

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

November 15, 2017

(Prepared 12/14/17)

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, Polly Tatton, Bill Goodger Stephen Beck, Sue King , Mary Forbes, Kathy Dowding, Bob Grosse ; Lisa Harper Henderson and Wendy Sheridan-- Staff Members; Guests: Tim Postiff ,Docent, Kyle Brady, State Parks

Absent: Lynette Harrison (excused)

Open: 1:00 PM

Minutes of October 18 Meeting: It was moved to approve the minutes of the October 18th Board meeting. Moved Kathy, 2nd Sue. Approved with two abstentions. .

Committee Reports:

Committee Mission Statements-Tim. Tim directed committees which had not yet filed committee mission statements to do so promptly. Wendy agreed to put the statements in Staff files.

Staff – Kathy. Kathy reported (**Appendix FES Staff Report**) on various items related to Staff. She noted that closing billing from Growth & Technology is expected shortly. She has received quotes from TekTegrity and Mustang Computers and will be analyzing them. When analysis is completed, she will award the contract to the appropriate vendor.

Financial Committee/Treasurer’s Report – Bill. Bill provided financial reports (see **Appendix FES Financial Reports Comments**.) He commented that income and expenses are on track to end the year within budget. He commented that Bill Johnson has retired from the Finance Committee.

Publications-Mary. Mary commented that the Among Friends publication went out on time and has received significant favorable comments.

Research-Bill. Bill provided a report (**Appendix FES Research**) on research activities. He had a separate power point report prepared on the Weaner Research Pilot study to be presented later in the Board meeting

Schools-Stephen. Stephen reported (**Appendix FES Schools**) on school activities. He commented that a significant problem exists on February 9th in that Winifred Piper School is due to visit in the morning with a requirement for 12 docents and the Grizzly Academy has advised that they have scheduled a visit that afternoon and insist that their schedule cannot be changed; normally, Grizzly Academy would require 16 docents. The Schools Committee is preparing an alternate method to cover their visit.

Training-Lynette. Lynette provided a report (**Appendix FES Training**) on training plans. Since she was not present, there was no discussion on training items.

Table-Sue. Sue provided a report on Table Activities (**Appendix FES Table**). Wendy commented that her order for ceramic elephant seals has been delayed and the vendor had provided no estimate of when they would be shipped.

Development-Tim. Tim provided a report (**Appendix FES Development**) on development team activities. He commented that plans for the Speaker's Bureau are expected to be completed by January. End-of-Year letters are at the printers now and will include a machine addressed mailing envelope. The planned mailing date is Dec 6th. Wendy discussed need to make corrections to the member/donor lists before mailing. Tim is preparing a grant from SLO County to cover the sponsored school transportation needs. He advised that Rack Cards have been received from the printers and are being distributed by Certified Delivery to their customer list. Tim reported that it will be necessary to develop a list of motel/hotels/organization that are not served by Certified Delivery and plan on how to deliver to them. Kathy suggested increasing the Development Committee to include the Rack Card needs. A general discussion ensued over getting additional volunteer assistance for all the committees when needed.

Old Business:

History Project/20th Anniversary-Kathy. Kathy referred to the report (**Appendix History Project/20th Anniversary**). She noted that invitations will be sent to the printer in December and mailed in January 2018. . She referred to the changes needed to the Member/Donors lists commented on by Wendy. She suggested making a plea for additional volunteers in the Docent Newsletter.

Presidents Report:

ESAG Meeting-Tim. Tim reported the most recent ESAG meeting had no specific items relevant to FES.

SSTA –Tim. Tim reported that the SSTA meeting had no content specifically relevant to FES either.

Storage at PB Motel--Tim. Tim reported that the stuffies and FES newsletter have already been moved to the storage area. He thanked State Parks for letting us use the space.

FES Board Retreat-Tim. Tim advised that he is planning to schedule a FES Board Retreat tentatively in late March 2018.

