

**Friends of the Elephant Seal  
Meeting Board of Directors  
December 22, 2017**

(Prepared 12/29/17)

***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 Stephen Beck, Sue King , Mary Forbes, Kathy Dowding, Bob Grosse ; Lisa Harper Henderson and Wendy Sheridan-- Staff Members;  
Guests: Cam Arnold, Wayne Attoe, Docents , Kyle Brady, State Parks

**Open:** 1:03 PM

**Public Day Proposal**-Cam Arnold. Cam Arnold proposed holding a Public Day to celebrate the FES 20<sup>th</sup> Anniversary within the community. She provided a list of suggested activities with invitations to the local community to join in. The Public Day was suggested to take place after the FES 20<sup>th</sup> Anniversary celebration in March with no specific date suggested. Kathy Dowding commented that such a Public Day would not be a part of the History Project//20<sup>th</sup> Anniversary Celebration committee activities. It was agreed to review the proposal at the January Board meeting.

**Minutes of November 15:** It was moved to approve the minutes of the November 15<sup>th</sup> board meeting. Moved Sue, 2<sup>nd</sup> Lynette, Approved .

**Committee Reports:**

Staff – Kathy. Kathy reported (**Appendix FES Staff Report**) on various items related to Staff. She commented on the success of the Open House held over Thanksgiving weekend and that Wendy for her leadership and initiative in running the open house program. She noted that Docent Appreciation dinner would be on February 10 at Morro Bay.

Financial Committee/Treasurer’s Report – Bill. Bill provided financial reports. He commented that the balance at the end of 2017 was anticipated to be \$63,932 versus the \$3,000 in the 2017 budget.

Publications-Mary. Mary commented that inputs for the next Among Friends publication are needed by February 19<sup>th</sup>.

Research-Bill. Bill provided a report (**Appendix FES Research**) on research activities. He commented that the summary of Jenni Rind’s honors Thesis work done at the bluff last summer on Apnea was completed and would be available on the docent only website for docents to review along with the thesis itself.

Schools-Stephen. Stephen reported (**Appendix FES Schools**) on school activities. He commented that the support from docents in manning the school tours was greatly appreciated. He suggested that it might be feasible to change the schedule for schools that FES supports from a three-year cycle to two-years if a grant to support them were received and it appeared that sufficient support from docents would be available. He suggested discussing it further after the school year was completed and the status of the supporting grant was clear.

Training-Lynette. Lynette provided a report (**Appendix FES Training**) on training plans. She reported that Wayne Attoe had agreed to be chair of the Training Committee.

Table-Sue. Sue provided a report on Table Activities (**Appendix FES Table**). Sue commented that she and Wendy had agreed to hold a pre- Christmas sale with everything at the table discounted by 20% during the period December 21-24.

Development-Tim. Tim provided a report (**Appendix FES Development**) on development team activities. He expressed his thanks for all of the people listed in his report who distributed the Rack Cards to locations around the area.

#### **Board Actions:**

Resolution to Vanguard: It was determined that it was necessary to make a resolution for to Vanguard Investment Account to delete Bill Johnson as a signer and add Tim Bridwell (along with Bill Goodger ) as an authorized signer. The motion (**Appendix Resolution**) was moved by Tim, 2<sup>nd</sup> Lynette and approved.

Vacant Treasurer Position: Tim expressed concern that the Board position of Bill Goodger was expiring in December and could not be extended per the FES Bylaws but there was no replacement for Bill as Treasurer, a position required by the Bylaws and necessary for FES operations. He identified three possible solutions: --Amend the Bylaws to extend Bill's tenure in office. ---Assign a co-president as Treasurer. --Have the Treasurer position remain vacant for the next month and continue to look for a replacement treasurer. A lengthy discussion arose over possible replacements and the options cited. It was agreed to allow Bill Goodger to act as temporary treasurer without being a Board member and continue to look for a replacement. A motion was made to leave the Treasurer position vacant for the next month and earnestly attempt to find a Treasurer with Bill Goodger to fill the position in the interim. Moved Polly, 2<sup>nd</sup> Kathy. Approved.

