. One of these accounts is considered a "designated" fund (Account A) and one is considered an "agency" account (Account L).

Whereas the current communication directive to the SLO Community Foundation is to provide quarterly statements to the following persons at the home addresses.

*Mr. David Bauer
Ms. Abby Adams
Mr. William Goodger*

Since two of the above mentioned persons are no longer on the Board of Directors, it is recommended that FES communicate to the SLO Community Foundation that the new Directors that should receive future correspondence including quarterly account statements to the following persons and at the following addresses:

*Mr. Tim Bridwell, 155 Andros St., Morro Bay, CA 93442
Ms. Lynette Harrison, 1930 St. James Rd., Cambria, CA 93428
Mr. William Goodger, 1291 Alder Ct., San Luis Obispo, CA 93420*

The SLO Community Foundation requires that any request for changes be evidenced in the Board of Directors meeting minutes and either emailed or mailed to the SLO Community Foundation Grants Manager.

Moved: Tim, 2nd Lynette. Approved.

Motion on Changing “Membership Committee” to “Development Committee”

Tim recommended by e-mail a change in nomenclature of the “Membership Committee” to the “Development Committee” and provided background and reasoning for the change involved with membership administration and promotion, exploratories, speakers’ bureau, and grant writing. A lengthy discussion ensued over how the committee might function with the ‘octopus’ of different components and the relations the development committee would have with other committees. It was the consensus of the Board that the change in name was desirable and that the committee members and Board members could work out the details. The motion was made “Change the nomenclature for the current Management Committee to Development Committee”. Moved Tim. 2nd Stephen. Approved.

Upon approval, Kathy recommended it would be good for each committee to have a very brief (no more than 200 words) mission/statement/description of their duties or purpose, just so it was clear. It was agreed that providing such descriptions would be a sound beginning.

History Project and 20th Anniversary

Lynette provided a report (**Appendix A**) on the plans made by the History Project and 20th Anniversary celebration. A discussion ensued on possible activities and changes to the plan including invitations for members and docents, possible attendance numbers and dates. Lynette suggested that a member of the Project team attend the next Among Friends Committee meeting to discuss an article about FES 20th anniversary and history leading up to our formation. It was recommended that at the November 4 Docent Dinner, plans for the 20th Anniversary celebration in March be publicized. It was approved to use the Hearst Castle Theater and Lobby venue. It needs to be confirmed if members will be invited to the celebration as well as current/past docents. Invitations will be sent via publications and e-mail. The possibility of using SSTA grant money for the celebration was discussed and it was recommended that the Planning team review its plan in light of the Board recommendations and comments.

Committee Reports:

Staff – Kathy. Kathy reported (**Appendix B, C, D**) on various items related to Staff. She thanked Lisa and Wendy for supporting Visitor Center sales by being available to visitors. A discussion ensued on the impact of staff making sales versus doing other assigned work.

Financial Committee/Treasurer’s Report – Bill. Bill provided Financial Reports (**Appendix E, F, G, H**). Tim commented that a grant from the Annenberg Foundation in the amount of \$25,000 had been promised and was due shortly. With that grant and increases in Membership, Visitor Center Sales and Table sales, Tim believed that signs are positive to achieve a balanced budget for the year.

Publications-Mary. Mary provided a report (**Appendix I**).

Research-Bill. Bill provided a report (**Appendix J**) on research activities. There was a general discussion on activities planned for the November Docent Dinner.

Schools-Stephen. Stephen reported that the Schools Committee is preparing letters for the schools that we invite and help fund. The Board agreed to include Westside Elementary School again this year.

Training-Polly. Polly provided a report (**Appendix K**) on training plans. She requested Board comments on who should be invited to the graduation lunch in October as the cost to FES is \$30 per person. It was agreed that she should continue to invite those who had been invited in the past.

Table-Sue. Sue provided a report on Table Activities (**Appendix L**). She commented on prices to be charged at the Table and reported that a comprehensive price list was now available with the Table materials. A general discussion ensued on prices and optional items available for the Table. The Board agreed that the prices listed on the Price List should be followed without exception.

