

**Friends of the Elephant Seal**  
**Meeting Board of Directors**  
**May 16, 2018**  
(revised 5/22/18)

***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; Kathleen Curtis, Docent ; Nick Chase, State Parks

**Open:** 1:04 PM

**Guest:** Nick Chase introduced himself as newly appointed representative to FES. E-mail address nick.chase@parks.CA.gov

**Minutes:** Approval of the minutes of the April 18 Board meeting was moved, seconded and approved. Moved Sue. Cam2<sup>nd</sup>, Approved.

**Committee Reports:**

Office/Visitor Center; Docent Coordinator –Lynette. Lynette submitted a report on both the office/visitor center and the Docent Coordinator activities. (Appendix Staff Report). Wendy commented on progress of the storeroom relocation and moving. Tim discussed the monies donated in memory of Bill Goodger and noted that the family had requested some sort of memorial be placed at the bluffs. Tim reported that he had discussed the requirements for placing a memorial bench with State Parks and was advised there was a standard protocol that needed to be followed. He is waiting for specifics from the State Parks maintenance representative, Rob, before going farther.

Finance Committee-Michael. Michael presented the Treasurers Reports as of May 12 and comments (Appendix Financial Reports). Unrestricted balance on hand as of May 12, 2018, is \$63,191.85. Michael noted that a donation tube had been left out at the bluffs overnight recently and was recovered the next morning with money still in it. Lisa agreed to send a reminder to all docents to ensure pickup of the tubes at the end of the afternoon shifts.

Training-Wayne. Wayne submitted a report (Appendix Training Committee Report). He reported that Cam has assumed leadership of the Training Committee as of May 1.

Schools Committee- Stephen. Stephen provided a report (Appendix Schools Report). Stephen commented that one school had to cancel a May visit because of lack of availability of school busses.

Table-Sue. Sue submitted a report (Appendix Table Committee). Sue commented that she had received many positive comments on the new Tent. The Board members expressed agreement and thanked Wendy for researching and procuring the Tent. Sue noted that there is a need for a heavy-duty cart to carry the sandbags and display materials as they are too heavy to be manually handled. She recommended obtaining a narrow table for display of the blubber gloves.

Outreach Committee-Cam. Cam provided a report (Appendix Outreach Report). She expressed her thanks to Kathleen for her help.

Publications Committee-Mary. Mary provided a report (Appendix Publications Committee Report). Mary agreed to continue as Non-Board Member Chair of the Publications Committee.

### **Board Actions:**

**By-Laws Change**-Tim. Tim introduced some proposed changes to the FES ByLaws, asked the Board members to review them and be prepared to discuss them at the June Board meeting.

**Strategic Goals**-Lynette. Lynette presented notes from the April Board retreat (Appendix Retreat Notes).

She discussed the three **Strategic Goals** set at the Retreat:

- Increase Number of Docents including Pool of Potential Docents
- Enlarge and Enhance Visitor Center
- Stabilize Funding

Increase Number of Docents: A discussion arose about the meaning of ‘active’ and ‘part-time’ docent categories for measuring the overall number of docents. It was agreed that both active and part-time docents would be included. “Inactive” and “Substitute” docents would not be included.

Enlarge and Enhance Visitor Center: Tim reported that he had contacted the Cavalier management on possibly obtaining additional space in the Cavalier Plaza area. He reported that he had received an informal proposal from the owner for space increase. The Board agreed to research and analyze the financial, design, possible exhibit and retail design ramifications to prepare a response.

**Docent Scheduling**-Lisa . Lisa discussed the new sign up procedure for docent scheduling currently in process. She agreed to promulgate information to the docents before the system is placed in operation. In addition, a question has arisen as to whether individual docents can trade shifts with other docents without contacting the scheduler; Lisa agreed to research this.

**Intern Program**: Currently, interns are assigned to duties with both the Marine Mammal Center and FES. It was agreed that Kathy, Tim and Heather from CalPoly will discuss continuation of the program and renaming it the “Bill Goodger Intern Program”.