New Business

Open House –Wendy. Wendy reported that flyers are being sent out and publicity submitted to the news media for the Open House Thanksgiving weekend.

Festival of Trees-Wendy The tree prepared by Wendy and her husband will be auctioned off with proceeds going to FES. She recommended buying tickets in advance to secure reserved parking at the Cambria Pines Lodge; otherwise, attendees will have to compete with the Christmas Market crowd.

Exploratories-Tim. Tim led a discussion on exploratories for the coming Birthing and Mating season, what to cover, when they should be scheduled and possible discussion leaders. After consideration of the number of activities already planned and the short time left to prepare, it was the consensus of the Board that exploratories be cancelled for this year.

Future Board Members-Tim. Tim opened a discussion on need for two Board members leaving in December and questioned what the qualifications for Board membership should be. It was suggested that a possibility might be to have non-docents as Board members. One comment was that the current Board members are 'working' Board members as each is a Committee chair as well as Board member; with non-docent members, that would necessarily change. No decisions were made relevant to Board membership in the immediate future.

Budget for 2018-Bill. Bill presented the Financial Committee recommended budget for 2018. He discussed the various income and expense items and changes from 2017. As proposed, the budget has an overall positive year-end balance of \$9,000. A discussion arose over the proposed budget expense of zero for trash contracting in 2018 with a recommendation made to add an amount for contingency; consensus of the Board was that trash removal could be added as needed as a non-budgetary item. It was moved to approved the budget as presented: Moved Polly. 2nd Sue. Approved with one negative vote.

Witter Family Trust-Bill. Bill recommended retaining \$6000 of the Witter Family grant in the money market account to be used for the 20th Anniversary program and placing \$14,000 in the Vanguard Fund with alternative of using the Endowment Fund. A discussion arose over what the return from the Endowment and Vanguard Funds would be and what limitations applied. Tim noted that the Witter Fund could not be used until authorized by the family which has been requested. It was moved to place the \$14,000 in the Vanguard Fund and keep the \$6,000 in the money market fund. Moved Polly 2nd Bob. Approved.

Minimum Negative Declaration-Tim. Tim explained what the MND was intended to do and probable actions by State Parks. He asked Bill to review the response made by FES to the State Parks on the MND for the proposed campground area at Arroyo del Corral. After the review of the response, a general discussion ensued on actions FES might take in response to State Park actions and the expected increased presence of elephant seals at Arroyo del Corral. A number of comments were made as to what our responsibilities would be in light of our mission of stewardship of the marine environment and public education. In addition to the concerns should the campground come into fruition, it was noted that the construction project to move Highway #1 inland also includes building three parking lots along the beach area north of the lighthouse and that the parking lots will probably be completed soon; these would result in visitors on the beach where elephant seals are hauled out. It was agreed that we need to find out more and plan actions although no specific recommendation were made.

Adjourn: Due to the lateness of the meeting it was moved to adjourn the meeting to Executive session to cover several necessary items and then return to the meeting to review the Weaner Research Pilot project. Motion was made to adjourn to Executive session. Moved Sue 2nd Polly. Approved. The meeting was adjourned at 3:47 pm to Executive session.

Open: 4:10 PM – the Board convened with a quorum of Stephen, Bill, Sue, Kathy and Tim. Bill began to proceed with a power point that he had previously generated. Some Board Members had printed the previous research materials that were posted to the docent site and general questions regarding benefit to the seals was addressed.. After further discussion, Tim suggested three options for proceeding further with discussion regarding the research project of which calling a special continuing education class take place on November 28th where Bill can present the power point in full and all docents would

be invited to attend was elected of the options. Tim to follow up with the organization and announcement of this. Bill offered his willingness to participate.

Adjourn: The meeting was then adjourned at 4:45 PM. Moved Sue 2nd Stephen. Approved.

Submitted,

Bob Grosse
Secretary

Next Board Meeting: Wednesday, December 20, at 1:00 pm.

