

**FRIENDS OF THE ELEPHANT SEAL
BOARD OF DIRECTORS MEETING MINUTES
NOVEMBER 28, 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: 1:00 PM – Bridwell

DIRECTORS PRESENT: Bridwell, Harrison, O'Bannon, Beck, Arnold, Curtis, King

STAFF PRESENT: Sheridan

GUESTS PRESENT: Max Fowles, FES Docent & Carolyn Skinder, Southern Region Program Coordinator for the Monterey Bay National Marine Sanctuary at the San Simeon Coastal Discovery Center

- **Motion to approve the BOD minutes of October 17, 2018. King / Arnold / Unanimous**

PRESENTATIONS TO THE BOARD:

- Carolyn Skinder discussed creating an alliance with FES to cover the work that was formerly performed by the Elephant Seal Ambassador (ESA) program. State Parks will not manage the ESA program this year. Skinder said there is a need to educate the public using W.R Hearst Memorial State Beach when one or more elephant seals haul out onto the beach. This is important to protect both the seals and the public. She sees a particular need for trained volunteers during the winter on three-day weekends. Bridwell suggested a couple ways that FES might help in light of our limited number of docents. Curtis saw a possibility of using Cal Poly interns for the ESA program. Arnold mentioned that she would be willing to work with Skinder to further explore a joint program to replace the ESA program. For scheduling volunteers, Beck said he could help establish a volunteer calendar on SignUp.com but asked who would be the administrator for the SignUp.com page and communicate with participants for updates on the need for volunteers. A small number of large male seals seem to come and go from the beach each season and it is hard to predict when volunteers will be needed. Questions were asked about how the volunteers would be trained and processed for State Parks.

BOARD ACTIONS:

- Bridwell told the Board that Wayne Attoe had advised him of his need to resign from the FES Board.
- **Motion to accept Attoe's resignation from his position of Secretary and as a member of the Board. Arnold / Curtis / Unanimous.** Bridwell noted that without a Secretary, we are not in compliance with our By-laws and that we need to act quickly to find a Secretary.
- **Motion to acknowledge the need to have a Secretary and to not delay our search for a Secretary. Bridwell / King / Unanimous.**
- **Motion to have Beck become the FES Secretary. King / Harrison / Unanimous.**

PRESIDENT(S) REPORT

- Goodger Memorial Bench – Bridwell reported that he met with Blake Thompson. A plaque for Bill Goodger will soon be installed on the bluff.
- There was not a SSTA meeting in November. A FES grant request has been submitted to SSTA. We are waiting for an answer from SSTA.
- We received copy of a recent SLO County order designating the areas used by the elephant seals as no drone zones. A copy will be placed in the office to further educate our docents and help them inform visitors regarding the law.
- ESAG Meeting – Harrison reported that there was a discussion about how close people can get to the seals. Is there a limit of 100 feet or are people too close only when the seal's behavior is disturbed? Caltrans is working on more highway signage for our seal viewing area. Cards are being prepared to educate the public about safe e-seal viewing. The cards will be similar to the poster "Don't Be That Guy". The cards can be distributed to local hotels.
- Other Grant Applications – A grant application for \$2,000 was submitted to Cambria Community Council (CCC) but it was declined. A grant for \$2,500 was made to the SLO Foundation but it was also turned down. We plan to continue to work for additional grants. It was noted that requesting a grant is time consuming. Curtis recommended that we have our "boilerplate" language ready and available to lessen the work for the preparation of grant proposals.

STAFF AND COMMITTEE REPORTS: INFORMATION THAT MAY NOT HAVE BEEN INCLUDED IN PREVIOUSLY DISTRIBUTED COMMITTEE REPORTS. NOTE: SUBMITTED WRITTEN COMMITTEE REPORTS TO THE BOARD ARE INCLUDED IN THE MINUTES BY BEING ATTACHED.

- Sheridan passed out what was mailed to our former and/or current business sponsors. As a result of the mailing to 75 former and current business sponsors, eight businesses have joined. It was a recent mailing so therefore, more businesses are expected to renew as sponsors. A mailing will soon go out to businesses that have not been past sponsors. Year to date, we have received 107 individual new members, 28 came from E-Seal News. We have about \$4,100 of November income from the gift shop. Sheridan will help Brandt Kehoe list our sponsors level of sponsorship rather than by type of business.
- O'Bannon reported that he spoke to Marcella about adjusting our financial reports to end on the last day of the month.