**Visitor Center**: Recently, a complaint was filed that the FES Office has a hazardous condition with mold in the area. During the investigation, it was determined that there was a leak under the bathroom sink and that the floor covering in the bathroom and storeroom would need to be replaced after correcting the leak. FES arranged for a test for mold by an outside contractor; the test results were that no mold was present in the office. FES paid the cost of approximately \$700 for inspecting and testing. The Cavalier owner agreed to perform the repairs to the leak and replace the flooring at no charge to FES.

**Unfavorable Comment:** Tim reported hearing a report through the San Simeon Chamber of Commerce (SSTA))that local people are under the belief that FES has identified the location of elephant seal viewing on our website and the SSTA search as the FES Office in San Simeon in order to draw viewers to our Visitor Center and increase sale of FES merchandise. Tim assured the persons he spoke with that the comment was untrue and that the FES website correctly identifies the viewing areas but lists the Visitor Center as a contact for information on the e-seals. Cam agreed to contact Soltara, the Chamber marketing firm , and ask them to correct their information.

**Speakers Bureau:** It was noted that there had been a high turnover of volunteer speakers for the FES Speakers Bureau. Cam noted that changes had been made in the organization to improve the problem. Tim remarked that while this was set back for the Speaker's Bureau a great deal of progress had been made in a short time thanks to the efforts of Misty Wycoff. He noted that Misty is invited to discuss the Bureau briefly at the My 20<sup>th</sup> dinner.

**New Business:**

**Office 365 e-mail addresses:** Lynette requested that the Board members log in to the Office 365 system and record their e-mail addresses. Contact office.com to access.

**Adjourn:** The meeting was adjourned at 3:12 to go to Executive Session then return to open session. Moved-Stephen, Cam 2<sup>nd</sup> Approved .

**Re-convene:** 4:02.

**Election of Board Member:** A motion was made to elect Kathleen Curtis to the Board. Moved Lynette, Mike 2<sup>nd</sup>. Unanimously Approved.

A motion was made to electe Wayne Attoe, Secretary, replacing Bob Grosse. Moved Tim, Mary 2<sup>nd</sup>. Unanimously Approved

Submitted,

Bob Grosse  
Secretary

**Next Board Meeting: Wednesday, June 20, 1 pm.**

## Appendix Staff Report

### Office/Visitor Center & Docent Coordinator May 16, 2018 Board Update

#### Office and Visitor Center

Submitted by Wendy Sheridan

May 14, 2018

April slowed down a bit but was still a strong month with \$2,482.00 in sales in the shop. May is looking strong as well, as of May 13<sup>th</sup> we have done over just \$1,085 in sales, over half way to my monthly goal of \$2,000.00.

- We have 59 new members since January 1, 2018.
  - 30 Friend
  - 13 Good Friend
  - 12 Great Friend
  - 2 Best Friend
  - 2 Friend for Life
- Total amount of donations received in memory of Bill Goodger is at \$1,565.00 as of May 14<sup>th</sup>.
- I had completed spring cleaning and reorganizing in the office and was making plans for organizing the storage unit, however, as you are aware due to a leak from the sink in the bathroom we are once again in a bit of disarray. The leak has been repaired and the bathroom carpet pulled up. As I write this there are workers here. By the time it is complete there will be new flooring in both the bathroom and small storeroom, as well as new paint on the walls. In the meantime the contents of the storeroom and bathroom are contained in my office. Pardon our mess. Once everything is put back together Mary will be assisting me in completing an inventory, both in the shop and the motel storage area.
- I have had no response for youth volunteers to help reorganize the motel storage area. I realized after I scheduled it that May 26<sup>th</sup> falls on Memorial Day weekend. I am going to reschedule for the following weekend, June 2<sup>nd</sup>. Volunteers are welcome.
- The edits on the ESeal News have been sent to asap. Once the final draft is approved the order will be placed. We should have them no later than June 1<sup>st</sup>.