Appendix: FES Staff Update
November Board Meeting – 2017

- See attached report for “traffic” and associated receipts in the Visitor Center during office hours for October and MTD for November. October was an improvement over September and November is on the same trend – **last week was a pretty fabulous week for office sales!**
- Computer/Email resolution – We have terminated our relationship with Growth & Technology and are getting proposals from other tech support companies. We have received one from TekTegrity in San Luis Obispo and are awaiting another one from Mustang Computers in Los Osos. More to follow once we have received Mustang's proposal.
- Docent Newsletter – TekTegrity suggested – when I discussed their proposal with them – that we upgrade to the paid version of MailChimp which they indicated would still be pretty low cost. Once I have that figured out, I will let the Board know so that we can make an informed decision.
- **November 25th and 26th Open House:** Please let Wendy know if you are willing to work a 2 hour shift (10am – 12pm, 12pm – 2 pm, 2pm – 4pm) on either day. Wendy is busy getting prepared for this.
- **Festival of the Trees** – Just a reminder: Please share the word and plan to attend and/or encourage others to attend this event on **11/30**. Wendy and Brian deserve our support and gratitude for their contribution of their time and talents to FES. Proceeds of the Tree they designed and that will be auctioned that night will go to FES. MANY THANKS WENDY AND BRIAN!!
- **Storage at the PB Motel:** We have begun the process of relocating our storage to our new spot at the old PB Motel. I have contacted Lee McFarland and given him notice of our intent to vacate our current storage location in downtown Cambria by the end of November. We will meet on December 1st to return keys.
- We are making preparations for the **Docent Appreciation Dinner** – tentatively scheduled for February 3rd at the Morro Bay Veteran's Hall. Hours pins will be collected and Docent Volunteer hours tallied. Lisa is working on arranging food. We are also considering a docent gift of a small calendar in honor of the 20th anniversary.
- Office Calendar notes: The office will be closed on December 25th (Christmas Day).

Appendix FES Financial Report Comments

11/10/2017

Finance report for November board meeting Current status:

Nov 11 P&L attached :current cash flow

net income is down \$20000 because it was moved from mm to vanguard last month.

Nov 11 Balance sheet attached:assets

Assets look good even after removing 14,000 from mm and eventually moving \$6000 for 20th anniversary into checking.

Nov 11 Comparison attached: Income streams status membership campaign, office sales, tube donation continue to move forward.

Budget for 2018:attached as copy of pnl 11-6-2018budget.pdf Look it over and see where your area has been allocated funds. If you have questions about your area or any other line bring it up at the board meeting during my report .

what to do with the remaining \$20000 from the Jack Witter family trust.

First i am going to recommend that \$6000 be allocated to the 20th anniversary celebration. The budget (attached) has been worked up well by Lynette. However, there are always contingencies when planning a new program so I am going to suggest a 20% contingency which then would make the number \$6000 which leaves \$14000 for reinvestment. Also, I think it might be a nice thought to mention to the Witter Family that a portion of the funds given will be going to support the 20th anniversary celebration. Just a thought.

\$14,000-you have 3 choices

Money market-keep funds there probably not a good idea when return is about 1.5% on a good day. Also, currently and over the last year we have not needed funds in the mm to transfer to the checking acct and so the balance has been over most of the year \$25000 which should be adequate.

endowment-Funds could be placed here but the endowment is setup for the long term so once funds are placed in the endowment that is where they will remain. The endowment was setup for items like the witter fund with the idea of increasing over the years to a substantial \$ figure lets say 1 million dollars so FES could begin to draw on the funds usually at 4% which would mean \$40000 which could be used to fund some of our salaries. FES can draw before the amount reaches that large number but unless the number invested is large when you draw against it you don't want to decrease the principal to a point where you are going backwards as opposed to going forward or in the case of a large number like a million just drawing on the return on the investment .Also, the endowment could handle more difficult assets such as land or automobiles which might be given in the future as part of estate distribution. I used an endowment to fund the salaries of the dairy teaching herd I founded at U-W Madison. I was able to raise 1 million dollars with the help of our development staff from farmers and veterinarians across the state. We got lucky in that a student from Germany had a foundation in the United States that provided \$400000(who knew).

