

**Friends of the Elephant Seal
Meeting Board of Directors
February 21, 2018**

(Prepared 03/12)

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, Mary Forbes, Bob Grosse, Wayne Attoe, Cam Arnold, Michael O'Bannon; Lisa Harper Henderson and Wendy Sheridan-- Staff Members; Tim Postiff- Research Committee Member.

Absent: Lynette Harrison, Stephen Beck, Sue King –all excused

Open: 1:08 PM

Minutes: Approval of the minutes of the January 17 Board meeting was moved, seconded and approved. Moved Cam, Mary-2nd, Approved.

Proposal from Research Committee-Tim Postiff. Tim presented a proposal from the Research Committee for a pilot program of having docents identify the SA-1 and SA-2 male e-seals as being present during their shifts during the period March 1 to May 31. He presented a photo identification sheet showing male e-seals in categories SA-1 thru SA-5 with basic identification criteria and a counting sheet with docents to log in SA-1 and SA-2 males in quantities "zero", "1-3" or "more than 3" seen during their shifts. There were no objections voiced by the Board and consensus was to pursue the identification pilot program as proposed.

Committee Reports:

Office and Visitor Center-Wendy Sheridan. Wendy presented a report (**Appendix Office and Visitor Center**). The pop-up tent proposal was discussed later in the meeting and approved for purchase. (See Training Committee Report)

Financial Committee/Treasurer's Report – Tim Bridwell. Tim presented the reports and commented that the reports were in Non-GAAP format since the current value of investments was used rather than the purchase value. He noted that Income Tax reports for 2017 had already been submitted and that they were in GAAP format as required by IRS. Michael O'Bannon commented that from his professional experience and brief exposure to the FES financial records, it is extremely important for any organization to have its financial records in order. He commented further that he had been able to observe the table sales and donations and tube donations on the bluffs and the sales in the office and was impressed that while visitor counts were down this year primarily because of Hwy #1 closure, FES finances were still sound.

Publications-Mary Forbes. Mary (**Appendix Publication Committee**) commented that Tim Bridwell will send a previous copy of "Among Friends" to several printers for price quotes.

Research – Tim Bridwell. Tim advised the board there was no report this month except for the proposal made by Tim Postiff.

Schools-Stephen Beck. Stephen reported via e-mail (**Appendix Schools Committee Report**) on school activities. Lisa added that some schools do not observe the rules set forward for scheduling tours. A discussion ensued on decent staffing for school tours when schools do not provide timely notice of visits.

Training-Wayne Attoe. Wayne reported that nine applicants have been approved for the Spring training class. The Training Committee will participate in Earth Day activities in Cambria on April 21. This will be in addition to the activities already planned for Atascadero on the same day. Wayne advised that Spring Class graduation would be on the bluffs on Sunday, April 22.

Pop-Up Tent-Wendy Sheridan – In conjunction with the Earth Day activities planned April 21, Wendy reported that she had received a quote for a commercial grade pop-up tent with FES logo and illustrated background screen for \$1099.95. A discussion ensued over the use and features of the quoted tent. It was moved and approved to authorize purchase. Moved –Wayne. 2nd-Cam. Approved.

Table-Sue King. Sue provided an e-mail report on Table Activities (**Appendix FES Table**).

Development-Tim Bridwell. Tim noted that Misty Wycoff provided an e-mail report on speaker bureau progress. (**Appendix Speakers Bureau Report**).

Old Business:

History Project/20th Anniversary-Cam Arnold. Cam advised that to date 123 RSVP's for attendees have been received. In response to a question, she advised that there was no dress code specified for the 20th Anniversary program. Attendees are welcomed to wear whatever they feel is appropriate

FES Mitigation Negative Declaration. –Tim Bridwell. Tim advised that no response has been received from State Parks on our submittal of comments on the MND proposal.

FES Board Retreat-Tim Bridwell. Tim advised that plans are underway for holding a FES Board Retreat on April 18 replacing the normal April Board meeting. The Retreat would take place 9 am to 4 pm with lunch provided. Location for the Retreat is still under consideration.

Presidents' Report:

SSTA – Cam Arnold. Cam attended the SSTA meeting this month. She reported that the Cavalier is interested in doing more activities with the FES. They ordered more of the SAM's for their guests.

ESAG- Tim Bridwell. Tim reported that there was no ESAG meeting this month. The State Park liaison Rob Mullins apparently has shifted to a meeting every other month rather than monthly.

CalPoly Research Project-Tim Bridwell. Tim reported that the research team had marked 168 older seals and 214 weaners with flipper tags.

Finance Committee Status-Tim Bridwell. Tim reported that the Finance Committee is reorganizing so that the Committee Chair can be a Board member. Current Committee members are Michael O'Bannon, Chair, Tim Bridwell, Bill Goodger, Sharky Warrick and Jim Devine.

