

**Friends of the Elephant Seal
Meeting Board of Directors
April 18 ,2018
(draft 4/21/18)**

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, Wayne Attoe, Cam Arnold, Michael O'Bannon; Lisa Harper Henderson and Wendy Sheridan-- Staff Members;

Open: 10:07 PM

Minutes: Approval of the minutes of the March 21 Board meeting was moved, seconded and approved. Moved Wayne,Sue-2nd, Approved.

Committee Reports:

See attached Report Appendices. The committee reports were not individually discussed since the Board meeting was to be adjourned immediately after carrying out a few necessary items of business to go to the Board Retreat for the rest of the day.

Resolution for Vanguard and SLO Community Foundation.

A resolution was presented to the Board for consideration of changes of principals to FES investment accounts with SLO Community Foundation and Vanguard. Moved Wayne 2nd Cam. Approved. A copy of the Resolution is available for reference and viewing in the FES office

Adjourn: The meeting was adjourned at 10:15. Moved-Wayne 2nd Lynette . Approved .

Submitted,

Bob Grosse
Secretary

Next Board Meeting: Wednesday, May 16, 1 pm.

Appendix Staff Report

**Office/Visitor Center & Docent Coordinator
April 18, 2018 Board Update**

Office and Visitor Center

Submitted by Wendy Sheridan

April 17, 2018

March was a strong month with over \$2,200.00 in sales in the shop. April is looking strong as well, as of April 17th we have done over just over \$1,700 in sales.

- From April 1-16th we have had 278 visitors in the shop. I am pleased to say I am seeing more locals every month.
- The elephant seal socks are in production. I okayed the design and SockSmith is creating a sample to make sure it looks as good in real life as in the drawing. If all goes as planned we will have them in stock by October. We will sell them in the shop and on-line. I will be designing a sticker for FES that will go on the label of every pair of socks sold worldwide.
- The commercial grade pop-up arrived and Sue has it to use on the 21st for the earth day event.
- The 13 foot flag also arrived and is with Sue for the earth day event.
- We were designated a semi-finalist for the Fronstream Realize Grant. Finalists were announced April 16th, unfortunately we were not among the 10 finalists.
- On March 14th, I attended the March Cambria Chamber Mixer and sat with Carolyn Skinder. We talked at length about possible ways to collaborate.
- I have nearly completed spring cleaning and reorganizing in the office. If you need a tour of where things are located just ask, however, the goal was to get things out of boxes and into the open so we can see what we have at all times. I think I have achieved that. The next goal is tackling the storage unit.
- I am investigating an app called Zelle that I think will allow us to easily take credit card type payment at events and on the bluff for those docents you are comfortable with it. I will update you when I have more information.
- The GiftWorks move to the cloud did not happen as planned. I have a call in to Frontstream to find out what is going on.

Docent Coordinator

Submitted by Lisa Harper Henderson

April 16, 2018

- Visitor Contacts: March 2017 - 9,615 / March 2018 - 9,129
 - Full report attached.
- Scheduling - investigated an electronic system to facilitate a less labor intensive process. The program is with SignUp, the current program used for School Groups. I have worked on a new application which should enable docents to sign up for their own shifts. The program will only allow a certain number of docents per shift; if it is full, the docent will have to find an open date.
- Still working on the problems presented by the implementation of 365 - one of the issues is that it did not deliver the schedule request email to all of the docents on the list.
- Eight new docents, full report will come from the chair.
- After searching all venues from Cambria to Morro Bay, there is not a single opening. I have been in contact with Kathy Curtis and they are good for Sunday, May 20th; same time as usual, 4-8. The dinner will be at Cambria Vets Hall; there is a deposit that we keep with them, in addition to the regular deposit, they require a \$450. deposit because we serve wine and beer. This is refundable. The information and invitation will go out to the docents soon.

Appendix FES April Schools Committee**School Committee Report April 2018**

We had two school visits to the elephant seal bluff in March. This school year's count is now at 22 school visits that have brought about 1,576 students to the bluff. We have welcomed and worked with students ranging from kindergarten to college. Currently, eight additional school visits are scheduled and posted on Sign-Up for the remainder of the school year.

Stephen Beck

Appendix FES April Publications Committee

Publication Committee will meet for a Brain Storm Luncheon May 1 to discuss potential topics.

First copy is due June 2; mailing scheduled for July 23.

Am not sure if i can continue as board Liaison if i am no longer on the Board but would continue to do it if possible. Not sure what the by-laws say about this.

Appendix FES April History Project/20th Anniversary Committee
20th Anniversary Celebration Final Wrap up

- FES Thank you letter was published in the Cambrian April 5th edition (letters to the editor).
- Individual thank you letters mailed April 5th as well.
- Receiving an \$85.83 refund from Monterey Company due to the late arrival of the 20th anniversary pins.
 - Amount requested was \$85.83 & covered the additional mailing costs & Wendy's time spent following up on statuses.
- Once received we will have come in under our \$6,000.00 budget by \$944.72.
- The PowerPoint used by Phil Adams during his presentation & the 20th anniversary Eseal News has been added to the "for docents only" website.

History Project

- Continuing to work on setting up a meeting date to share what is contained in our History Archives with any interested people (including Docents, Partners, etc.). Most likely will be in May and Carol Adams will present.
- Continuing to look for a historian to maintain our history & archives.

Please feel free to contact me with any questions...

Lynette

Committee

Table committee report April 2018

Trained Cheryl Vance for the table this month and she will schedule the table for May.
 Have not scheduled Wayne and Cam for their training yet but hopefully by end of this month.
 New Shelby book has sold very well each time I've taken it out. we have 12/pkg thank you notes available now 3pictures/box \$15
 Response from guests on the bluff has been very positive
 Also our new buzzard stuffie is popular and the huggers pole is drawing people to the table. The extra large octopus is back in stock.
 Submitted,
 Sue

Sent from my iPhone

Appendix FES April Outreach Committee

FES Outreach Activities

1. The rack cards team have refilled motel/hotel rack cards.
2. Published elephant seal video on Ocean Communicators Alliance monthly OCA Splash! Newsletter. FES participating with OCA's 300+ members who represent ocean-related organizations, agencies and businesses who combined each reach millions of people with ocean messages.

Friends of the Elephant Seal New Video

And you thought the elephant seals didn't move. Check out this new 1:38-minute time-lapse video of the Piedras Blancas elephant seals on south beach (Jan. 29, 2018). [Elephant Seals 29JAN18 TimeLapse](#) For fun, pick out a female with a pup and follow them for the duration of the clip. Additional videos are available on the website [View the Elephant Seal | San Simeon, Cambria California](#)

3. Working with Wendy on FES/elephant seal ad for Tribune's special edition, Beach Cities - free in hotels/motels and around town targeting SLO tourists.
4. Meeting with new group, Coastal Stakeholders (Light station, FES, SS, CC, Discovery). The idea is to get the entire group of local constituents together to explore ways that we can enrich and benefit each other, whether through sharing programming schedules or sharing knowledge. First meeting Thursday 4/19.