Vanguard-The stock market is up almost 14% this year so this would be a good place to put funds as our fund has gone up close to \$5000 this year to date. This is about a 10% return. Also, it is easy to move cash from our account to our checking account online. Of course usually when the market has been up in a year like this there are people who are already warning of a correction. I can't predict the future but over the long haul the market usually averages a 7% return on investment with all its ups and downs. Our fund is a safe fund in that it has a good distribution of stocks and bonds.
Thanks Bill

William J. Goodger, DVM, PhD
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Cellular-608-770-1448(primary number)

Appendix: FES Research

Research report for Nov Board meeting

1. The committee is now working on Keith Mueller's paper "dives of elephant seals" considering an executive summary for docents and a research paper for docents who want to take the next step in learning about diving of elephant seals.
2. The committee Q&A at the recent docent dinner went well with Tim Bridwell as the MC.
3. Kathy Curtis who is a new docent (2017 class) has joined the research committee.
3. The final draft of the summary of Jenni Rind's research at Piedras Blancas entitled "on "Effects of Age on Apnea and normal breathing in subadult and adult male Northern elephant seals" was approved by Jenni. Final step will be to have Keith, Brandt, and Kathy do a final review.
4. We continue to add resighted seals by our docents to our database each month.
5. Tim and I are working on a new age category field id system using real pictures of seals rather than drawings.
6. Report on Cal Poly research 2018 will be presented as a power point presentation during old business.

Appendix: FES School Report

Since we started our 2017/2018 school year we have had five schools outings on the bluff. We currently have 13 future school outings scheduled and posted on SignUp. In addition, we are now trying to find a date to host a second visit from the Grizzly Academy.

Our first five school outings have brought 362 students to visit our seals. The largest number of students for one visit was 175 and the smallest number was 39. For our five school visits we used 34 docent assignments.

Looking forward at staffing our outings, we could use one more docent for our November 18th outing but all of our other scheduled school outings for November and December are now fully covered by our docents.

Lisa is doing all of the work of getting our school outings timely posted onto one SignUp page so our docents can view and offer their help on our upcoming school outings. For the 18 school outings that have been posted on SignUp (both past and future outings) we have asked for 152 docent school work commitments. Thus far we have had received 104 docent commitments to work on our school outings. (12 of the 104 counted commitments to work come from Duffy Burns who is actually now working as a State Parks employee.) Two docents from our spring 2017 class and two docents from our fall 2017 class have started to help with our school program. I will be trying to bring in a few more of our new docents to help on our school outings.

Concerning our six sponsored schools, three have scheduled their visits. Those three are Hawthorne Elementary, Winifred Pifer Elementary and Creston Elementary.

Stephen Beck

Appendix Training Committee November 15 2017 Board Meeting

- 6 Spring & 10 Fall docent trainees successfully completed Basic & University Training.
- Keith Mueller back on the training committee
- Bette Bardeen joined the committee as an advisor
- 2018 strategy developed
 - Changing number of training sessions from 1 Basic & 3 University to 1 Basic & 2 University.
 - Basic training will include elephant seal training along with additional key topics docents should be aware of while on the bluffs (i.e. enforcement, interpretive, etc.).
 - Basic training content will be the same for Spring trainees & Fall trainees.

- Spring trainees will be required to return for 2 University training sessions in the Fall to complete their training.
- Training topics & timing is being re-worked to fit into the 3 days of training.
- Training dates identified
 - Basic training – Spring Saturday 3/24/18
 - Basic training – Fall Saturday 9/22/18
 - University training – Saturday 10/6/18 & Saturday 10/20/18
 - Flyers & handout cards updated.
 - Website to be updated.
- Follow up meeting with new docents on January 27th – great time to receive feedback on potential changes to improve training.
- Spring training
 - Currently have 4 applicants with an additional interested person to be submitting an application soon
 - No paid advertisements – Will depend on docent referrals, hand out cards & free ads.