Staff Report-Lisa Harper Henderson - Lisa asked for opinions on topics for FES dinner meetings— sharks?, sea otters?, whales? The consensus was that a presentation on whales would be well received but that it should have a local focus.

Adjourn: The meeting was adjourned at 2:57 pm . Moved-Wayne 2nd Cam, Approved .

Submitted,

Bob Grosse
Secretary

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

Appendix Office and Visitor Center

February Board Report Office and Visitor Center
Submitted by Wendy Sheridan
February 17, 2018

January ended strong and February is already over the \$2,000 mark as of the 17th.

- From February 1-17th we have had 252 visitors in the shop.
- The Valentine promotion ran from February 8-14th and brought in a total of \$991.00 in sales.
- We are now carrying socks from SockSmith, a company in Santa Cruz. I am working with them on designing a custom elephant seal sock. To establish an account and start the process I ordered a variety of adult and children's sea life socks.
- At the direction of Misty Wycoff, I ordered the equipment for the Speakers Bureau. Misty will be picking it up and putting the packs together in preparation for the training on March 5th. She has asked me to attend so I would be included in the process (not as a speaker). I have also set up the organizational email, ESealSpeakers@elephantseal.org.
- At the direction of the board I have priced commercial grade pop-ups with our logo and name printed. The quote I have is for \$1,099.95.
- The Cavalier has purchased another 25 SAMS to continue their promotion. That is 50 total to date for income to the shop of \$500.00 (for SAMS only). Jeanne Heagele has expressed the desire to continue promotions with us throughout the year. She and I are in discussions on what opportunities are appropriate and beneficial for both the Cavalier and FES. They really want to promote us to their guests.
- The owners of Twin Coyotes Winery have expressed an interest in doing a special fundraiser for us in celebration of our 20th anniversary.
- Cam and I will be meeting after the March 10th event to review and discuss outreach and fundraising ideas and opportunities for the coming year.

- I have started the process to get GiftWorks on the cloud. Due to changes and updates on their end the process will not begin until mid to late April. I will keep you updated.
- March membership renewals will be in the mail by February 23rd.

Appendix: Publications Committee

Publications Committee Report by Mary Forbes

Among Friends is on schedule with rough drafts due march 12, going to the printer March 26, mailing out April 2.

It will include 3 articles on bioluminescence, describing what it is and how it effects elephant seal eating patterns.

This will be the first time a a single common theme has been devoted one edition.

It just keeps getting better.

~Mary

Appendix Schools Committee

School Groups Committee Report – February, 2018

E-Mail Report by Stephen Beck

I believe the school program is running very well. We do miss the time and expertise we had earlier in the school year before State Parks tossed additional obstacles at us that removed Duffy Burns from our outings. The school program is working because we continue to have a large number of talented FES docents who are ready, able and willing to work with the many visiting students. At this point into the 2017/2018 school year we have asked for 172 docent commitments and we have filled 160 of our 172 school spots (counting both past and scheduled future spots). That is, we have filled 93% of our docent school spots.

I expect that February will be our busiest month for this school year. Six schools (including the Grizzly Academy) have scheduled outings that will bring about 590 students to us in February. We will utilize around 50 docent commitments just on our February outings. To help fill the demand for school docents, I have experimented with a school outing plan that requires fewer docents for our

larger school outings of 60 or more students. With this alternative plan, I assign two docents to a class of about 30 students rather than dividing students to small groups of about ten students to be assigned to a docent. When a class of 30 students comes off the bluff to the science tables, we divide the class in half so that we have just 15 students at each table. It seems to be working well for all concerned (docents, teachers and students).

In addition to the many thanks I have for all the docents who work on the school program, I feel fortunate to have very fine assistance from Lisa on the scheduling aspects of the program. Thank you, Lisa.

Stephen

Appendix Table Committee

Table Committee Report E-Mail from Sue King

I am on my way to Twin Cities - my brother collapsed at breakfast with his golfing buds. He's been under a lot of stress for the couple months - his wife just died on Valentines Day of cancer she refused to treat....

I have no idea what I am going to find but attending the Board Meeting Is not Likely at this point....

My Table report is I have one scheduled training session and three more that I am hoping to get covered in March. Crystal is coming back to handle the table on Mondays, Polly is going to continue to take the table out, so hopefully we will have much better coverage in March.

Sue

Appendix Speakers Bureau

Speakers Bureau Report by Misty Wycoff

Hi Everyone,

Equipment has been ordered and we expect arrival completed by the next board meeting.

Speakers are on board and we have a set a training session. We expect to be fully functional by March 6th.

I am aware that board notes need to be in 24 hours in advance of meeting and will make sure that happens in future months.

Thanks for all the support.

Misty