#### **Old Business:**

History Project/20<sup>th</sup> Anniversary-Kathy. Kathy referred to the report (**Appendix History Project/20<sup>th</sup> Anniversary**). She suggested that FES needs a historian on a permanent basis to keep track of activities and changes and recommended Carol Adams. She agreed to contact her. She noted that the committee is still looking for information of some of the former docents.

CalPoly Research Project. A discussion was held about the results of the FES docent meeting on the planned CalPoly research project-on marking, tagging, and weighing weaners; correspondence had been to NOAA Fisheries Protected Resource division, grantor of the permit for the project , expressing concerns brought up at the meeting. Bill Goodger discussed the project and advised of possible problems and expected mitigations.

#### **Presidents Report:**

FES Mitigation Negative Declaration. Tim reported that a reply had been received from the District Supervisor agreeing with concerns expressed in the FES input to the State Parks MND . He noted that State Parks plans is to recirculate the MND with updated statistics , additional mitigation measures, and potential impact to elephant seals will be reevaluated. Tim, Lynette, Bill are meeting with the Doug Barker the District Services Manager, California State Parks to discuss the FES concerns.

Storage at PB Motel--Tim. Tim reported all FES inventory items have been moved to the PB Motel site from storage in Cambria. He noted that before her retirement, Tim had discussed with Brooke that the PB Motel could be used as the FES Visitors Center.

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

Facebook Presence-Tim. Tim responded to a Board comment that the FES Facebook page was not up to date and it would be well to have someone assigned to the Facebook account. Wendy noted that Facebook maintenance was included in her job description however she had received no direction with regard to making Facebook inputs but that she would be willing to do so if she knew what was expected. Lynette agreed to work with Wendy on the Facebook account.

**Adjourn:** The meeting was adjourned at 3:20 pm . Moved Sue 2<sup>nd</sup> Bill. Approved. Departing Board members Bill Goodger, Polly Tatton, and Kathy Dowding were thanked for their service and excused.

**Reopen:** The meeting was re-opened at 3:23 pm.

**Election of Board Member:** A motion was made to elect Wayne Attoe to the Board of Directors. Motion made by Stephen, 2<sup>nd</sup> Mary, Approved.

**Adjourn:** The meeting was adjourned at 3:27 pm.

Submitted,

Bob Grosse  
Secretary

**Next Board Meeting:** Wednesday, January17, at 1:00 pm.

## Appendix

### FES Staff Update – December Board Meeting – 2017

- See attached report for “traffic” and associated receipts in the Visitor Center during office hours for November and MTD for December. Of course, the Open House over Thanksgiving weekend was a tremendous success! It looks like VC sales for 2017 will establish a new “record” for the years since 2011! Thank you Wendy and Lisa!
- Computer/Email resolution – We have moved forward with Colin Slaughter of Mustang Computers. And Colin just completed the upgrade to Office 365 email (on the night of 12/16). New email addresses were also created for each board position. The “cloud” (aka One Drive) is also now available. Colin will be planning some training next (perhaps after Christmas).
- Docent Newsletter – Lisa is upgrading our version of MailChimp to the paid version and will trial that for the January Docent Newsletter to see if it is easier to work with. Stay tuned.
- **November 25th and 26th Open House:** In case you had not heard, the Open House went well and Visitor Center receipts for the two days reached \$2000 and there were approximately 160 visitors! Good job, Wendy! And many thanks to all who came to support her.
- **Festival of the Trees** – The “FES Tree” that was auctioned off was the top seller at \$700. It was sold to Kitty Guthrie, who also told a great story about her trip to visit the Elephant Seals being the catalyst for her move to Cambria. MANY THANKS WENDY AND BRIAN!!
- **Storage at the PB Motel:** Everything has been moved out of the old storage facility in downtown Cambria into the new storage at the Piedras Blancas Motel – many thanks to Stephen Beck and Steve Dowding for making this happen.
- We are making preparations for the **Docent Appreciation Dinner** – tentatively scheduled for February 3<sup>rd</sup> 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 20<sup>th</sup> anniversary.
- Office Calendar notes: The office will be closed on December 25<sup>th</sup> (Christmas Day) and on New Years Day – January 1, 2018.

