

**Friends of the Elephant Seal
Meeting Board of Directors
January 17, 2018**

(Prepared 02/18)

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, Stephen Beck, Sue King, Mary Forbes, Bob Grosse ; Lisa Harper Henderson and Wendy Sheridan-- Staff Members; Guests: Cam Arnold, Michael O'Bannon, Misty Wycoff, Donovan Marley, Docents
Absent: Wayne Attoe-excused

Open: 1:00 PM

Minutes: Approval of the minutes of the December 22 Board meeting was moved, seconded and approved. Moved Mary, Sue-2nd, Approved.

Public Day Proposal-Tim. Tim advised the Board that the discussion of the Public Day celebration as planned at the December 22nd Board meeting was being delayed until after the 20th Anniversary program in March

Board Members: Cam Arnold and Michael O'Bannon were introduced as nominees for membership on Board. Each made a brief statement of their interests and background. It was moved to approve Cam Arnold and Michael O'Bannon as Board members with terms expiring December 2020. Moved-Stephen, 2nd Sue, Approved.

Treasurer Election: A motion was made to elect Michael O'Bannon Treasurer. Moved Sue, 2nd Stephen, Approved.

Speakers' Bureau Presentation: Misty Wycoff made a presentation on the goals, organization, operation and administration of a FES Speaker's Bureau. She reviewed the accomplishments of the Speaker's Bureau to date including creating five different power point presentations, producing speaker packets, a handbook for speakers, business cards, target lists, worksheets and reports, recruiting speakers for each of five areas of SLO county and for Santa Maria. She reviewed plans for how the Speakers' Bureau would proceed and develop further. Misty offered to be the administrator of the program on a volunteer basis until the program gets off the ground then another person can take over. After her presentation, a general discussion of the Speakers' Bureau ensued with the consensus of the Board that the Speakers' Bureau would be a valuable asset to FES and that the Board would be willing to support it as needed.

Motion to Approve: It was moved to accept Misty's offer to continue as administer for the Bureau for the time being and to dedicate a Board member to be liaison. Moved-Tim, 2nd-Stephen, Approved. Cam Arnold agreed to be liaison Board member.

ADDENDUM of Jan 30: At the January 17 meeting, the Board recognized that \$650 was present in the 2018 budget under Outgoing Program intended to be used to purchase one set of speaker's equipment for the Speakers' Bureau and that Misty Wycoff had requested funding for another set of equipment to be able to eliminate possible problems in making the equipment available for multiple speaking

engagements. A brief discussion ensued over the value of supporting the Speakers' Bureau needs but no specific action was taken relative to a second set of equipment. On January 30, by e-mail, a motion was made by Tim Bridwell to authorize expending an additional \$650 to purchase a second set of speakers equipment. The motion was passed by unanimous vote of all nine Board members. (Since it was an electronic vote as allowed by the bylaws, a second to the motion was not required). Following the vote, Tim made Misty aware of the board's decision and was informed that she was authorized to spend the additional funds to purchase two sets of equipment.

Committee Reports:

Staff – Lynette. Lynette reported (**Appendix FES Staff Report**) on various items related to Staff. She reported that the plan to have a 13-foot flag at the Visitor Center would require approval by the Cavalier. She will work with Michele Roest of the Chamber of Commerce to see if approval can be granted. She noted that training of the Office 365 system will be needed for some of the Board members and leaders; the plan is do training during the next month.

Financial Committee/Treasurer's Report – Tim. Tim presented the reports and commented that FES funds were very solvent with an on hand balance of \$80,929.38.

Publications-Mary. Mary commented that inputs for the Spring Among Friends issue are on hand and ready for on-time publication.

Research-Bill/Tim. Tim discussed the report (**Appendix FES Research**) on research activities provided by Bill. Lisa requested that the research information be provided to her routinely so that she can advise the docents of significant findings.

Schools-Stephen. Stephen reported (**Appendix FES Schools**) on school activities. He advised that State Parks employee Duffy is not longer allowed to participate in FES activities even on a volunteer basis and has had to discontinue his involvement with school tours.

