

FRIENDS OF THE ELEPHANT SEAL

BOARD OF DIRECTORS MEETING

OCTOBER 17, 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 AND DIRECTOR ROLL CALL: 1:03 PM

Bridwell, Harrison, O'Bannon, Beck, Arnold, Attoe, Curtis, King, Sheridan

APPROVAL OF SEPTEMBER 19, 2018 BOD MINUTES Arnold/Bridwell/Unanimous

STAFF AND COMMITTEE REPORTS NOT INCLUDED IN PREVIOUSLY DISTRIBUTED COMMITTEE REPORTS – (Include Speaker's Bureau)

Research (Curtis): Modifications to report; Memo of Understanding for Internship Program is imminent.

VC (Sheridan): 47 boxes of ESeal News remain. Discussion of vendors and quantities. A glass display case from Cambria Historical Society is being acquired.

BOARD ACTIONS:

- **Honorary Lifetime Member Awards approved for Brian Sheridan (Attoe/King/Unanimous) and Cubby Cashen (Attoe/Arnold/Unanimous)**
- **2019 Budget presented (O'Bannon). Approved (Attoe/King/Unanimous)**
- **Motion that in the future financial reporting be at the end of the month instead of mid-month. Bridwell/Beck/Unanimous**
- New Board Member Recommendations (Postponed; Arnold, Beck, King)
- Among Friends – 4th page organizational information had been discussed online and was discussed further and changes agreed to.
- Sheridan reported that Sam Stuffies Custom Order would cost \$15,000. No objection to this was voiced.
- Coastal Discovery Center ESeal Talks/School Table: Saturdays in Jan/Feb. Phil Adams will speak. Need volunteers for table. Beck and Arnold in charge.
- Business Membership Solicitation being developed by Sheridan
- Visitor Center Exhibits: No report
- San Simeon Cove Coverage (birthing/mating season when ESeals present). Bridwell discussed need for a 'roving docent' to support Cubby Cashen. Possibly involve docents who have physical

limitations that make it difficult for them to stand on their feet for three hours. (Bridwell will contact Cashen.) Need to get names of previous 'Ambassadors'; possibly involve Cal Poly students.

- SSTA Grant Opportunities: Grant request is for \$9,793.40 and includes printing and mailing of 'Among Friends' newsletter, rack car printing of 75,000 and extending the distribution area to include Monterey County.
- Retreat Follow up and actions in future regarding strategic goals
 - VC Enlargement and Enhancement: Bridwell investigating
 - Increased Docent Base. Categorization is completed. Sheridan compiling information. About 100 docents are currently active.

OTHER BUSINESS

- Internet SEO progress with separation of VC and Rookery: Arnold continues to work on this
- VC/Office Sidewalk Repair Status: Estimate of two weeks to complete
- Docent Schedule Sign Up Update: Beck reported it's going well.
- Intern Program Update: Curtis is negotiating with Cal Poly

PRESIDENT(S) REPORT

- Goodger Memorial Bench: Progressing
- SSTA Meeting: Scarecrow Festival underway; walks and runs; docents will be photographed at bluff during January for publicity images.
- ESAG Meeting: No stopping signs to be installed by old motel. From north 'Eseal viewing ahead' at two miles and three miles from VP3. Virtual tours of eseals have been developed by Robyn Chase.
- Jet Pack Codes: No solution so far to the excess usage problem. Visitors could ask docents for the code instead of posting it. (No action determined)

NEW BUSINESS:

Sheridan showed a mock up of year-end appeal letter and discussion followed.

November meeting is rescheduled for Wednesday, Nov. 28

ADJOURNMENT OF REGULAR BOARD MEETING: Arnold/King/Unanimous 3:47 pm

Submitted by Wayne Attoe, Secretary, Nov. 25, 2018

October School Group Report

FES/FES Oct 18 REPORTS



Stephen Beck <stephendalebeck@gmail.com>

Tue, Oct
16, 4:57
PM

to Lynette, Tim, Michael, me, Sue, Cam, Kathleen, Wendy

Hello All,

Here is my October report.

We have four school visits scheduled for the last two weeks of October. On October 18th, Grace Christian School of Visalia will be bringing about 27 5th and 6th grade students. Crossroads School for the Arts and Science in Santa Monica will be visiting for three days. We will have about 40 7th grade students coming out for our elephant seal school program on October 23, 24 and 25.

