

**FRIENDS OF THE ELEPHANT SEAL  
BOARD OF DIRECTORS MEETING MINUTES  
JANUARY 16, 2019  
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: 1:04 PM – Bridwell

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

FES STAFF PRESENT: Sheridan

GUESTS PRESENT: Eric Hjelstrom, CSP, Superintendent III

- **Motion to approve the BOD minutes of December 19, 2018. O’Bannon / Fowles / Unanimous**

PRESENTATIONS TO THE BOARD:

- Eric Hjelstrom told the Board that he is now the Cooperating Association Liaison (CAL) representative from State Parks to FES.
- Bridwell said that he recently had communicated with Hjelstrom about Better Impact and docent scheduling.
- Hjelstrom explained that, for State Parks, the most important aspect of Better Impact is for it to be a time keeping system of volunteer interpretation hours. Hjelstrom did not think that every group of volunteers will be using Better Impact for the scheduling of volunteers. If FES decides to continue to use SignUp.com for docent scheduling, then someone should record the docent interpretation hours into Better Impact. Hjelstrom explained what he thought should be counted as “interpretation” volunteer time. Cara O’Brien or Robyn Chase from State Parks can meet with Joe Ferrer about how to record January interpretation hours into Better Impact for our FES docents. Hjelstrom mentioned that if recording hours in Better Impact should become too burdensome for FES, then there is the possibility that FES could just provide a count of interpretation hours for each FES docent so that the hours could be recorded in Better Impact by State Park staff. Bridwell suggested that Beck and Curtis stay involved as we work with Better Impact.

PRESIDENT’S REPORT: (T. Bridwell)

- Bridwell reported on his meeting regarding the Goodger Memorial Bench.
- SSTA passed the FES grant request and FES will receive \$9,793.40. The grant money is to be used for printing rack cards, printing *Among Friends*, and the distribution of rack cards in Monterey County. O’Bannon will speak with Marcella about the grant money being placed into a restricted account.
- Bridwell, Curtis and Beck attended the ESAG meeting on January 4<sup>th</sup>. Subjects discussed at the ESAG meeting included: the Goodger Memorial Bench, Better Impact, additional signage on Highway 1, distributing “Don’t Be That Guy” cards to local hotels, and new signs recently developed by State Parks staff that advise the public about presence of elephant seals.
- Bridwell, Beck and O’Bannon are now all on the FES Pacific Premier bank account. Sheridan mentioned that Ferrer currently cannot make deposits at the bank and asked if this could be addressed. Bridwell said that he could look into the matter.

- Bridwell reported that he had a list of VIP individuals that should be to our mailing list for *Among Friends*. Sheridan and Ferrer will work to get our mailing list updated to include the additional individuals.
- Assistance concerning encounters between the public and elephant seals on San Simeon Beach was discussed at the ESAG meeting. Curtis spoke of the desirability to collect evidence and photograph documentation when we believe that we need help from those who do the law enforcement for us. Documentation may also help us get future reconsideration from the State to have a program to protect the public and seals on San Simeon Beach.

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 said that Barbara Sellers, Donovan Marley, and Kathy Hurrie have announced that they will be leaving the Publishing Committee. Remaining members on the committee are T. Postiff, M. Forbes, B. Kehoe and K. Curtis.
- Curtis presented her ideas for having a broader and more integrated view of FES communications. Curtis outlined the different elements of FES communications coming under four areas: 1. Social Media/Online Marketing, 2. Public Membership and Business Sponsorships, 3. Advertising and Promotion and 4. Internal Communications.

➤ **Motion to change the name of the FES Publications Committee to be the FES Communications Committee. Arnold / Bridwell / Unanimous.**

- Board members reviewed the most recent draft of E-Seal News. Final comments need to be given to Curtis very soon so that she and the printer can know that it is ready to print.
- Sheridan mentioned that at least a couple year-end donations were sent to FES with a note saying the donation was in memory of Bill Goodger.
- Sheridan will try to determine why Board members could not open and view the FES calendar she recently distributed.
- O'Bannon pointed out that our year-end financial reports look very encouraging for the future of FES. A number of things made this year financially successful. Noted were table sales on the bluff, sales in the office/gift shop, and the year-end appeal.
- The difficulty that many docents have transporting two tables and sale items to the bluff was discussed. King said that she wants to try a setting up the tables closer to the parking area.

