

**FRIENDS OF THE ELEPHANT SEAL
BOARD OF DIRECTORS MEETING
SEPTEMBER 19, 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.

Present: Bridwell, Harrison, O'Bannon, Curtis, Beck, Arnold, Attoe, Sheridan. King excused. Nick Chase (State Parks), Tim Postiff (guest).

MEETING CALLED TO ORDER 1:03 pm

APPROVAL OF August 15, 2018 BOD MINUTES, Unanimous

Sheridan asked committee chairs to forward Committee Meeting Minutes to her.

COOPERATING GROUP LIAISON REPRESENTATIVES: Chase reported that Goodger Memorial Bench approvals and implementation are moving forward at State level. The new Public Safety Superintendent for SLO Coast District is Eric Hjelstrom. He will be serving as the new Cooperating Association Liaison as well.

eric.hjelstrom@parks.ca.gov.

PRESENTATION: Postiff and Beck reported on implementation of 'Signup' for docent scheduling; discussion and decisions ensued: Limit of four per shift unless approved; 'Draft' schedules will be posted about the 17th of each month; 'Final' schedules will be posted about the 27th of each month; signing up will be permitted for three months in advance; the Docent Hours Log Book in the office is the official record of shifts completed.

ADDITIONS TO STAFF AND COMMITTEE REPORTS:

Arnold (Training and Outreach): 1,237 people attended the Ocean Fair sponsored by the Coastal Discovery Center. Current docents were invited to attend Fall Training, and several are signed up to do so.

Sheridan (Docents): Docent Dinner will be November 17, 2018, possibly with a talk about great white sharks; she will take additional EXCEL training.

Harrison (Co-President): A link will be posted for a film by Jacques Cousteau about 1970's research on Guadalupe Island with an advisory that research techniques/protocols were different then.

BOARD ACTIONS: Discussion and action as appropriate

- SignUp scheduling guidelines – Postiff/Beck (See above)
- Business Membership Solicitation. Sheridan reported that some of the language is being revised.
- New Board Member Position – Bridwell appointed Arnold, Beck and King to develop a list of candidates to consider.
- Exploratory talks will not be offered by FES during the birthing/mating season this winter. The Coastal Discovery Center will be doing this, with one of our docents speaking and using a 'school table.'
- FES External Funding Opportunities Curtis reported on ideas of an Ad Hoc Grant Committee regarding grant-seeking. The committee is asked to develop a process for approving grant applications related to FES. **Motion: Board approval is needed for requests of more than \$5,000. Curtis/Bridwell/Unanimous**
- Retreat follow-up and actions regarding strategic goals. Recruitment and retention of docents was discussed. Funding was discussed.

OTHER BUSINESS

- 2019 Budget planning and timeline. O'Bannon asks for funding requests from committees by mid-October. The Finance Committee will be involved in budget development.
- Intern Program Continuance and Structure. Curtis discussed this, (and subsequently sent Directors a written report.) The William J. Goodger Memorial Internship has been structured to incorporate intern learning experiences that will further expand their knowledge and skills in marine sciences research, citizen science projects, public education, marine mammal response, assessment and animal care.
- Arnold reported that Fall Training begins this Saturday (Sept. 22).
- Merchandise Point of Sales System (deferred)

PRESIDENT(S) REPORT

- Signs describing Visitor Center location are being installed on the bluff.
- The 'Dream Drive' with cars from years past took place, ending in Morro Bay. It recognized the re-opening of Highway 1. Sponsored by the San Simeon Chamber of Commerce.
- 'Ocean Fair' (Coastal Discovery Center) drew about 600 people.
- There is a live stream of the *E/V Nautilus* on its six-month expedition in the Pacific Ocean, including the Davidson Seamount <http://www.nautiluslive.org/>
- The 'Eroica' bicycle race will come through the area in April 2019.
- A new job description was written in advance of hiring a Visitor Center Assistant. It will be sent to Directors.

