

**FRIENDS OF THE ELEPHANT SEAL  
BOARD OF DIRECTORS MEETING  
AUG 15, 2018  
CAVALIER PLAZA**

**Mission:** 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 for the ocean off the central coast of California.

MEETING called to order at 1:02pm

Present: Bridwell, Harrison, Curtis, Arnold, Beck, O'Bannon, King, Attoe, Sheridan. Ranger Nick Chase. Visitor: Curtis Replogle

APPROVAL OF JULY 18, 2018 BOD MINUTES: Arnold/O'Bannon/Unanimous

STAFF AND COMMITTEE REPORTS (attached).

Additional information was presented:

- Table Report (King): Table shifts will be available for both A & B instead of a single midday shift. Due to illness one shift in July was not covered.
- Training and Outreach (Arnold): Aug. 24 Brandt Kehoe will speak at the Cavalier Friday seminar; Sept. 1 Pinedorado Parade in Cambria Sept. 29; Lopez Lake event will be covered but no sales are allowed; Having the education table with the sales table increases interest.

BOARD ACTIONS:

- 'Among Friends' publication will no longer list an Advisory Board, as one does not formally exist at this time.
- The vacant staff position will become more focused on Visitor Center needs and less on Docent Scheduling as 'Sign Up' is introduced. How quickly the position needs to be filled was discussed, as was the extent of formal training about elephant seals the staff person should have.
- Retreat Follow Up:
  - VC Enlargement and Enhancement: We need to look ahead regarding capital funding for this, and the distinction between local business support and larger corporate sponsorship.

OTHER BUSINESS

- Internet SEO progress with separation of VC and Rookery. Arnold following up.
- Access Passwords – Needed Updates. Discussion ensued. Arnold and Sheridan will investigate SharePoint.
- Office 365 email set up. Attoe and King have not yet done this.
- Docent Schedule Sign Up Implementation Status. Sign Up is being introduced and should be working for the October scheduling. It was agreed to have, initially, five slots for each A and B shift, one table slot for each A and B shift. Beck described a shortcut for getting into Sign Up.
- Intern Program Continuance and Structure. Curtis at work on this.
- Merchandise Point of Sales System. Sheridan/Bridwell working on this.
- Signage at Rookery to direct visitors to Visitor Center. Probably this will be a banner taken out and in along with the donation tubes. Bridwell/Sheridan working on this.

PRESIDENT(S) REPORT

- Lifetime Honorary Member Program. Arnold will develop a description in time for the next docent newsletter.
- Goodger Memorial update. In State Parks hands now.

NEW BUSINESS:

- Bridwell described unexpected increases in use and cost for Verizon service at bluff hot spot and is investigating.
- Harrison discussed the status of the Board's position on scientific research. A statement has been under development following an inquiry by an FES member. Motion (Attoe/King): Send the individual the statement that has been developed and approved by a majority of the Board. In response to a question by Arnold, Attoe indicated it should similarly made available to anyone who might ask for it. Approved unanimously.

2:50 ADJOURNMENT

No EXECUTIVE SESSION was called.

## FES Board Meeting August 15, 2018

### Research Report

1. Docent Dinner Presentation (August 11, 2018) on Tag Resights  
Dr. Heather Liwanag gave an excellent presentation on data to gather (as citizen scientists) when recording a tagged seal resight. She also discussed the pending development of an online data base of Piedras Blancas tagged elephant seals that docents would be able to access.
2. Re-sight Data Management  
In alignment with information presented on tag resights by Dr. Heather Liwanag on August 11, 2018, the categories on the tag data recording sheet in the office will be updated. Keith Mueller will collaborate with Cal Poly to manage the tag re-sighting data base. Many thanks to Keith for managing this process.
3. Alignment of Sub-Adult Male Identification Criteria  
The Research Committee met in July and, in collaboration with Dr. Heather Liwanag from Cal Poly Biological Sciences Dept, is moving forward to realign the Piedras Blancas sub-adult male criteria with Año Nuevo and Cal Poly criteria. A draft has been developed is now pending review, revision and approval.
4. Fall Sub-Adult Male and Male Counts  
Continuing with the counts of Spring, 2018, the research committee agreed on a plan to count sub-adult male and adult male elephant seals weekly at VP3 South, VP3 North and Middle Beach during the fall haul-out, beginning in September, 2018 and likely continuing through November. Cal Poly students from Dr. Liwanag's team will be included in data collection and will be recruited soon.
5. Proposed changes to Bill Goodger Memorial Internship Program:  
A working draft of the proposed internship program structure has been developed. Leadership from FES will meet soon with representatives from Cal Poly and The Marine Mammal Center, to discuss a new plan, with increasing emphasis on FES-related activities and in alignment with appropriate Cal Poly curriculum offerings.  
The next step will be to reach agreement on the new structure and develop a written agreement.