**Many, many thanks to Lisa, Marcella and Wendy for making my job easier!**

### **Appendix**

#### **Research committee report for December board meeting**

1. We finished the summary for Jenni Rind's honors thesis work at the bluff on Apnea in Northern elephant seals . The summary has been placed on the Docent only website along with her original paper for docents that maybe interested in reading her complete work.
2. Keith Mueller is finishing his final draft on his paper entitled "The Dives of elephant seals" which should be ready by the next board meeting to be put up on the docent only website. This paper will be of interest to alot of docents.
3. The committee is currently reviewing some work from my recent survey on males. The goal being to provide an updated male categorization system for docents to review on the docent only website. An example again of citizen science.
4. I am going to summarize the last year of resights for our tagging Program in hopes of motivating docents to continue to resight tags on their shifts on the bluff.

### **Appendix**

#### **December School Program Report**

Since our last Board Meeting we have had four more school visits. The four visits have brought about 345 more students out to the bluff. The number of students on any one visit varies greatly. Leffingwell HS brought just 11 students but the Grizzly Academy came with 200.

We seem to be doing find on staffing our outings. I'm happy that number of our new docents from our 2017 classes have joined to help on the school program.

As of today, eighteen schools have requested visits to bluff through our school program. Ten visits have already happened with eight schools having dates scheduled in the coming weeks and months. I expect that a good many more schools will contact us soon. Thus far, we have not had an experience that we found unpleasant.

## APPENDIX

### **Training Committee Report December 20 2017 Board Meeting**

- Wayne Attoe (a current member of the training committee) has expressed interest in chairing the training committee and becoming a member of the Board. Action to be taken during the December Board Meeting.
- Flyers & handouts with the 2018 training dates have gone to print. Working on updating the Website.
  - Basic training – Spring Saturday 3/24/18
  - Basic training – Fall Saturday 9/22/18
  - University training – Saturday 10/6/18 & Saturday 10/20/18
- SpringTraining
  - Interviews being scheduled for 4 potential trainees
  - Phil Adams availability secured for spring/fall basic training
  - Additional presenters need to be identified & secured.
  - No paid advertisements scheduled at this time – Will depend on docent referrals, hand out cards & free adds
- Follow up meeting with new docents on January 27<sup>th</sup> – great time to receive feedback on potential changes to improve training.

## Appendix

### TABLE REPORT DECEMBER

Even though we weren't able to fully man the table in December, I think we are having a positive response to new items available for sale.

With Christmas ornaments, water bottles, towels, journals, puzzles, hand puppets and new small porcelain animals our returning visitors have remarked on the new (and very nice!) items and purchased them. Our foot traffic on the bluff is as lean and the slow returning male seals but we are decorating our tables (even ourselves!) to attract as much attention as possible.

Dec 31-24 we are advertising a 20% sale on table and gift shop items for last minute shoppers.

Submitted,

Sue

Sent from my iPhone

## Appendix

### **Development Committee Report December 14, 2017**

**Speaker's Bureau:** Misty to provide an updated report prior to the board meeting. Previous target date for presentation to board tentatively scheduled for January board meeting.

**Membership:** Year end combination appeal and Holiday card sent to 1063 members that have contributed any membership funds in the most previous 24 months. Same collateral as was used in previous two years with enclosed remittance cards and envelopes. Funds have already starting to receive in office. Continued corrections on membership database.

**Grant Submittal:** Grant application completed and sent to Supervisor Gibson's office. Funding in the amount of \$2,000 was requested to be used as restricted funds for school group transportation reimbursement. No date in mind for expected response.