BOARD DISCUSSION AND ACTION AS APPROPRIATE:

- FES investments. Currently only Bridwell is on the FES Vanguard account. Bridwell suggested that we should have two more individuals on the account and proposed adding O'Bannon and Beck. For the SLO Community Foundation account, Bridwell stated that we need to take Harrison and Goodger off and that we should add O'Bannon and Beck
- **The Following was read by Bridwell to the Board to be a motion for Board adoption:** It is resolved that the SLO Community Foundation account for Friends of the Elephant Seal (Federal ID: 770481003), with the address of PO Box 490, Cambria, CA 93428, be modified to include two additional authorized persons to maintain access to the account. Currently the only living authorized persons with access are Timothy J. Bridwell and Lynette Harrison. Previous to this time, Dr. William Goodger also was authorized to access this account

however Dr. Goodger unfortunately passed away in 2018. Additionally, Lynette Harrison is no longer a member of the board of directors.

The additional board members that are requested to be added to this account are as follows:

Mr. Michael O'Bannon

Mr. Stephen Beck

- **Motion to adopt the above read motion on the SLO Community Foundation account. Bridwell / King / Unanimous.**
- **Motion to adopt the preprinted resolution from Vanguard. Goodger will be taken off the Vanguard account. Bridwell will remain on the account. O'Bannon and Beck will be added to account. Internet access to the account will be given to O'Bannon. Bridwell / O'Bannon / Unanimous.**
  - King spoke of possible docents to contact for joining the Board. It was suggested that we add one additional docent to the list and continue by contacting candidates to learn of any interest and willingness to join the Board.
  - Bridwell asked about the need to have a Board retreat. Board members agreed with King's suggestion that we should first find two additional members for the Board before planning our next retreat.
  - There will be a community outreach event at Lopez Lake. If FES participates, we cannot sell anything. Arnold and King agreed to review this and similar future requests that come to FES. They will advise Sheridan if we should participate and recruit docents to work the event.
  - Board members received a suggestion that the docent appreciation dinner should not have a condor presentation but instead just be focused on docent appreciation. We will work to add appropriate attention and time to docent appreciation and have the condor presentation.
- **Motion that FES Docent(s) of the Year Award to be Roger & Martha Conant. Beck / Fowles / Unanimous.**
- **Motion for a FES Lifetime Achievement and/or Dedication Award to be given to Barbara Sellers and Donovan Marley. Arnold / King / Unanimous.**
  - Sheridan will check on the past and desired wording for the awards.
  - Bridwell will obtain a plaque for Lynette Harrison for her service to the Board.
  - There was limited discussion about docents who bring dogs during their bluff shifts, may not sign in or out, fail to record visitor counts in the book and docents who work over their scheduled shift. Decided to revisit the matters at a future meeting.

#### NEW BUSINESS:

- Sheridan told the Board of the wonderful assistance she is receiving from Joe since he began working in the office.

#### ADJOURNMENT:

- **Motion to adjourn was made at 5:50PM Arnold / Fowles / Unanimous**

Minutes Submitted by: Stephen Beck, Secretary, February 18, 2019

## **January 2019 Board Report**

### **Docents/Office/Visitor Center**

#### **Submitted by Wendy Sheridan**

**January 14, 2019**

#### **MEMBERSHIP**

- TOTAL NEW MEMBERS IN 2018 WAS 125.
  - 48 Friend
  - 39 Good Friend
  - 26 Great Friend
  - 6 Best Friend
  - 6 Friend for Life
- The on-line calendar is available by using the link you received or by going to your elephant seal .org email, under groups click on Calendar, then click on calendar at the top of the page. You have all been added as guests.

#### **OUTREACH**

- I have no Speakers Bureau information.
- I continue to make contingency plans for the Saturday talks while the government shutdown continues.

#### **SHOP**

- The December shop income was \$9,726.00 and 797 visitors. As of January 13<sup>th</sup> the shop income for 2019 is \$2,598.00, and we have had 275 visitors.
- The new elephant seal socks will arrive this week.

#### **DOCENTS**

- Plans for the docent appreciation dinner in February at the Cambria Pines Lodge are going smoothly. The event will be February 16<sup>th</sup> and the talk will be Condors! The May 11<sup>th</sup> docent dinner will be in Morro Bay. The speaker will be Michele Roest. The topic will be "History of the Elephant Seal: 1500 to Present".
- Sue King is in process of confirming active/inactive docents.
  - Dave Dabritz will be out for awhile with health issues
  - Julie Lizcano is substitute teaching so her availability is unsure.
  - Ginny Drew is having surgery on January 21<sup>st</sup>.

January 14, 2019

FES Board Meeting January 16, 2019

### 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
  - Received three docent applications, Jim Davis, Morro Bay,
    - Beverly Kurz, Morro Bay
    - Julie Haugsness-White, Encinitas
  - Ads Q1 – Three ads in New Times (volunteer issue)
    - Jan 11, Jan 31, Feb 21
  - Ads Q1 in Cambrian, Tribune Ticket dates TBD
  - Bay News went out of business end of year
  - Signs / Cards on bluff beginning after rain
  - Social Media begins January
  
- Web site elephantseal.org analytics (separate document attached)

## January 2019 FES School Report

On January 4th Valley Christian Academy of Santa Maria brought about seventy students to the elephant seal bluff. Nine docents enjoyed working with this group of visiting second and third grade students.