ADJOURNMENT OF REGULAR BOARD MEETING at 3:23. Arnold/Beck/Unanimous

EXECUTIVE SESSION held 3:28 to 3:55

Submitted by Wayne Attoe, Secretary
Approved unanimously Oct. 17, 2018

**September Board Report
Office and Visitor Center
Submitted by Wendy Sheridan
September 16, 2018**

The biggest news is that we have hired a Visitor Center Assistant, Joe Ferrer. He will be going through training starting on the 22nd, and you will see him in the office starting Sept. 28th. I think he will be a great asset to FES and I am looking forward to working with and getting to know him better.

Things have slowed down quite a bit in the shop but we are still greeting visitors and making sales. The final shop income for August was \$3,302.00 with 665 visitors. Even though we have had a few zero visitor days in September, I am still confident we will once again be able to reach my monthly goal of \$2,000.00. As of September 16th the shop income was just over \$1,400.00 and we have had 239 visitors in the shop.

- As of September 16 we have added 4 new members for a total of 92 new members in 2018. We also had 2 members increase their membership and renew at the Friend for Life level, increasing our new Friend for Life Members for the year to 6.
 - 41 Friend
 - 21 Good Friend
 - 18 Great Friend
 - 6 Best Friend
 - 6 Friend for Life
- I continue to send monthly reports to the State, both to Penny and now to Robyn Chase as well.
- The FES logo sign has been removed from the office door. I am waiting for the door to be painted and then the new logo sign will be installed.
- The organization of the storage area at the motel is complete. There are still a few items that need to be hauled away and I will be taking care of that in the coming week.
- We have gone through one pallet of E-Seal News since the last delivery.
- Special thanks to Tim Bridwell, Stephen Beck and Cam Arnold who have, or will be, covering the shop so I could have a few days off in September.
- EXTRA SPECIAL THANKS to Michael O'Bannon who is taking the table out 5 times this month, and to Tim Bridwell who has been preparing the bank deposits this month. That's dedication!
- Cards for ill or absent docents will be circulated at the board meeting for board signatures or comments.

- I have continued working with Sock Smith on the Elephant Seal socks. We have finalized the sticker that will be going on the back of each pair. Additionally, the owner and president of the company has decided not give us 10% from each pair of socks sold; instead they will be donating \$1.00 for each pair sold worldwide! We will receive checks quarterly. Socks should arrive in mid January. We will put them on the on-line shop as well.
- I have been working with a company, *Your True Nature*, to design and produce items with ADVICE FROM AN ELEPHANT SEAL. I sent photos and the final wording (advice). They will be getting me drafts to approve in the next few weeks. We will have magnets, book marks, postcards and small wooden “signs”.
- Due to time constraints, and lack of extra time, there will not be an elephant seal scarecrow in the Scarecrow Festival this year. Maybe next year.
- I continue to work on ideas for the VC expansion. I met with Carole Adams and went over additional exhibit ideas and plans for permanent interpretive panels and interactive exhibits.
- Thanks to input from Tim Bridwell and Kathy Curtis I was able to complete and submit a grant for capacity building to the SLO Community Foundation. If awarded we will receive \$2,500.00 to design and print a Vision and Scope Document that will be used to increase funding in several areas including general membership, capital contributions, other grant opportunities and business sponsorship.
- Attached to my report is the letter that will go out to businesses soliciting sponsors.

Regular member renewals continue to be sent out monthly.

DOCENT REPORT

Thanks to Tim Postiff and Stephen Beck the Sign-up process for scheduling is going very well. The response has been overwhelmingly positive. Looks like a success. The Next docent dinner is scheduled for November 17th at the Vet’s Hall in Cambria.

AUGUST STATS

Active Docents: 79

Inactive Docents: 30

Clicker count: 22,148

July Docents on Bluff: 79

Bluff hours w/drive: 1.357

Bluff hours wo/drive: 857

Shifts: 263

Speaker Bureau report to Board of Directors -September 2018

The Speaker Bureau continues to be busy. We have completed five talks since the last board meeting. Two in Arroyo Grande, one in Morro Bay, one in Pismo Beach and one in San Simeon. (about 120 people since your last meeting)

The much anticipated San Simeon series seemed to fizzle. Perhaps the start time was too late or the publicity was lacking but the turnout was poor.