Appendix: FES Table Report

Two of my three traveling docents have returned to the schedule. Crystal is tending her husbands shoulder replacement recovery. I gave one docent scheduled to train this month and possibly a second.

New tables are a hit and I've received multiple positive comments. We have a new \$10 e-seal stuffie (with a nose that reminds me of a parrot) but is selling. Ribbon and bows will adorn our items in the next weeks to promote holiday gift suggestions. I am suggesting Santa Hats for those docents who want to get into the seasonal spirit!

Submitted,

Sue King

Sent from my iPhone

Appendix Development Committee **Board Meeting – November 15, 2017**

- Speaker's Bureau – awaiting monthly update from Misty however per earlier conversation, project is still targeted for a December deadline. Will then be reviewed and ultimately presented to the Board at either the December or the January Board Meeting.
- Year End Appeal & Holiday Mailer in design at this time. Per previous decision by Lynette and Tim, the address list will include any person(s), businesses, etc. that have provided donation within the previous 24 months. This will be a larger list than historically. Currently Wendy is working on defining this list which is challenging. First run listed approximately 1850 addresses but Wendy noted many that were duplicative. She is currently going through the list to delete these duplicates. The mailer has been slightly altered from the previous year's mailer in that the card cover will be the same with four photos of seals in various seasons with the tax message at the bottom, however the top will list "Celebrating 20 Years of Service". The remittance card has deleted the listing of two years of donations that the donor was to complete, but added is a line that asks if the donor would be willing to add \$20 to their contribution in celebration of the anniversary. The printer is currently designing with hopeful proof by this Thursday or Friday and if we can get the addresses to the printer by this time, it is estimated that with pre-sort and pre-addressed envelopes, it will be in the hands of the addressee by approximately December 6th. This should beat the rush of other non-profit organizations attempting to accomplish the same year-end mailer.
- In process of completing an application for funds from Supervisor Gibson. In speaking to the Supervisor's office, attempting to gain funds for an anniversary event would not be viewed as good cause however, looking for funds to assist with our educational school group reimbursement program would be highly valued so this is the direction that is being taken.
- Will be looking at other grant opportunities with Foundations during the month of December hopefully.
- Rack Cards have now been received and distribution with Certified will begin immediately. A sample of the cards will be given to Board Members at the Board Meeting. Need to complete those locations not covered by certified and find able docents willing to distribute to these locations. Target date for completion of this within two weeks.

Appendix: FES History Project / 20th Anniversary

November 15, 2018

History Project

- November Docent Newsletter
 - Release date – pending (prior to Thanksgiving)
 - Will be mostly devoted to FES History
- Among Friends Article –
 - Winter Edition – completed and mailed to members
 - Spring & Summer editions – We would like to include articles on Accomplishments (spring) and Future (Summer).
- Core Document – Will included the following
 - History of FES
 - Accomplishments – Team will have key accomplishments document. Will need Board assistance to fill in the gaps
 - Future Plans – Board will need to provide once retreat has occurred & long term vision identified.
- Website – Looking to have History document/pictures added to elephantseal.org Website by end of November. Assistance from Nancy McKarney.

20th Anniversary Celebration

- Scheduled for March 10th @ Hearst Castle Theater. Obtaining final approvals from CDPR.
- Master list of docents nearly complete – Will be turned over to Diana Teetzel to add addresses
- Invitations will be going out by mid-January
- Souvenir Booklet – 99% complete. Undergoing final review and then will be ready to print. Source of funding for the Booklet?
- Publicity plan - Board has indicated that a broad plan, as proposed by Cam Arnold is their preference. The focus will be on 1) the 20th Anniversary; 2) The impact of FES then, now and in the future; 3) the importance of respectful viewing; 4) the importance of the stewardship of the rookery as provided by FES.