The planning for a FES school program visit by John Adam's Middle School of Santa Monica turned out to be even worse than what I reported last month. The teacher's request to FES for an outing stated that they were coming on Saturday, September 15th. The teacher and I then discussed the visit for the 15th. Last month I reported to the Board that there was no outing for this school because the teacher had failed to get back to me following our initial phone conversation and the two email messages that I sent to him. As it turns out, there is more to the story. On September 20th the teacher left me a phone message saying he and his 140 students were on their way from Santa Monica to the Central Coast. He continued by saying that he was sorry that he had failed to get back to me. When I returned his call on the 21st, I told him that I had tried to pull together some docents for the 15th since that was the date he requested and the date we spoke about in our phone conversation. Again he was very sorry, this time to learn that he made a mistake on the date. He was advised that it was impossible for me to help with a school outing on the 22nd because I was committed to our new docent training on the 22nd.

John Adam's Middle School made two trips to bluff on the 22nd, rotating 70 students between the Discovery Center and Elephant Seal Bluff on each trip. Many thanks to our two docents scheduled on the bluff that morning, Ron Kautz and Kris Baird. Also, a very special thanks to Mary Forbes who rushed out to help Ron and Kris after arriving at our morning docent training session and learning that 140 students were on their way to the bluff. Our docents spent about two hours answering questions and discussing the seals with the students.

October 15, 2018

FES Board Meeting October 17, 2018

Training Activity Report

1. Four Fall Training docents:
 - a. Dian Nathan – San Simeon (Community Volunteer Fair)
 - b. Brian Mummert – Templeton (Wildlife Fair SLO)
 - c. Angela Woodcock – SLO
 - d. Joe Ferrer – Cambria – new FES Office Assistant

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

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

Outreach Activity Report

1. Wendy and I are continuing work on an annual event calendar.
2. Journalist Mary Charlebois, a freelance writer based in Fort Bragg, private tour 10/4.
3. UK Travel Professionals FAM tour – October 7 / Sunday 10:20 / 25 minutes, PA
4. FAM (Familiarization) trip tour, October 27, Phil and Carole Adams to attend.

Research Report

1. Citizen Science Guide to Recording Elephant Seal Resights
The final draft of the *Citizen Science Guide to Recording Elephant Seal Resights*, is currently pending final review and approval by the Research Committee. The committee is also considering the best mechanism for distribution of the guide to docents participating in the program as well as the most efficient mechanism for recording data, in collaboration with Cal Poly researchers.
2. Re-sight Data Management
Keith Mueller continues management of Citizen Science resight data. The Research committee is considering the best mechanism for managing resight data with the roll-out of the Guide, now that it includes photographs. Cal Poly will be ready to receive data at eseal.research@gmail.com.

3. William J. Goodger Memorial Internship Program:
A revised MOU for the joint internship program is currently under final review by the three cooperating organizations, Cal Poly, FES and The Marine Mammal Center. 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). Recruitment began in early October.

4. Fall counts:
Phil Arnold continues to do a weekly count of seals on both north and south beaches at VP3 using videography on Sunday mornings.

Submitted by Kathleen Curtis, October 15, 2018

TABLE Report – October 2018

You all have received the Table Update for the FES Promotion, which also covers new items.

I have postponed recruiting/training new docents for the table due to the severe issues of taking the table items out right now. I don't want to overwhelm new docents before they get comfortable with the procedures. Two table docents have already told me that they can't handle the physical effort required to move things to the bluff and back due to the ongoing(?) repairs to the decking.

I will continue to encourage the sharing shifts.

New tally sheets are being updated weekly with the new items included. My thanks for the pricing of the items.

Submitted,

Sue King

October Board Report

Docents/Office/Visitor Center

Submitted by Wendy Sheridan

October 14, 2018

Our new Visitor Center Assistant, Joe Ferrer, is settling in well. He is a joy to have in the office and is quickly becoming my right hand man!

MEMBERSHIP

- As of October 14 we have added 6 new members for a total of 98 new 2018 members.
 - 43 Friend
 - 23 Good Friend
 - 20 Great Friend
 - 6 Best Friend
 - 6 Friend for Life
 - Business Sponsor solicitation letters will be in the mail by October 26th. If you have a specific business you want one to go to, or want to write a personal note in any one of them, please let me know. I will be targeting previous business sponsors who have not renewed, Cambria & San Simeon businesses, Cayucos & Morro Bay businesses; in that order.
 - I attended a presentation at SPOKES on October 4th about increasing response to year end appeals. Lots of great insights.
 - The FES Year End Appeal will go out the week of November 12th. I will have a rough draft for preview at the board meeting.
 - With the help of the table docents, we are doing a special “FALL HAUL-OUT” membership drive to bring in new \$50 and above members. (Oct.10-Nov. 30)
 - Regular member renewals continue to be sent out monthly.
-

OUTREACH

- Barbara Sellers and Brandt Kehoe are revising the format of the E-Seal News for the next printing.
- Speaker’s Bureau Reports 3 presentations in September.
 - Morro Bay Library/5
 - Arroyo Grande Rotary/41
 - 5 Cities Rotary Pismo Beach/25
- The Cavalier has once again approached me about doing the SAM promotion during birthing and mating season. Plans are under way for that to begin around Thanksgiving.