The county libraries have been happy to book us. The Morro Bay library turnout was small but we do have nearly every library in the county booked for a talk. Brandt will be out in Creston on the 4th and I have Los Osos library coming up soon and we have three in south county booked for January.

I am trying to spend about an hour a day whittling down the target list, following up with those venues who did not respond and determining if they want to remain on the list or be taken off. I am hoping that it will mean that the Target list will be shortened and it will run more efficiently next year, not having to waste time going after places that don't host talks. I am doing my best to learn how to use EXCEL and not mess up the formatting on the target list.

Brandt and I (mostly Brandt) are working on fine tuning the presentations that we have, improving the photos and the flow of each story.

We have four talks currently booked for the next 30 days and I am continuing to send out invitations and follow up with organizations that have not yet set one up.

Although we have had some turnover and movement with speakers, it seems clear that we don't need six speakers, that we can get along with 3 or 4, assigning talks as they come up rather than only by area. Now that we have proven successful, I have a little bit of waiting list of people who are now interested in speaking. We are currently sufficiently staffed to handle the calls.

Thanks for your support.

B. Misty Wycoff
Administrator,
Speaker Bureau,
Friends of the Elephant Seal

775 741-8500

September 17, 2018

FES Board Meeting September 19

Training Activity Report

1. Six 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) / deferred family flood WI – offered to help with social media, website, etc.~~
 - d. Steven Smith – SLO (New Times ad)
 - e. ~~Rebecca Hendricks – Cambria (docent referral, Judy Zaretska) / deferred family emergency~~
 - f. Katherine Keeney – Los Osos
 - g. Angela Woodcock – SLO
 - h. Joe Ferrer – Cambria – new FES Office Assistant

Advanced classes will include above six docent applicants plus seven from spring class and Will Skinner. As of today: 14 docent trainees

2. First Fall Basic Training Class – Saturday September 22
Advanced Training Classes, October 6 and 20
3. Mentoring between September 24 and October 19.

Outreach Activity Report

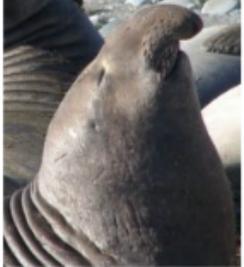
1. Wendy and I are continuing work on an annual event calendar.
 - a. Participating in Coastal Stakeholders Group meetings
Mission Statement (draft):
To allow local agencies and partners to coordinate coastal activities between Cambria and Ragged point that provide value, knowledge and appreciation of the area's cultural and natural resources.
 - b. Investigating Live tours / State Parks
 - c. Friday night seminars / not well attended, may take time to catch on
2. Coastal Cleanup Day – 4 participants, approximately 8 lbs. of trash, primarily: cigarette butts, food wrappers, bits of paper, Hearst Castle wrist bands, wipes. Most unusual: button from Copenhagen or directions in German to Montana de oro.
3. UK Travel Professionals FAM tour – October 7 / Sunday 10:20 / 25 minutes
4. Morro Bay Harbor Festival – October 8

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Research Report

1. Citizen Science Guide to Recording Elephant Seal Resights
Following Dr. Heather Liwanag's excellent presentation on August 11, 2018, we have developed a draft of the *Citizen Science Guide to Recording Elephant Seal Resights*, that explains criteria for collecting data when recording a tagged seal resight. It is currently pending review, revision and approval by the Research Committee and Dr. Liwanag.
2. Re-sight Data Management
Keith Mueller has completed data entry for reported resights for January through July, 2018. The file has been forwarded to the appropriate parties.
3. Reference Guide Aligning Sub-Adult Male Identification Criteria
The Research Committee has completed the revision of the *Reference Guide- Male Criteria- Piedras Blancas 2018* to align with Año Nuevo and Cal Poly sub-adult male criteria. (See following page)
4. Proposed changes to William J. Goodger Memorial Internship Program:
On September 11, 2018, Co-President Tim Bridwell and Board Member Kathleen Curtis from FES met with representatives from Cal Poly and The Marine Mammal Center, to discuss the proposed structure of the William J. Goodger Memorial Internship Program. The program revision includes an increased emphasis on FES-related activities and alignment with appropriate Cal Poly curriculum offerings. The new structure will emphasize the work of FES and Cal Poly during the winter quarter (Jan through March) and continue the time-intensive internship at The Marine Mammal Center internship during the Spring quarter (April, May, June). A written agreement is being drafted. Recruitment will begin in early October.
5. Fall counts:
Phil Arnold is doing a weekly count of seals on both north and south beaches at VP3 using videography on Sunday mornings. We are assessing the feasibility of doing additional sub-adult male counts.