Since our first school outing for this 2018/2019 school year, we have used 50 docent shifts to work with about 563 students.

Twelve future school outings are currently posted on our schedule for this school year. Two additional schools have contacted us about getting onto our school program schedule.

As our Board members should recall, Max Fowles recently spoke to us about her background in education and her interest in the FES school program. Max and I met to review the operations of the school program. If it pleases the Board, Max will be working closely with our visiting students in anticipation of taking responsibility for the FES school program at the end of this school year. Max has abundant expertise for our school program.

Submitted by Stephen Beck, January 14, 2019

Sue King

Inbox -...gle Account

3:20 AM



Table report December/January 2019

[Details](#)

To: Tim Bridwell, Stephen Beck, Cam Arnold, Kathy Curtis & 2 more



December was a hit and miss month with several docents not available to take the table out. However, thanks to Polly and Michael we finished the three day New Years weekend with a table total of \$4000. With the occurring rains in January our table totals will not likely be as cheery! Two "new" docents are expected to be out with the table this month if the rain holds off a bit.  
Submitted, Sue King

Sent from my iPhone

## FES Board Meeting January 15, 2019

### Research Report

1. Citizen Science Guide to Recording Elephant Seal Resights  
*The Citizen Science Guide to Recording Elephant Seal Resights*, is pending printing in a picture book format. We have solicited pre-orders from interested docents. A copy is also available on the resighting clipboard.

2. Re-sight Data Management  
Keith Mueller continues management of Citizen Science resight data. He is preparing a summary of 2018 resightings.

The clipboard data sheet has been revised, in alignment with the new 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](mailto:eseal.research@gmail.com).

3. William J. Goodger Memorial Internship Program

Our two 2018-19 interns, Abrielle Goodwein and Tyler Burnett, are in process of completing docent training and have a draft schedule for January through March, 2019. They have now completed the Cal Poly research training as well. Their activities will include participation in FES activities, such as docent shadowing, citizen science tag resighting, docent training, community events, school groups and monitoring the elephant seals at Hearst State Beach.

4. Be On the Lookout for 22 weanling seals with Time Depth Recorders



Patrick Robinson, UC Año Nuevo Island Reserve Director, recently announced that they had located two of the 24 weanling elephant seals from the Año Nuevo colony, one of them at Point Reyes. Leo De Winter, FES docent, recently programmed a radio and custom-built a VHF antenna and scanned the beaches in

the Piedras Blancas rookery on Sunday, January 6, 2019. He was not able to find any signal from our rookery. He will check again at the beginning of the Spring molt period.

They are relying on direct observations for tag recovery... so, if you see one, please call Patrick on his cell phone (831-708-8094) and they will attempt to recover the tags right away. Each seal has a back-mounted TDR and VHF on one epoxy patch, dye marks on both flanks, and two green flipper tags.



Here is a complete list of VHF frequencies for these seals:

149.495  
149.515  
149.534  
149.556  
149.572  
149.595  
149.614  
149.634  
149.654  
149.674  
149.695  
149.715  
149.734  
149.754  
149.773  
149.794  
149.813  
149.834  
149.853  
149.875  
149.894  
149.903  
149.913  
149.944

*Submitted by Kathleen Curtis, January 15, 2019.*

## FES Board Meeting January 16, 2019

### Publications Report

1. The Publications Committee met on Monday, January 14 and decided on three topics for the Spring 2019 edition:
  - Delayed Implantation - Brandt Kehoe
  - The Energy Cost of Locomotion - Kathleen Curtis
  - The Bottleneck - Tim PostiffAdditional: *January King Tide photos if space permits*
2. The printer has reformatted the E-seal bluff newsletter and the proof is pending review and final approvals.
3. An updated schedule for *Among Friends* has been established for 2019:

#### 2019 SPRING EDITION

Planning Meeting - week of January 14, 2019

Copy Due - March 11, 2019

Print - March 25, 2019

Mail - April 1, 2019

#### 2019 SUMMER EDITION

Planning Meeting - week of May 20, 2019

Copy Due - July 15, 2019

Print - July 29, 2019

Mail - August 5, 2019

#### 2019 WINTER EDITION

Planning Meeting - week of September 16, 2019

Copy Due - November 4, 2019

Print - November 18, 2019

Mail - December 2, 2019

4. Barbara Sellers and Kathy Hurrie are leaving the Publications Committee. The future structure and function of the Committee is being reviewed.

*Submitted by Kathleen Curtis, January 15, 2019*