**Docent Coordinator Report**

May 14, 2018

- Visitor Contacts: May numbers will be available at Wednesday's Board meeting
- Updated docent roster sent out to Board May 14th. Only difference in #'s by category is 1 active moved to LOA.
- Separate roster sent to all docents and Staff May 14<sup>th</sup>.
- Preparing a program for the May 20<sup>th</sup> Docent Continuing Education. Draft of timelines/speakers scheduled to be sent to all participants May 14<sup>th</sup> for review/comments. Participants are ready to go.
- Eseal Communique (Eseal News) draft to Polly/Lynette for review by end of this week. Review by Board members & then release once approved.
- Continuing to work on interactive Docent Scheduling program.

**Appendix Financial Reports Message**

Attached are the financial reports for May, current as of 5/12.

It is worth noting on the profit/loss statement that there is now an asset line item for the "Goodger Memorial Fund". There have been various contributions made to FES as a result of Bill's passing. He will be sorely missed, but we are grateful for the donations in his memory.

Also, on the "YTD Comparison" with 2017, you may note that we are down \$6003.00 on the "Member Campaign" compared to last year. I believe this was discussed at a previous board meeting, but there was a considerable sum of money reallocated to the "Misc Contribution" row on the spreadsheet that offsets a great portion of that decline.

Please let me know if you have any comments, questions, or if you have any problem accessing the attachments.

Thanks!

Michael O'Bannon

## Appendix Training Committee Report

FES Training Committee Report for May, 2018

1. Spring Graduation was held April 22 for eight new docents.
2. Schedules for speakers, etc. have been firmed up for Fall Basic Training (Sept. 22) and Advanced Training (Oct. 6 and 20).
3. Candidates for Training Committee openings have been contacted and initial invitations extended.
4. Cam Arnold is assuming leadership of the Training Committee as of now (May). Wayne will remain on the committee and take charge of Publicity.

Submitted by Wayne Attoe, May 12, 2018

## Appendix Schools Report

Hello Board Members,

We had two school visits in April. We have now had 24 school outings for this 2017/2018 school year. Our school program has attracted about 1,677 students to visit the elephant seals.

While our science table presentation was designed with students in grades 3 through 5 in mind, the table presentation can easily be adjusted to be popular and informative for all ages. This year we have used our science table setup for students ranging from kindergarten through post-graduate university students.

We currently have five additional school visits scheduled and posted on SignUp for the remainder of the 2017/2018 school year.

Stephen

## Appendix Table Committee

### TABLE REPORT – May 2018

Cheryl Vance is trained and is doing 2-3 days/month on the Table – on weekends!!!

Christel Chesney is in Africa for the month of May.

I am continuing to be optimistic that Cam and Alan will complete their training of the table by the end of May.

Kris Baird is coming back and will start with 1-2 days a month on the table.

The new “Shelby” books have sold really well and we placed the fourth order this week.

Submitted,

Sue King

### FES EARTH DAY EVENT – April 21, 2018

#### ATASCADERO CHARLES PADDOCK ZOO

This was our first event with our new pop-up. The logo on all four sides of the ceiling made a very clear identification of who we are and what we are doing. The photos on the back drop were also excellent. Our location was at the intersection of three pathways so our signage was ideal.

We had a full day – with a lot of foot traffic. We sold \$100 worth of items (2 each of all 5 things we brought out!) The Zoo gave us a couple of vouchers so we all had Phillie Steak sandwiches for lunch.

Suggestions:

A printed price sheet with a statement that proceeds from the sale of these items support our educational programs. This would be event specific – listing only those items that are being taken to that particular event.

Third table: particularly if it is a venue where we would be selling things: One table for skull, one table for blubber gloves and one table for sales items. A narrow table would work just fine the blubber glove station.

A heavy duty cart to haul the sandbags and other items would be a real asset. This pop-up is HEAVY, even rolling on its casters.

My thanks for Michael O’Bannon, Kris Baird and Alan Fillmore for saying out at the zoo all day!