BOARD DISCUSSION AND ACTION AS APPROPRIATE:

- Sheridan and Arnold are working together on our 2019 calendar of FES dates and events. In addition to events such as docent dinners and docent training days, important action dates should be on the calendar. Action dates would include, but not be limited to, our SSTA grant application date and budget preparation date. Sheridan is working with Cambria Pines Lodge for the docent appreciation dinner.
- With Attoe's resignation we once again need to find additional Board members. It was noted that Board members do not need to be docents.
- At a previous meeting it was decided that during January and February we would have the school program science table set up on the bluff for at least a portion of the Saturday A Shift. Arnold and/or Beck will prepare and send an email to our school docents asking if they can work any of these Saturday mornings and set up and staff the school science table.
- E-seal News. – Publications committee has prepared a draft for our next edition of E-Seal news. Different Board members offered suggested changes that were recorded by Sheridan. Suggestions included: updating sponsors and partners, deleting the fax number, modifying language concerning the gift shop, an updated count of alpha males, text clarification for the History section, language clarification on male seals traveling to areas with orcas and having a lower survival rate than female seals, and consistency in using 00s for donations ranging from \$1 to \$5,000.
- Hay Printing of Morro Bay gave us the lowest bid to print our E-Seal News.
- **Motion to have Hay Printing print 100,000 E-Seal News when they are ready for printing. Beck / King / Unanimous.**
- Our "Best View" sign on the bluff will come down this week.
- Retreat Follow up and actions regarding strategic goals.
 - VC Enlargement and Enhancement – Still part of our plan but dependent on our financial numbers.
 - Increased Docent Base – We are on track.

OTHER BUSINESS

- Arnold reported that she is working on getting Google to properly separate the locations of our visitor center and rookery. We have a presence on Facebook and Twitter. Arnold suggested that we work to get a presence on Instagram. Curtis and Arnold agreed that we could get more onto Youtube. Arnold and Sheridan will meet with Jenny in San Simeon to get a better understanding how she might help us increase our presence on social media.
- Docent Scheduling and SignUp.com Update. It was decided that, at least for now, we will not include the SignUp.com schedule link on our "for docent website". While there will be situations to justify adding a fifth spot on a bluff shift, Joe should first encourage docents to take shifts that are not full before adding a fifth spot to a shift. There was discussion of what is the "final" or "master" schedule for the bluff. Docents have been going to SignUp.com during the current month and adding themselves to shifts that are not "full". The monthly paper schedule located in the office is not always current with docent additions on the SignUp.com schedule.
- Intern Program Update. Curtis reported that the contract has been signed with Cal Poly and The Marine Mammal Center and that the 2018-19 interns have been selected.

RECESS

BOARD ACTIONS:

- **Motion to appoint Max Fowles to the FES Board. Arnold / King / Unanimous**
- Harrison announced that because her family needs more of her time, she was resigning as co-president and a member of the Board.
- **Motion to accept Harrison's resignation. Beck / Arnold / Unanimous.**
- **Motion to make Kathleen Curtis to be our vice-president. Arnold / King / Unanimous.**
- **Motion to adjourn the meeting. O'Bannon / Arnold / Unanimous - 4:12PM**

CONVENED TO EXECUTIVE SESSION

Minutes Submitted by: Stephen Beck, Secretary, December 18, 2018

November 20, 2018

FES Board Meeting November 28, 2018

Training Activity Report

- 2019 FES Training dates
 - January 26 – New docent luncheon and review
 - March 23 – Spring Basic Training (date may change to 16 or 30)
 - Three mentoring sessions between March 23 and April 30
 - Peer Review @ four month - July/Aug
 - September 21 – Fall Basic Training
 - Three mentoring sessions between Sep 21 and Oct 19
 - Peer review @ four months – Feb/March
 - October 5 – Advanced Training 1
 - October 19 – Advance Training 2

- Docent Recruitment Activity Begins December
 - Ads Q1
 - Signs / Cards on bluff beginning in December
 - Social Media begins December
 - Article / Christine Hendricks

November Board Report
Docents/Office/Visitor Center
Submitted by Wendy Sheridan
November 25, 2018

MEMBERSHIP

- As of October 14 we have added 9 new members for a total of 107 new 2018 members.
 - 44 Friend
 - 30 Good Friend
 - 21 Great Friend
 - 6 Best Friend
 - 6 Friend for Life
- Business Sponsor solicitation letters were mailed and responses are coming in. We have received 8 new business memberships as of November 25th for a total of 21 current Business Sponsors.
- Mailing of the FES Year End Appeal was delayed but should be out before the end of November.