SHOP

- We once again managed to meet our \$2,000.00 goal for the month in September with a final shop income of \$2602.00 and 426 visitors. We have already reached

that goal again in October; as of October 14th the shop income was \$2,009.00, and we have had 240 visitors in the shop.

- The “Advice from an Elephant Seal” merchandise has been approved and is in production. It will be in the shop by Thanksgiving weekend Open House.
- Penny Church of the Historical Society has offered us FREE display cases. We will be taking one or two of the cases and using them to showcase, and protect, the skulls and possibly create an FES history display. I have talked with Carol Adams and we will be meeting next week to plan the transition for the new display. Hopefully it will be in place by the Holiday Open House.
- I am gearing up for the holiday season and the birthing and mating season with some new merchandise. Check it out.
- The 2018 Christmas/Holiday cards are in the shop. Check out the new designs!
- I am once again making plans for a holiday open house on Thanksgiving weekend (November 23-25). Watch for some surprises.
- Among Friends will be giving the shop a little space in the next Among Friends. I will be highlighting new merchandise and the Holiday Open House.

DOCENTS

- Special thanks to Kathy Dowding for her help covering the shop and continuing the mammoth job of inputting docent data in to GiftWorks.
- Cards for ill or absent docents will be circulated at the board meeting for board signatures or comments.
- Plans are under way for the next docent dinner on November 17th at the Cambria Vet’s Hall.
- 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.
- **September STATS**
 - **Active Docents: 101 (This includes fall class)** **Inactive Docents: 15**
 - **Of the Active Docents:**
 - **8 are on medical or personal leave**
 - **Bluff hours w/drive: 1,116** **Bluff hours wo/drive: 718**
 - **Clicker count: 12,635** **July Docents on Bluff: 69**
Shifts: 215
- Tim Postiff and/or Stephen Beck will be training Joe and I later this month on SignUp.
- I continue to send monthly reports to the State.

3 Attachments

Financial Reports

Tue, Oct
16, 8:13
AM

mobannon1950@charter.net

to tim.bridwell@yahoo.com, lynette@hiep.com, me, camarnold@yahoo.com, partag
ergtpyrs@yahoo.com, stephendalebeck@gmail.com, curtis_kathleen@yahoo.com, f
es@elephantseal.org, brandtk@csufresno.edu, emboteilho@gmail.com

All

Attached you will find the financial reports for October. There are all in PDF format so hopefully you will be able to access. Please let me know if any of you have difficulty opening.

You will notice on the profit/loss report that there is an additional column reflecting the proposed 2019 budget. I would suggest that each of you review the categories where you made requested budget changes to see what impact that may have.

See you all on Wednesday!

Michael
3 Attachments

Speaker Bureau report to Board of Directors -October 2018 meeting



Misty Wycoff <ESealSpeakers@elephantseal.org>

Oct 14,
2018, 9:21
AM

to Lynette, Tim, Sue, Stephen, me, Cam, Michael, Kathy

We will have completed four talks since our last board meeting: Pismo Beach, Creston, Los Osos and Morro Bay.

Brandt continues to work on editing the Adaptations presentation to improve photos and flow of talk. Kathleen Curtis is working on gathering data for the basis of a talk on great white sharks that we will be offering in 2019 along with updated current talks. This will allow the same venues to begin thinking of having us back annually with the expectation of new material.

Our mission statement states that we are about educating people about "elephant seals, other marine mammals and ocean stewardship". ALL talks will have core information about elephant seals but may have a title and details about other marine mammals included.

So far we have three presentations scheduled for the next thirty days.

I am getting tutored on Excel so the databases should be cleaned up and more workable by next month.

I am hoping to schedule a meeting of the Speaker Bureau crew for early December to view new programs and review changes.

Thanks for your support.

B. Misty Wycoff, Administrator,
Friends of the Elephant Seal
775 741-8500
esealspeakers@elephantseal.org