Submitted by Kathleen Curtis, September 16, 2018

REFERENCE GUIDE	MALE CRITERIA	PIEDRAS BLANCAS 2018
 <p data-bbox="298 541 423 579">SAM-1</p>	<p data-bbox="589 327 919 600">No nose droop or neck shield, similar size to adult female. Slightly larger head than adult female. *Check genitals</p>	
 <p data-bbox="302 831 431 869">SAM-2</p>	<p data-bbox="589 611 919 789">Nose droops but doesn't touch sand when lying down, no chest shield.</p>	
 <p data-bbox="321 1171 451 1209">SAM-3</p>	<p data-bbox="589 894 919 1020">Light scarring, when lying down nose touches ground.</p>	
 <p data-bbox="321 1486 451 1524">SAM-4</p>	<p data-bbox="589 1241 919 1556">Defined chest shield but does not come above eye line (if above eye line then adult male), noticeable notch across the nose.</p>	
 <p data-bbox="302 1745 431 1782">ADULT</p>	<p data-bbox="589 1566 919 1787">Heavy pink scarring Chest shield rises above eyes Big heavy nose with notch across top.</p>	

Revised August, 2018

FES Board Meeting September 19, 2018

Publications Report

1. The Committee met on August 20, 2018 to discuss the upcoming issue of *Among Friends*. The next issue will go to the printer on November 5, for a mailing during the week of November 12, 2018.
2. Planned articles for the next issue will include articles on:
 - Foraging behavior of the female elephant seal,
 - Digits and fingernails on the elephant seal and
 - Carrying capacity of the rookeries and another article we are exploring
3. Brandt Kehoe and Donovan Marley are reviewing the current Bluff newsletter for revisions and updates before the next printing in January. A draft should be prepared by October 31st, in collaboration with Wendy Sheridan.

Submitted by Kathleen Curtis, September 16, 2018

FES TABLE REPORT SEPTEMBER 2018

The sales sheets have been redesigned and reorganized. It is now multiple pages and also includes the newest items that are available to take out to the bluff. The first week of use has indicated that this The new \$5 "clippies" for backpacks and purses have been particularly popular. Both the seal and the dolphin have been reordered and a turtle and jellyfish have been added to the options. These items should made easy-sell stocking stuffers for the holidays coming up.

A display for the e-seal socks and the various ornaments to being designed so the table can display these seasonal items as well.

I have one docent scheduled to train for the table at the end of this month, early October. While our sales numbers have dropped back down since the opening of Hwy1, sales are still averaging almost twice what they were earlier in the year.

Submitted, Sue King

September 2018 School Program Report

With the start of the 2018/2019 school year we are receiving requests for our FES school outings. We currently have fourteen outings posted on our School Group page at SignUp.com. October has four school outings scheduled.

John Adam's Middle School from Santa Monica was a bit of a problem for us last year when only a few days before their outing we were advised that the number of students had almost doubled to 170. This year they gave less than two weeks notice about bringing 140 students to the bluff. On our website we ask for at least five weeks notice

to coordinate a visit. There was some discussion with the teacher to determine if we could quickly put together a modified program for the students. In the end, the lack of time and lack of cooperation from the lead teacher caused me to not do a FES school program for John Adam's Middle School this year.

Submitted by Stephen Beck