Old Business:

Docent Calls-Lisa: Lisa explained that the Docent Calls by Board members should be made annually.

Pinedorado Parade-Kathy: Kathy Reported on planning for the Pinedorado Parade (**Appendix M**). Kathy commented that additional volunteers for the parade float were welcome; It was suggested that Lisa send an e-mail to docents about parade plans inviting them to participate.

Visitor Injuries/Medical Facilities List-Tim. Tim noted updated visitor injury and medical facilities lists are now available. He requested that they be sent to docents via e-mail.

Rack Card-Tim. Tim reported that orders for the Rack Cards are being held up in response to a request from Michele Roest that we wait until we receive the SSTA grant so that the invoice submission will reflect the availability of the grant.

Presidents Report:

ESAG Meeting-Tim. Tim reported the most recent ESAG meeting was focused mainly on finances of State Parks activities in relation to the E-Seals. He report a comment from Mike Waldron of State Parks with regard to expenditures by FES last year for fence repairs, "You should have made us pay for that".

SSTA –Tim. Tim reported that the SSTA meeting was primarily a presentation by a search engine development company. The discussion with the search engine development company at the SSTA meeting raised the thought that we might need to make some changes to our website: Could/should we ask visitors to the web site to give us their email addresses so that we can keep them informed (emailing "Among Friends" or other news) – effectively another form of outreach.

Highway 1 Closure-Tim. Tim reported that we should have more news by the end of August about the plans and timeline for construction of the roadway over the mudslide area.

"Then and Now" – Lynette. Bay News interview of Lynette (to be published on 8/23); Judy Salamacha interviewed Lynette for her article in the Bay News. Prior to the interview, Lynette contacted several docents from across the years (early to more recent docent classes) to get quotes from them. She shared these with Judy who loved them and indicated that she was including most or all of them in her article. Once the article is released, Lynette will forward it to Lisa so that it can be distributed to the docents. We may want to include these quotes on our website as they speak to what it means to be a docent. Wendy has also thought about using quotes from the Bluff Journals on our facebook page.

New Business

Lopez Lake Outdoor Discovery Festival - Lynette. Lynette reported that the Festival is scheduled for 10/7/17. Lynette has filed our application. There will be booths set up where children can learn about different animals. Each booth will have some kind of activity and the children will get a "stamp" in their "passport" as they complete different activities. Sue King has a pop-up that we can use for our booth. She would also like to set up the picture board that we have in storage (two males engaged in battle that can be used to take pictures), but needs some help with transport. Kathy Dowding will get the board to her house but is not available the day of the event. We will be selling our Eseal stuffies there.

Coastal Discovery Fair (scheduled for 8/26) – Lisa is still looking for docent volunteers to help her at the fair. Lisa and Lynette will both be working. Tim Bridwell is also a possible volunteer.

Verizon Transmitter - On 8/7 the south donation tube containing the transmitter and donations disappeared from the south beach. Additionally, there was one transmitter that worked intermittently before it failed. We have replaced both of these, effectively giving us two transmitters for everyday use plus a backup. Lessons from this event: This is not the first time this has happened; we need to consider stronger security for our donation tubes. The disappearance of the tube/transmitter was not effectively communicated to the Board or the next day's docents. Need to think about the ways we might communicate these types of events in the future – no clear resolution.

Next Docent Dinner/Continuing Education Event – 9/16/17 Scheduled for 5pm at the Vet's Hall in Morro Bay. Stephen Beck will not be available to handle the A/V for our guest speaker. Lynette will check with Keith Mueller to see if he could back up Stephen; Tim Postiff is another possibility. Lisa and Tim would also like to be trained on the A/V equipment. Lisa will contact Dave Bauer (who arranged for this speaker) to find out what they need for their presentation. All Board Members are asked to come early as usual to assist Lisa and Wendy with setup for the event.

Adjourn: Meeting was adjourned at 3:42pm

Next Meeting – Wednesday, September 20 at 1:00 pm.