## Appendix Outreach Committee

### Outreach Activity Report

1. April 21 – Earth Day  
Sue King, Mike O’Bannon, Alan Fillmore and Kris Baird worked the event at the Charles Paddock Zoo in Atascadero. Wonderful exposure for FES, lots of kids, families. New tent and interactive activities created a very positive impression with the community.
2. April 22 – Earth Day in Cambria  
Phil and Cam Arnold, Valerie and Gil Eastman worked the event in the Greenspace. Lots of good local exposure for FES. Not many kids. Good opportunity for FES to recruit potential docents. Very good opportunity to build positive community awareness for FES.
3. May 3 – Australian Celebrity Chef Bluff Tour  
Unfortunately, it was disappointing.  
We were supposed to meet at 12 noon. After many delays I left the bluff for the last time after 4 PM. Information was forwarded to the press contact and I have been in contact with her providing photos and follow-up. They did stop at the bluff for a short time late in the day.
4. May 12 – Central Coast Wildlife Festival SLO  
Phil Adams, Lynette Harrison and Cam Arnold worked this event. It was a free, family-friendly wildlife educational fair with exhibits, displays and interactive activities for all ages. The Festival aims to promote awareness and inspire responsible stewardship and coexistence with the native wildlife that live on the Central Coast. It was a perfect fit for FES. We were next to the Marine Mammal Center, across from State Parks and Be Otter Savvy. It was busy from start to finish. Many children and families. We handed out a lot of elephant seal coloring sheets. The seal skull may have been the hit of the show, well maybe surpassed by the rattle snake.
5. May 16 – San Simeon Community Volunteer Fair  
The San Simeon Chamber has organized this event and invited all FES docents and potential docents to attend. Many organizations and non-profits including Friends of the Elephant Seal will be exhibiting looking for new docents and thanking existing volunteers. Today 4-6 PM, Cove Room.
6. May 21 – Italian Journalists Bluff Tour  
Stacie Jacob from Solterra has requested a private tour of the rookery for two Italian journalists on Monday morning, May 21. One writes for the largest travel magazine in Italy, Touring Club, the other journalist represents Italian Elle magazine. These are high profile good opportunities for Piedras Blancas Rookery and elephant seal coverage.
7. May 24 – Coastal Stakeholders Meeting  
Attended CSM organized by San Simeon Chamber. Also attending, Jeanne Hucek, SS Chamber; Rob Mullins, State Parks; Carolyn Skinder, NOAA; Mary Ann Carson, Cambria Chamber; Ryan Cooper, PB Light Station, BLM. Topics included community outreach volunteer fair, working together to support similar goals, inviting New Times to demo online calendar, creating master calendar of activities.
8. Wendy and I are working on an event calendar and date for Fall FES public event.

## Appendix Publication Committee

Publication Committee met earlier this month to discuss topics and deadlines.

Articles of interest include: Foraging Behavior of the Female Elephant Seal, Gray Whale Migration, Diving and Navigation of the Elephant Seal, Engineering the Repairs of Highway 1, E-Seal Pup Urination, The Role of Vibrissae.

Summer Edition deadlines: Copy Due: July 2

Print: July 16

Mail: July 23

Naming article authors, as a by-line, was rejected because the articles are not from the primary researchers and no one felt inclined to take credit for the articles that get edited by the team.

Submitted by Mary Forbes

## Appendix Retreat Notes

### **FRIENDS OF THE ELEPHANT SEAL Notes from Strategic Planning Retreat April 18, 2018 Morro Bay**

#### **WHERE ARE WE? Status and Issues**

#### **FES:**

Educates 300-500 people/day

Holds 30-40 events/year

Hosts 2,000-3,000 students/year

Participates in Earth Day and other community events; speakers bureau

Maintains multilingual website including live video cam of elephant seals

Produces newsletter

Produces monthly column in Cambria paper; Tribune occasionally

Celebrated its 20 year history/produced archival history

Trains docents and provides continuing education 3-4 times/year

Places fliers in all local hotels

Maintains WiFi /donation box

Participates in research with Cal Poly; sponsors two interns

~~Supports~~ Currently has 900 members

~~Hosts~~ Maintains Visitor Center/sells merchandise

Showcased on Discovery Channel and National Geographic

Helps people slow down, enjoy nature, experience curiosity, appreciate environment