*Submitted by Kathleen Curtis, August 14, 2018*

## FES Board Meeting August 15, 2018

### Publications Report

1. The Committee would like to confirm that all Board members received the Summer 2018 edition of The Friends of the Elephant Seal Member newsletter, *Among Friends*. If not, please confirm correct mailing address for Wendy Sheridan.

2. The Committee will meet during the week of August 20th to discuss the upcoming issue of *Among Friends*.

*Submitted by Kathleen Curtis, August 14, 2018*

**August Board Report  
Office and Visitor Center  
Submitted by Wendy Sheridan  
August 13, 2018**

I am very pleased to once again report that July was even better than June with \$4,671.00 in sales in the shop. August is looking very strong as well; as of August 13<sup>th</sup> we had taken in just over \$1,900.00 in sales, and will once again certainly reach my monthly goal of \$2,000.00. In July we had 789 visitors in the shop, our busiest month this year.

- Since last month we have added 8 new members for a total of 86 new members in 2018.
  - 37 Friend
  - 21 Good Friend
  - 18 Great Friend
  - 6 Best Friend
  - 4 Friend for Life
- I met with Robyn Chase on July 9<sup>th</sup> to discuss gathering stats for a report she will be doing monthly. This will be in addition to the report we already send to Penny. This new report will include the information we already collect and send to the state as well as numbers from visitor center interactions, training hours, speakers bureau hours and contacts, and event contacts. Robyn has sent me an initial form that I will use to record July stats. We will then compare notes and see if it is working for both of us or if we need to adjust it. I will send out the completed July form to the board when I send it to Robyn and include it in future board reports.
- I have purchased the shelving and will complete the storage reorganization by the end of the month.
- The Docent Communiqué is going out on schedule at the end of each month for the new month. Docents are sending information and articles. It has been very well received.
- I have sent emails to all docents who had revised hour pins coming or who have not picked up hours pins for 2017.
- Special thanks to Tim Bridwell, Mary Forbes, Michael O'Bannon, Peter Firth, and Cam Arnold who have, or will be, covering the shop so I can have a few days off in August.
- Thinking of you, or congratulations cards, will be circulated at the board meeting for board signatures and then mailed to docents.

- The docent dinner on August 11<sup>th</sup> was well attended and I think a great time was had by all. The door prize drawing was enthusiastically received.
- Plans for the Pinedorado Parade continue. I have sent out a blast email to all docents reminding them and asking them to sign up in the office or with me by email if they are willing to help decorate or want to walk in the parade.
- Plans for a “scarecrow” for the Scarecrow Festival are still under way.
- The first exhibits planning committee meeting to develop a plan for the expansion of the interpretive exhibits in the visitor center was held on July 20<sup>th</sup>. I am now researching feasibility and cost and preparing a draft outline and timeline for the expansion project.
- Due to unexpected staff issues I have not completed the business member solicitation packet. I am continuing work and will have it ready by the September board meeting.

Regular member renewals continue to be sent out monthly.

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## **Docent Report**

As you are already aware, Carol Henderson has resigned as docent coordinator. Tim Postiff has once again generously taken up the challenge and is putting together the September schedule and working with Stephen Beck and me on transitioning to Sign-Up for the scheduling process. They plan on implementing it to begin with the October schedule.

### **JULY STATS**

**I do not currently have a count of Active and Inactive docents.**

**Clicker count: 17,530**

**Bluff hours w/drive: 1.389**

**Bluff hours wo/drive: 866**

**July Docents on Bluff: 80**

**Shifts: 263**

## **August 2018 School Program Report to the FES Board**

On July 24<sup>th</sup> we held a school program committee meeting. The committee meeting was well attended and many good ideas and suggestions were discussed. Some of the suggestions were to make changes and additions to our *School Tour* and *For Educators* pages on our FES website. With Brandt’s help, we have started to make some of the changes on our website. To help our docents better communicate with the students, we now suggest that elementary

school students wear name tags.

Brandt has our [schoolgroups@elephantseal.org](mailto:schoolgroups@elephantseal.org) email on our website page for school tours. We have three new documents posted on our *For Educators* website page. Several more documents should be added to our *For Educators* page soon. Newly created documents for teachers and students that contain scientific information are being sent to Tim Postiff for his review to help us ensure we do not misstate any scientific facts.