Submitted:

Bob Grosse
Secretary

APPENDIX A: HISTORY PROJECT / 20TH ANNIVERSARY CELEBRATION REPORT

History Project Update

- We are just about complete with documenting the history of FES which includes:
 - Prologue (events prior to 1976)
 - Events leading up to the Formation of FES (1976-1997)
 - Interviews of key players
 - Newspaper articles
 - Final step is a validation review by individuals outside of FES (i.e. Nick Franco with State Parks).
 - Target date for final wrap-up of the project is end of year 2017.
- Plans for sharing the story with docents & others:
 - Docent Newsletters – Every docent newsletter between now & a 20th anniversary celebration will include something about the FES history.
 - Among Friends – Possible insert
 - Add the documented history to our Elephantseal.org website by adding a button to the “about us” tab that says “History of FES” and includes:
 - Pared down history in the form of a timeline
 - Photos
 - Articles
 - Establishment of a FES History Library
- **No cost for any of the above activities**

20th Anniversary Planning – Board approval

The History Project working group is volunteering to oversee the 20th anniversary planning

- Initial planning – Actual celebration in March 2018 to provide time for preparation.
 - November acknowledgement due to the actual date docents were on the bluff.
 - November 4th 2017 docent dinner (1st 30 minutes) – Still running by Bill Goodger
 - Quick presentation
 - 15 minute talk by Dave Dabritz – What it was like on the bluff in 1997
 - Announcement of March celebration
 - Anniversary cake – **If not in budget - Harrison will cover cost**
 - 20th Anniversary Celebration (March 2018)
 - Venue – Hearst Castle National Geographic Theater – No cost
 - Donations from local restaurants & wineries for the event – No cost
 - History presentation – Photo slide show on the big screen – No cost
 - Docent class photos, Docent on-the-job photos (current/retired) – No cost
 - Invitations to current/past docents, members & partners – **Cost for invitations TBD**
 - 20 page history booklet for all to take home with them - **\$2398 - \$2950 for 1000**

We will be requesting a grant from SSTA to cover any printing and mailing costs associated with the March celebration’s invitations & booklets. *SSTA benefit – Past docents/members heads in beds that have moved out of the area.*

APPENDIX B: FES Staff Update – August Board Meeting – 2017

- See attached report for “traffic” and associated receipts in the Visitor Center during office hours for July and MTD for August.
- Staff job descriptions are expected to be in final form by end of week and will be shared with Board at that time.
- Performance Reviews for Staff are in progress and on track for the following commitments. Thanks to the Board for their input.
 - By August 1st – Docent Coordinator - Completed
 - By August 18th – Bookkeeper
 - By September 1st – Office Coordinator
- Computer/Email resolution – Office 365 has been ordered; currently waiting for receipt.
- Docent Newsletter – Pending support from Growth and Technology Inc. to assist with use of MailChimp or suitable alternative.

APPENDIX C & D TRAFFIC AND VISITOR CENTER DATA

See attached Excel Spreadsheets

APPENDIX E: board report on finances august 2017-refer to balance sheet, P&L, and board report on various income areas.

1.balance sheet

cash barometer in checking account and money market at Pacific Premier=\$39,000 no change from previous month.

Liabilities are 1.6 % of assets a good place to be

2. board report on various income areas

Basically membership comparing 2017 with 2016 is up 8%.

table contributions and table comparing 2017 with 2016 are down 33% and 41 % respectively.

However, the table averaged over \$200/day since July 17. and from January to April 2017 we averaged \$70/day.

The big change which is due to the office being open every day is that comparing 2017 with 2016 the FES office sales are up 35%.

3.Profit & Loss Statement

1. Net income is \$6352 more than budget net income as of 8/12/2017

2.see above 2. for various income areas

3.Trash is at budget in terms of expenses-the \$500 increase from last month may have been bills in process as we said we would stop trash paid labor for 4 weeks to assess what the bluff would look like in terms of potentially saving funds.