**Issues:**

Visitor Center expansion  
Certain outreach objectives/visibility  
Visitors to the bluff—issues including safety of both people and seals  
Public awareness  
Possibility of bad apple in the bunch (safety)/State Parks not always available  
Seals migrating to other beaches  
Scheduling of docents shifts; demand periods v. slow periods  
Table issue—staffing, sales, weather  
School groups/docent scheduling/seasonal; rethink formula  
Crunch time/expanded shifts  
Docent recruitment  
Docent training  
Role of FES with research involving seals/Cal Poly tagging/no human should be  
    Invasive with seals policy  
How to develop and communicate FES positions  
Non-board members on committees?  
Staffing the Board of Directors

FES Strategic Planning Notes  
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**WHERE ARE WE GOING?  
Vision Statement/What do we want to achieve?**

Discussion included these concepts, ideas, possible vision statements:

Allow continued growth and sustainability of elephant seals  
Harmony  
Wellbeing  
People educated about elephant seals  
Inspire people to volunteer  
Stewardship  
Oceans/ecology/marine life  
Appreciation  
Global awareness  
All are friends of the elephant seals and the environment that sustains it  
Promoting continued growth of elephant seals  
Appreciation of elephant seals and the interconnectedness of life  
People participating in the appreciation of elephant seas

**FRIENDS OF THE ELEPHANT SEAL  
VISION STATEMENT:**

***WORLDWIDE APPRECIATION OF ELEPHANT SEALS***

**FRIENDS OF THE ELEPHANT SEAL  
STRATEGIC PLAN  
APRIL 18, 2018**

**Strategic goals:**

**1. INCREASE NUMBER OF DOCENTS INCLUDING POOL OF POTENTIAL DOCENTS**

Objectives:

- a. Determine actual number of docents; Board members will contact inactive docents; Lisa will provide list of inactive docents

Timeline: 2018

- b. Recruit an increased number of volunteers as follows, 10% increase per year:

Current (less new spring docents)	66
End of 2018	73
End of 2019	80
End of 2020	88
End of 2021	97
End of 2022	107

Cam/Committee on Recruitment and Training of Volunteers will take responsibility. Timeline noted above.

Notes: The group also discussed exploring different levels of docent commitments; establishing different levels of docent training; and using webinars/technology to enhance training. Outreach/sources of potential volunteers are: other docents, newspaper ads (Tribune, New Times), handouts, speakers' bureau, teachers.

## **2. ENLARGE AND ENHANCE VISITOR CENTER**

Objectives:

- a. Explore space options at Cavalier Oceanfront Resort; Tim and Lynette will take responsibility  
Timeline: Will speak to Mike Hanchett within one month
- b. If no options at Cavalier, appoint committee to explore options elsewhere such as Cambria; Committee comprised of Wendy, Stephen and Cam  
Timeline: 2018
- c. Identify ways to proceed with a capital campaign to raise the money to support all factors of moving to a larger space (estimate \$75k).

Notes: Current space is approximately 750 square feet; at least 1500 square feet is needed. Visitor Center includes office, storage, store, rest rooms, and docent check-in. Is a mobile shop/center (in addition to regular Visitor Center/office) worth exploring? ADA compliance issues. Funding issues. Would a capital campaign be in order? Funding needed for moving expenses, interior design and build-out. Relocation could cost \$75K.

## **3. STABILIZE FUNDING**

Objectives:

- a. Maintain current store and table hours; Wendy and Sue responsible. Timeline: ongoing

- b. Conduct membership/business campaign; confirm current sponsors; send out 50 packets with goal of securing at least 20 sponsors; Wendy and Cam responsible  
Timeline: By December 2018
- c. Apply for five additional grants; Grant Committee (Tim, Lynette and Michael) responsible. Timeline: 2018

Notes: Consider: paid staff at table; increasing store hours;