Letters have been prepared for signature and will be mailed to the six schools that FES will sponsor during the 2018/2019 school year. For the four largest schools, we added an \$850 limit on our transportation reimbursement. Two schools have already scheduled visits for this coming school year and are now posted on SignUp. The Grizzly Academy will bring their cadets to us on November 9th.

Submitted by Stephen Beck, August 14, 2018

#### **FES TABLE REPORT AUGUST 2018**

I am pleased to report that for the month of August ALL days will have the table out on the bluff. Cam, Wayne and Jan Sprague have been trained since our last report and next Friday Jennifer Barajarno will train for the table as well.

Wendy and I have communicated extremely well to order and reorder items, and our sales have been higher with at least two days over \$1000.

Jan Sprague and I will test run an A/B shift on the last two Fridays this month. I will take the table out in the morning and she will bring the table back in after the B shift. I wanted to test this out before the 31<sup>st</sup> (which will be the Friday leading into Labor Day Weekend).

With 5 new table people, I am hoping that September schedule will also be full.

Submitted,  
Sue King

August 14, 2018

FES Board Meeting August 15

### **Training Activity Report**

1. Recruitment activity in process:
  - a. Advertising July/Aug
  - b. Banners on Bluff
  - c. Docent Cards
  - d. Reminder to Docents in Docent Newsletter
  - e. Social Media
  - f. Zebra Radio
  - g. Discovery Ocean Fair 8/25
  - h. Discovery Saturdays
  - i. Piedras Blancas Hike-Ins August 29
2. Five current docent applicants for Fall Training:
  - a. Dian Nathan – San Simeon (Community Volunteer Fair)
  - b. Brian Mummert – Templeton (Wildlife Fair SLO)
  - c. Sarah Beth Davis – Santa Maria (frequent rookery visitor)
  - d. Steven Smith – SLO (New Times ad)
  - e. Rebecca Hendricks – Cambria (docent referral, Judy Zaretska)

Advanced classes will include above five docent applicants plus seven from spring class and Will Skinner. As of today: 13 docent trainees

3. Next Training Meeting: September 5

### **Outreach Activity Report**

1. Wendy and I are continuing work on an event calendar.
  - a. Participating in Coastal Stakeholders Group meetings  
Mission Statement (draft):  
To allow local agencies and partners to coordinate coastal activities between Cambria and Ragged point that provide value, knowledge and appreciation of the area's cultural and natural resources.
  - b. Investigating Live tours / State Parks
  - c. Friday night seminars
2. School Table on Bluff / Family Day / Summer Hours / excellent test result
3. Dream Tour – Journalists dinner evening August 11, Michele Roest
4. Discovery Ocean Fair August 25
5. Piedras Blancas Hike-In August 29
6. Pinedorado Parade – September 1
7. Oceans Clean Up Day – September 15
8. UK Travel professionals FAM tour - October
9. Morro Bay Harbor Festival - October 8

**From:** [B.Misty Wycoff](#)

**Sent:** Sunday, August 12, 2018 9:01 PM

**To:** [Brandt Kehoe](#); [Kathy Curtis](#); [Carol Kirkpatrick](#); [Deborah Way](#); [Tim Bridwell](#)

**Subject:** Speaker Update.

Brandt's upcoming talk at Cambria Library got some play in the New Times this week! We have had a great response from libraries around the county. So far we have a completed talk at Cayucos, and are booked for Morro Bay, Los Osos, Creston and Shell Beach (January) Below is something that hit NEW TIMES last week. NT is more likely use the PSA's from libraries so we are getting some good publicity. I am hoping the other libraries use this option for publicizing talks.

To date The Speaker Bureau has completed 9 talks and connected with 312 people. We have 10 more venues booked, our data base is complete and is interactive so that we can add notes regarding our log of contacts to each particular group. Also our data base of completed talks is able to keep track of how the event actually went and amassing data that we can look at over time.

I will be focusing in the next month on booking south county, San Luis Obispo and Atascadero.

I have found myself making sure to let people know that we hope to have at least one new presentation for next year. Carol is working on gathering photos for one that will include info on Southern Sea Otters, and Kathy will be working on some data on Great Whites. The hope is that they will come to think of us coming as an annual event and can look forward to learning about elephant seals and other marine mammals annually. So remember when you are out there talking to make sure an let them know that they can expect an exciting new show next year!

I report monthly to the board regarding our process, and so far they have remained very supportive of the work that we are all doing.

Thanks again for hanging in there as we have worked out the technical end of things.

I will be talking to you all soon.

B. Misty Wycoff  
Administrator, Speaker Bureau, Friends of the Elephant Seal  
775 741-8500