

**FRIENDS OF THE ELEPHANT SEAL
BOARD OF DIRECTORS MEETING MINUTES
DECEMBER 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.

MEETING CALLED TO ORDER: 12:59 PM – Bridwell

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

FES STAFF PRESENT: Sheridan

GUESTS PRESENT: Misty Wycoff, FES Docent and Chair of the FES Speaker's Bureau

- **Motion to approve the BOD minutes of November 28, 2018. Arnold / O'Bannon / Unanimous**

PRESENTATIONS TO THE BOARD:

- Speaker's Bureau Presentation – Misty Wycoff presented a year-end report on the accomplishments of FES Speaker's Bureau. In 2018 there were twenty-six presentations made to a total of 692 people. A revised Speakers Bureau handbook has been created. New and revised PowerPoint presentations have been developed for future presentations. Wycoff has set a program goal to increase the number of presentations in 2019 by 20% above the number of presentations given in 2018.

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.

- Curtis reported that she recently met with with the Cal Poly students, Abrielle Goodwein and Tyler Burnett, the 2019 Cal Poly interns to orient them to the extent of the PB rookery, observe the elephant seals at VP 2, VP 3 and San Simeon State Beach and meet FES docents. All of the paperwork for the interns has been completed. The interns received a signed copy of the Adams' book along with other materials that should be helpful to them as they begin their work with FES and the elephant seals.
- Arnold reported that the meeting room that we wanted to use for training on March 23rd is not available for us to use. The FES spring Basic Training class will be changed from March 23rd to March 30th. One person (Jim David) has applied and has been interviewed to become a FES docent.
- **Motion to allow Jim David and the two Cal Poly interns to become FES docents by: 1. Reading the Adams' book, 2. Attending one of Phil Adams' Saturday morning lectures in January or February and 3. Completing four mentoring sessions on the bluff. Arnold / O'Bannon / Unanimous.** If Jim David or the interns elect to follow this path to become a FES docent, they will still need to attend the spring docent training and the fall advanced training classes.
- Beck discussed modifying the FES sponsorship arrangement for Hawthorn Elementary School in SLO. Instead of covering transportation costs every second year for transporting the 4th and 5th grade students from Hawthorn Elementary to the E-Seal bluff, FES may reimburse transportation costs every year for just the 4th grade students. The cost to FES is not expected to change because the number of busses needed for transporting the students would not change.

- Sheridan reported that about two weeks have passed since the mailing of our year-end appeal and we have now received over \$3,700. Joe is emailing board members a draft calendar for 2019; board members are encouraged to review and suggest additions or changes.
- Megg McNamee recently received an email from Pacific Premier Bank regarding a FES debit card alert. Bridwell will contact Pacific Premier Bank to get their records updated for who should be contacted on such matters. Bridwell told the Board that it could be helpful to FES operations to have an FES officer authorized to sign checks who lives close to the FES office and Pacific Premier Bank.
- **Motion to authorize Stephen Beck by resolution to be an additional signatory on the three FES accounts at Pacific Premier Bank and to delete Lynette Harrison from the accounts. Bridwell / Arnold / Unanimous.**
- O'Bannon referenced the financial reports that he had distributed to all Board members before the meeting and stated that the FES financial situation is looking good. He noted that because the overall stock market has recently gone down, the balance in our Vanguard account is also down.

PRESIDENT'S REPORT: (T. Bridwell)

- Central Coast Community Volunteers (CCCV) - Senior Volunteer Services once again has a volunteer agreement that is available to FES docents. Docents will be informed of this opportunity to receive the benefits offered by CCCV.
- We are hopeful that additional progress will be made on the Goodger Memorial Bench by the holidays.
- There was not a SSTA meeting in November or December.
- An ESAG meeting is scheduled for January 4th at 2PM. All board members are welcome to attend.
- E-Seal News – Curtis and Bridwell will work with Tom Hay's designer to see if the quality of the newsletter can be improved prior to publishing 100,000 copies of the revised edition of E-Seal News.
- We should soon receive an answer from SSTA on a pending FES grant application. The Marta Heflin grant has been approved and FES will be receiving \$6,000 before the end of the year.
- Bridwell is working on updating the FES VIP and Friends roster for *Among Friends*.