**Grant Maintenance:** Received request from Metabolic Studio for specific photography and videos informing them of how their funding is being used. Although a bit challenging to produce, thanks to Tim P and Brandt K for their assistance in helping Tim B generate. Final response sent to MS on December 13<sup>th</sup>. WHEW!!!

**Outreach:** Rack Card Brochures received as well as plastic card holders. It is with great delight that I can say that as of now, FES should have presence with their rack cards and with special thanks to the following docents for stepping up and volunteering to distribute to various lodging establishments not already being covered by Certified Folder.

**Barbara Sellers, Donovan Marley, Diana Barnhardt, Cheryl Vance, Gina Strong, Stephen Beck, Duffy Burns, Lou Tournatzky, Mary Forbes, Sue King, Dian De Sha, Alan Filmore**

## Appendix

### History Project / 20<sup>th</sup> Anniversary Board Update December 20, 2017

#### History Project

- Website – Team has prepared a short article for posting on the FES website with links to 1) Accomplishments; 2) Newspaper and magazine clippings – organized by subject; 3) Eseal News 1998-2010; and 4) photos – 5 categories. Docent Interviews and docent journal excerpts will be added to the “For Docents” website.
- Publicity Plan is under development by Cam Arnold and should be ready for Board review by the January Board Meeting. The focus will be on 1) the 20<sup>th</sup> 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.
- Spring Edition of Among Friends – If the Board is interested in a public event to recognize the 20<sup>th</sup> anniversary, the History team might request space for a brief article to highlight this. The team is grateful to the Publications Committee for graciously delaying their plans for the Winter Edition to accommodate the History team’s articles on the anniversary.
- **Long term: The Board needs to consider naming an organizational historian so that the work that has been done over the last few years is maintained for the future.**

#### 20<sup>th</sup> Anniversary Celebration

- Scheduled for March 10<sup>th</sup> @ Hearst Castle Theater. Final approvals from CDPR received. Necessary paperwork in process
- Master list of docents complete – Kathy Dowding and Diana Teetzel are adding addresses as they are found. We have contacted others for assistance and are making good progress. If you feel like you can help with contact information for any former docents, please contact Kathy Dowding
- Invitations will be ordered soon and sent by mid-January. An RSVP website has also been established to collect responses from the invitees.
- Souvenir Booklet – Now complete and has been sent for printing.
- Detailed plans for the event are in the beginning stages. The team is looking for volunteers to help coordinate donations of food and beverages, assist with the setup and take down and manage some of the logistics during the event.

## Appendix

### Resolution to Vanguard of Board of Directors, Friends of the Elephant Seal

Be it resolved by the Board of Directors of the Friends of the Elephant Seal (FES) at its regular monthly meeting taking place on this day Wednesday, December 20, 2017, the following:

It is understood that FES maintains certain investment funds with Vanguard and in particular, Vanguard Balanced Index Fund Admiral Shared (VBAX).

It is understood that only two persons may have access to this account and those persons currently are Bill Johnson and Bill Goodger.

It is understood that Bill Johnson is no longer the FES Finance Committee or the FES Board of Directors and access to the Vanguard account should be eliminated for Bill Johnson and replaced with Timothy Bridwell who is currently serving as CO-President of FES. The status of having Bill Goodger also and authorized individual on the account should not change.

It is understood that once Vanguard complete their processes, Bill Goodger and Timothy Bridwell will both have access to the account via internet website and both persons would be authorized to make changes to the account.

It is also understood that Vanguard should be instructed to maintain the sole primary address for the this account at the office of FES as follows: Mailing address—Friends of the Elephant Seal , P.O. Box 490, Cambria CA 93428. Physical location—Friends of the Elephant Seal Office, 250 San Simeon Ave. Suite 3B, San Simeon CA 93452.

(signed)

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Bob Grosse, Secretary, Friends of the Elephant Seal

Dated: December 20, 2017

Resolution Moved Timothy Bridwell

Resolution Seconded Lynette Harrison

Voted Yea Nine

Voted Nay Zero