Training-Lynette. Lynette reported on training plans. She reported that Wayne Attoe had agreed to be chair of the Training Committee. She commented that the Training Committee was working on the Spring Docent Training and that there are seven possible candidates for the Spring class at present. She noted that the Training committee plans to use only free advertising for this year's recruiting program.

Table-Sue. Sue provided a report on Table Activities (**Appendix FES Table**). Sue requested authorization to participate in the Earth Day observations, Saturday, April 21, in Atascadero. She requested authorization for funds to purchase a pop-up awning for FES activities. The consensus of the Board was to approve the Earth Day activities and Wendy agreed to research pop-up awnings in order to determine an acceptable model and price. (No motions were necessary at present.

Development-Tim. Tim thanked Misty for her report and commented that the Speakers' Bureau would help membership and development significantly.

Board Actions:

Old Business:

History Project/20th Anniversary-Lynette. Lynette referred to her report (**Appendix History Project/20th Anniversary**). She noted that plans for the 20th Anniversary program are proceeding well. She stated that there is a need for five cases of wine and asked board members for suggestions; she will send an e-mail with specific requirements shortly.

CalPoly Research Project.-Lynette. Lynette advised that a letter had been received from Carole and Phil Adams expressing concerns over their observation of the Weaner Pilot project. A general discussion ensued on the program and possible problems. Lynette and Tim agreed that they would address the situation.

FES Mitigation Negative Declaration. –Tim. Tim advised that he and Lynette will be meeting with State Parks on Thursday to discuss the FES reply to the MND proposal.

FES Board Retreat-Tim. Tim discussed holding a FES Board Retreat in April. It was agreed that the Retreat would replace the normal April Board meeting and that the Retreat would take place 9 am to 4 pm with lunch provided. The April Board meeting date would normally be April 18. Date and location for the Retreat will be set at the February meeting.

Presidents' Report:

SSTA – Lynette. Lynette attended the SSTA meeting this month. Primary topic was marketing for the San Simeon area. It was noted by Mike Hanchett that Highway #1 re-opening might take place as early as April. Cam provided an overview of how the RSVP program being used will provide us with information on visitors coming from out of the area and end up staying in a San Simeon hotel/motel due to the “need a place to stay?” link. Lynette reported that Mike Hanchett, owner of the Cavalier, suggested that FES provide evening lectures for guests at the San Simeon Hotels/Motels as most guests are looking for things to do in the evenings.

County of SLO Grant-Tim. Tim reported that FES was being granted \$1550 by the SLO County Board of Supervisors to be used to fund transportation for sponsored school tours.

Adjourn: The meeting was adjourned at 3:34 pm . Moved-Cam, 2nd Mary, Approved

Submitted,

Bob Grosse
Secretary

Next Board Meeting: Wednesday, February 21, at 1:00 pm.

Appendix

Staff Update January 17, 2018 Board Meeting

- See Visitor Center reports for 2017 Final and 2018 to date. December was another month over \$3,000.00 thanks in part to our weekend before Christmas promotion and after Christmas sale. New items purchased are selling well and have also contributed to the overall increase. January is already over \$1,000.00 and hopefully we will reach \$2,000.00 plus.
- Wendy is putting together a special Valentine's Day promotion. Special E-Seal Valentine cards, the "heart" Elephant Seal shirts and a few other surprises will all be part of the fun. There will be an ad in the Cambrian promoting it.
- Working on approval for a 13 ft. flag to put outside the visitor center so people can find us easier.
- Wendy has some ideas surrounding a 20th anniversary business/sponsor campaign. This will be a topic of discussion for the Development Committee.
- Office 365 Transition completed. Training provided to Wendy, Lisa & Lynette. Will be providing training to those directors that will have Board email address next board meeting.
 - Both Co-Presidents
 - Treasurer
 - Training
 - Membership
 - School Groups
 - Others????
- Docent Appreciation Dinner – February 10th
 - Board members needed to be there at 4pm to help with the set-up.
 - Thank you comment needed for the docent cards, Lisa will bring a note pad to the meeting tomorrow.
 - Award ordered