BOARD DISCUSSION AND ACTION AS APPROPRIATE:

- We have two vacancies on the Board. The sub-committee of Arnold, Beck and King will continue to search for potential candidates for the Board.
- Bridwell noted the need to update our list of active docents, both on our office roster and on the SignUp page of listed docents. Sheridan asked for guidance on which docents should be counted as active docents, noting that some are not now doing bluff duty but are active with FES in other ways. King offered to speak with some inactive docents regarding any intentions to become active with FES.
- State Parks recently announced a newly developed on-line scheduling program for all State Park volunteers. How FES might implement the new scheduling program was discussed.
- The Board was told that Phil Arnold has offered to replace the numbers on the bluff fence with new numbers that should be easier to locate and read.
- Bridwell spoke about the dissolution of the E-Seal Ambassador Program at San Simeon's W.R. Hearst Memorial State Beach and he outlined a plan for FES docents to volunteer at the beach during E-Seal birthing and mating season. The plan and opportunity to help will be communicated to our docents.
- Coastal Discovery E-seal Talks/School Table – Arnold reported that either she or another docent will take the school table out to the bluff on most Saturday mornings during January and February.
- Retreat Follow up and actions in future regarding strategic goals:
 - VC Enlargement and Enhancement. There were no new developments to report.

- Increased Docent Base. We seem to be on track to meet this goal.
- Stabilize Funding. Appears to be going well.

OTHER BUSINESS:

- Internet SEO progress with third party Social Media – It was noted that an update is contained in Arnold's report to the Board. Arnold told the Board on a new app that can be downloaded on smart phones. The app tells people where there is public access to our beaches. She said that there is a problem to the extent that the app does not explain that certain beaches with elephant seals are closed to the public.

NEW BUSINESS: None.

ADJOURNMENT:

- **Motion to Adjourn was made at 3:38PM Arnold / King / Unanimous**

Minutes Submitted by: Stephen Beck, Secretary, January 14, 2019

December 2018 Board Report

Docents/Office/Visitor Center

Submitted by Wendy Sheridan

December 17, 2018

MEMBERSHIP

- As of December 17 we have added 16 new members for a total of 123 new 2018 members.
 - 47 Friend
 - 39 Good Friend
 - 25 Great Friend
 - 6 Best Friend
 - 6 Friend for Life
- Business partners continue to come in. We have received 2 new business memberships in the past month for a total of 22 current Business Partners. Business partners are listed on the website and in the monthly docent newsletter. These memberships are in addition to our Corporate Sponsors and Agency Partners. This also meets the goal set for 10 new business members by the end of 2018. All letters and certificates will be distributed by the end of the year.
- The final cost for the FES Year End Appeal (YEA) was \$2,069.28. That includes printing and mailing. The appeal was mailed out on November 30th. As of the last deposit on December 14th the YEA donations totaled \$1665.00. Since that deposit another \$1,000 has come in resulting in \$2,665.00, covering the cost, with an over \$600.00 profit in just the first 2 weeks of responses.
- Joe and I are working on putting together a 2019 online calendar that can also be printed out. We will email the link to all board members by the end of the year. If you have meetings or events you want added to the calendar, please send the information to Joe at oa@elephantseal.org as soon as possible. Of course we will be able to constantly update the calendar throughout the year.

OUTREACH

- Hotel Promotions
 - The Cavalier and the Cayucos Shoreline Inn will be doing special promotions in January and February. Combined they have purchased 275 stuffed SAMs and I have supplied them as well with postcards, special promotion coupons, and membership information for their guests.
- I have no Speakers Bureau information.

SHOP

- The November shop income was \$4,472.00 and 442 visitors. As of December 17th the shop income is \$5,500.00, and we have had 191 visitors.
- The new elephant seal ornaments are in and selling fast.
- We will be holding a Winter Solstice promotional weekend Dec. 21-24.

DOCENTS

- A \$100 deposit for the docent appreciation diner in February has been made to the Cambria Pines Lodge. The event will be February 16th.
- Sign-up continues to run smoothly. Joe has taken over the management of the schedule and we feel he will be ready to take it off Stephen's hands by the end of January, if not sooner.
- **October STATS: SEE ATTACHMENT**
 - **The active and inactive count has not changed from last month. 92/19**