APPENDIX F, G, H – Financial Reports: Balance Sheet, P&L, Income
See attached Spreadsheets

APPENDIX I: Publications Committee Report for August Board of Directors Meeting – Aug.
16, 2017

Mary Forbes, Director & Chairperson – FES Publications Committee

1. “Among Friends” Trimester Membership Newsletter was printed and mailed to 743 members from our recently updated data base . Because we used the printer’s indicia (stamp) and ability to pre-sort, the post office found 19 addresses that would have been undeliverable. Thanks to Wendy, who has been sorting through each of these to find true addresses.
2. 77 VIP & Friends with updated names and addresses were mailed “Among Friends”. The previous addresses for these persons could not be found so Donovan sent a list of positions and agencies that he suggested should be on the list and we now have a current list for these recipients. We feel that there are probably more persons and or agencies that need to be added to this list so this will be an ongoing process .
3. The Publications Committee was highly involved in the development of the currently designed Rack Brochure dealing with various photographs and editing copy for the card. This has now been concluded.
4. The Committee is now preparing for the next copy of Among Friends and will be meeting later this month. Responsibilities have already been assigned and due dates exist as they were distributed at the last Board Meeting.

APPENDIX J: Research report for August 16,2017 Board meeting

- 1.Keith Mueller continues to work on his Deep dive paper for the docent website.
- 2.I have finished my paper summarizing the 3 year 34 male survey in the breeding and molting season. It is entitled "10 New Insights about male NES based on results of 3 year survey during the molting/breeding seasons. Authors are 8 interns and myself. The paper is currently being edited by research committee for Docent only website.
- 3.I am giving a presentation to Camp Keep Staff at Montana De Oro on August 22nd on Northern Elephant Seals Birthing and Nursing .
- 4.The research Committee will be meeting in the near future to prepare for the November 4 Docent Dinner which will feature Tim Bridwell as the MC and myself, Brandt, Tim Postiff, and Keith Mueller as a panel to answer questions from the Docents about elephant seals.
5. Tim and Brandt continue to work on publications such as Among Friends.
6. I am giving a presentation at the first advanced training schedule Sept 23, 2017 on Observations by a Veterinarian on an elephant seal's life on the beach. Thank you to Polly for giving me this opportunity.

APPENDIX K: Training Committee Report to Board

7 Fall Docents
7 Spring Docents

Peer Reviews being completed for Spring Docents this month.

Plan for Posting of Training Info in Office

Graduation Luncheon – who is invited/cost

Spouse/significant other
Board Members
Mentors – those who mentored

Guests invited September 9 for Phil's ESeal presentation–

We invite guests for Fall Basics... do not invite for Spring Basics.

(1-2Guests per group)

MB Museum of Natural History
PB Light Station
State Parks
Discovery Center
Marine Mammal Center
Interns

Docent Pack info that is being updated – new trainees and current docents. (

Thank you Lisa)

Population Graph updated to 2017
Whale watching Calendar
Medical Facilities for referral to be added to Emergency Forms

APPENDIX L: TABLE COMMITTEE

All August days are covered.

Alan Fillmore was trained and will be added to table schedule in September.

APPENDIX M: Pinedorado Parade Report

A planning meeting was held on 8/4. Present at the meeting were: Kathy Dowding, Steve Dowding, Wendy Sheridan, Brian Sheridan, Sue King, Mary Forbes, Lynette Harrison, Alan Harrison

- The parade will be Saturday September 2nd and kicks off at 9:30am.
- The Grand Marshall is Ken Eberle
- We will use a pickup truck and utility trailer for our float (provided by the Harrisons).
- Two new banners with the wording: *Friends of the Elephant Seal Celebrating over 20 years of Service*” were ordered and have been received. Christel Chesney offered to pay for the banners.
- Float Construction:
 - 2 opposing Bulls in a fighting stance with a mechanism that would bring them together & apart as though they were in a battle. (built by Alan Harrison and painted by Wendy and Brian Sheridan)
 - Plenty of material was found in storage for use in decorating.
 - There should be some seating in pickup and in trailer for those not wanting to walk the whole distance.
- We will hand out Eseal News to the crowd.
- We may also have Kris Baird to lead us in a “docent chant” at times during the parade alternated with some recorded Eseal vocalizations.