- Docent Newsletter
 - List of jobs needed for each committee for the Docent Newsletter as previously discussed.
 - Contributions for the newsletter, deadline Jan. 23
- Docent Interviews
 - Board's thoughts on the process used last year.. Combine open dates/times for in person/phone interview with survey?
- State Parks
 - Names submitted for parks pass. Reminder that there is criteria for the passes, not everyone receives this benefit. Please do not tell docents that they all get one, it was announced at the last training, and we want to make sure it is not repeated.
 - Year end report being completed for State Parks, due to them Jan. 30th

Appendix FES January Research Report

Research report January 2018 board meeting

1. Keith Mueller finished his final draft of "The Dives of Northern elephant seals". I am sure you will see this research report in the near future on the docent only website. Put your hands together for Keith as he has really put an effort into writing this paper over the last year!
2. It turns out my male classification scheme which had a few differences from the Ano Nuevo male classification scheme which are docents use is actually Ano Nuevo scientific version as per e-mail from Richard Condit (Smithsonian institute who is responsible for maintaining database for Ano Nuevo). In other words the Ano Nuevo classification scheme our docents use is the one Ano Nuevo uses for their docents. However, my upgrade using actual pictures not drawings of male seals may make it easier and thus possible for our docents to use. This would provide a more accurate picture of the development of males and thus their ages for our visitors. The question of when males haul out through the year will be answered by doing monthly male surveys in months for which my 35 surveys did not get data. The real question will be what number of males during a month constitutes a significant haul out which would give docents direction to look for them on the beach.
3. The tagging summary for the year has been completed and sent to Lisa for distribution to docents.
4. Brandt continues to make changes on the docent only website which provides access for docents to gain the most current information.
5. Phil Arnold is an important addition to our committee as our first citizen scientist and Kathy Curtis has already proven in a short period of time that she has good insights into research questions.
6. And of course as always Tim Postiff asks the tough questions and is our wordsmith.

Appendix School Group

January 2018 FES Board Meeting School Group Report

Since our last FES Board Meeting one additional school visit has taken place. For the 2017/2018 school year, we have scheduled 18 school visits with eleven outings having already taken place. I am expecting a good many more schools to contact us for outings before the school year comes to an end.

The school program continues to receive good support and participation from our docents. The website, "SignUp" is working well for us and an increasing number of docents are using the website to volunteer for our school outings.

Appendix Table Report

FES Table Report for January

Substantial increase in sales with items! My first training session was postponed until next month but I still have one more training session the end of the month. Feedback from visitors on bluff is totally positive about our new stuffies, porcelains, and latte mugs in particular.

Report on interest to participate in Earth Day in Atascadero:
Of the 9 north county docents that I contacted:
5 would like to participate and one a maybe. 3 no response. I think we should plan to attend.

Submitted, Sue
Sent from my iPhone

Appendix

**History Project / 20th Anniversary Celebration
Board Update January 17, 2018**

- History Project
 - Project winding down. Carole Adams has digitized all documents & downloaded them on CD's (one for each committee member). She also has the data on 2 thumb drives.
 - As the temporary Historian, Carole will keep one thumb drive & would like to find a safe place to lock the 2nd. Suggestion is to obtain a safety deposit box at Pacific Premier.
- 20th Anniversary Celebration
 - Venue secured – Hearst Castle Theater & Lobby
 - 200 limit – 1st RSVP, 1st reserved.

- Addresses located for 237 docents & 28 VIP's
- Invitations to be mailed within the week
- Commemorative booklets completed
- Prior to event (in process now)
 - Email docents to obtain volunteers
 - Donated food trays – Dave Bauer is the lead
 - Wine donations (5 cases needed) – Looking for Board members to assist. Should get ratio of 3 red to 1 white if possible.
 - Hearst Castle Winery – Needs to be the 1st contacted
 - Stolo
 - Harmony
 - Moonstone
 - Cuttrazola
 - Stephen Beck is the media liaison with Hearst Castle Theater staff
- During the Event 5:00 - ? (We have the venue from 4:00 to 9:00)
 - Volunteers to pick up food trays to be identified.
 - Board to pick up wine.
 - Sign in table – Lisa & Wendy
 - Mingle & Visit until 6:15
 - Theater Presentation – 6:30 – 7:00
 - Attendees pick up Commemorative booklets & 20th Anniversary Pins as they leave the theater.
 - Mingle & Cake.
- Post Event – Clean up & trash removal (Volunteers)