OUTREACH

- Speaker's Bureau Reports 3 presentations in September.
 - I have not received any data on speakers for October

SHOP

- The October shop income was \$4,034.00 and 423 visitors. As of November 25th the shop income is \$3,541.00, and we have had 368 visitors.
- The "Advice from an Elephant Seal" merchandise has arrived and is very popular.
- The cases donated by the Historical Society are in and look great. Carole and Phil Adams cleaned the skulls and painted the replicas. Carole created new labels and we have added a harbor seal skull. Carole has redesigned the posters and signage on the wall, combining and updating. We will look at ordering them after the first of the year.
- The holiday open house on Thanksgiving weekend (November 23-25) was once again a success with 2 of our 5 top selling days this year.

DOCENTS

- The docent dinner on November 17th was well attended, nearly 80 people, and it seemed everyone had a great time.
- Sign-up is going smoothly. I have given Joe the responsibility of overseeing the scheduling of docents on a regular basis.
- **October STATS**
 - **Active Docents: 92** **Inactive Docents: 19**
 - **Bluff hours w/drive: 1,332** **Bluff hours wo/drive: 825.25**
 - **Clicker count: 13,194** **Oct. Docents on Bluff: 78** **Shifts: 261**

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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 complete and approved by the Research Committee. The Guide will be distributed to interested docents in a picture book format. We will solicit pre-orders from interested docents in the next docent newsletter and then print accordingly.

2. Re-sight Data Management

Keith Mueller continues management of Citizen Science resight data. The Research committee has concluded that the best plan for managing resight data will remain in a clipboard hand-written report. The clip board data sheet will be aligned with the Guide criteria. Photographs should be sent to Keith Mueller with a date of the sighting. He will clean data as needed, monthly, and then forward appropriately to Cal Poly at eseal.research@gmail.com.

3. William J. Goodger Memorial Internship Program:

A revised MOU for the joint internship program has been signed 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).

Two interns, Abrielle Goodwein and Tyler Burnett, have been chosen for the 2018-19 Goodger Memorial Internship by reviewers representing Friends of the Elephant Seal, The Marine Mammal Center and Cal Poly, San Luis Obispo. They are both seniors at Cal Poly in the Biological Sciences major. They will begin internship activities in early January. A big welcome to our two interns!

Submitted by Kathleen Curtis, November 26, 2018

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Publications Report

1. The Winter issue of *Among Friends* was mailed in mid-November. Brandt Kehoe reminded docents that all past issues of the newsletter are online on the docent website.
2. Final revisions to the E-seal Bluff newsletter are underway. A draft of the revised newsletter is forthcoming.

Submitted by Kathleen Curtis, November 26, 2018

Stephen Beck

Inbox - Elephantseal 8:19 AM



November School Report

[Details](#)

To: Tim Bridwell, Lynette Harrison, Cam Arnold, Michael O'Bannon & 6 more



November 2018 School Program Report

Since our Board meeting on October 17th we had five school visits, bring about 338 students out to the elephant seals. The big outing was for the Grizzly Academy that came with 200 students/cadets.

Crossroads School for the Arts and Science of Santa Monica came three times with 30 to 40 students. On each visit they arrived more than 30 minutes ahead of their scheduled time. I intend to tell the leaders for next year's outing that this should happen. The students lacked interest for viewing the seals because they had so much viewing time with the seals before they came to us.

The Grizzly Academy ran between 5 and 10 minutes late on what was scheduled to be a short visit. I asked the leader, Dustin, for some added time for the late arrival but I did not get what I thought was a sufficient adjustment on their schedule. I explained that I had one docent who had travel from SLO to help us and he was giving us less than 20 minutes with the cadets. Before they left, Dustin said he would rework his schedule to get us more time for his February visit with his next class of cadets.

Submitted by,
Stephen Beck

Sue King

Inbox -...gle Account

4:21 PM

[Details](#)

SK

Table November 2018 board mtg

To: president.lh@elephantseal.org, president.tb@elephantseal.org & 6 more



Not much new this month. There are two additional table docent pairs who will be sharing A/B shifts with the table next month and a third pair in January. I think this is a positive solution to keeping the table out as much as possible.

Starting next week the table will move back to the south beach.

While the e-seal socks will not arrive by Christmas we are exhibiting plenty of other items that will be suitable gifts for our visitors to take back with them!

Submitted, Sue King

Sent from my iPhone