

**FRIENDS OF THE ELEPHANT SEAL
BOARD MINUTES FOR BOARD OF DIRECTORS MEETING
MARCH 20, 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.

CALL MEETING TO ORDER AND DIRECTOR ROLL CALL: 1:02 PM – Bridwell
DIRECTOR PRESENT: Bridwell, Curtis, O'Bannon, Beck, Arnold and Fowles.
STAFF PRESENT: Sheridan
GUESTS PRESENT: Eric Hjelstrom and Bill Kneeland

➤ **Motion to approve the Board minutes of February 20, 2019 - / Arnold / Curtis / Unanimous**

PRESENTATIONS TO THE BOARD:

- Hjelstrom thanked FES docents for the additional work they did during elephant seal birthing season.

STAFF AND COMMITTEE REPORTS: INFORMATION THAT MAY NOT HAVE BEEN INCLUDED IN PREVIOUSLY DISTRIBUTED COMMITTEE REPORTS.

- Arnold reported that we now have one additional docent trainee since she submitted her Training Committee report to the Board.
- Regarding a question at our last meeting on our payroll expenses, it was noted that our bookkeeper did make sick leave payout this year in January.

REPORTS and UPDATES:

- The Goodger Memorial Bench has been installed by the North Beach of VP3. Bridwell said a thank you note will be going out to State Parks from FES. Cam Arnold reported that Phil Arnold offered to check plaque on the bench and decide if anything further should be done to help ensure that the plaque cannot be easily removed from the bench.
- The Pt. Reyes elephant seal brochure was shared with the Board. The brochure has eight pages, is of very high quality and produced at a greater cost than our four-page E-Seal News.
- Arnold attended the last SSTA meeting and reported that April 28th will be *Meet the Scientist Day* at the Light Station. On November 5th there will be a SSTA fund raising event with Harmony Cellars. There was a discussion at the SSTA meeting about the possible need to find a new home for the Piedras Blancas Light Station lens that is now on Main Street in Cambria. There will be a Highway 1 bridge replacement at Limekiln Creek. Traffic on Highway 1 should not be impacted.
- There has not been an ESAG meeting since our last Board meeting.
- There are no current grant applications pending. We did receive \$9,784 from SSTA. \$2,500 was received from Krach/Silicon Valley Community Foundation.
- Sheridan reported that the VIP/Friends mailing list for *Among Friends* should be finished by Friday. Two printing companies gave us bids for printing and the distribution of *Among Friends*. Hay Printing gave FES the lower bid and was awarded the job.

BOARD DISCUSSION AND POTENTIAL ACTION:

- The FES calendar of events for year 2019 was again sent out to the Board but not all Board members were able to view it. Some, but not, all Board Members have installed the Office 365 software on their computers. It was unclear if there is an issue beyond needing Office 365 to view the calendar.
- Bridwell briefly reviewed some of the background and history for creating *The Piedras Blancas Unit of the California Coastal National Monument*. FES recently received an email from Donovan Marley advising us of an upcoming retreat being hosted by the Conservation Lands Foundation and Friends of Point Arena-Stornetta Lands. Marley intends to attend the retreat and he and David Cooper will represent Piedras Blancas Light Station Association. Marley suggested that FES should have representation at the retreat because of the cooperative management agreement between BLM and DPR. Either Marley or someone designated by the Board could attend and represent FES. It was not clear to at least some Board members how the retreat could benefit the mission and work of FES. It was agreed that the Board Members should have a more time to review the relevant history of FES' involvement with the effort in the creation of *The Piedras Blancas Unit of the California Coastal National Monument* and the reasons for and against having representation at the retreat.
- Curtis and Arnold reported on website management and updating our website. It was noted that FES has a very old and outdated platform for our website. We are not using a "content management system" for our website. Also, the material posted on the FES website is often out of date. Arnold and Curtis will take their review for website improvement to what they see to be the next step and bring a proposal to the next Board meeting that hopefully should include the estimated cost for upgrading our website. There was a brief review of FES' presence on social media including Facebook, YouTube, Twitter and Instagram.
- There was recent theft of money from our donation tube on the South Beach. The cap on the donation tube was ajar and the tube had only \$2. O'Bannon suggested we could have a docent at an information table and that could also be the location of our donation tube/jar. A table and chair could offer an opportunity for docents who might have trouble standing for a three-hour shift. Hjelstrom asked if a theft report was filed with State Parks. He said that State Parks might be able to help in such situations and encouraged the filing of theft a report. Hjelstrom mentioned that installing something more like an "Iron Ranger" was something else that can be considered. Bridwell asked Fowles and O'Bannon to further review our options for the FES donation tube.
- Arnold reported that she and Michele Roest have been communicating to determine if in the future they can enlist students from Roest's California *Naturalist Class* to help at Arroyo Laguna and San Simeon State Beach during the elephant seal birthing season. Cambria Neighbors has also indicated that they would help FES get the word out that added help is needed during the elephant seal birthing season. Hjelstrom said the short-term volunteers should be State Park volunteers. Hjelstrom then spoke about the possible need to fingerprint such volunteers through a process that is called Live Scan. Hjelstrom further spoke on the need to fingerprint FES docents through Live Scan, noting that some existing docents might not need to be fingerprinted due to their many years of work with FES. Hjelstrom will forward more information and State forms to FES for use with new docents and said someone such as Cara O'Brian could speak to our docents at our training session on all State Park requirements and needed paperwork.
- Docent Shifts. It was agreed to add Bluff Shift C (4PM – 7PM) for the months of June, July and August. There will be three spots that docents can fill on Bluff Shift C.
- Sheridan has been consulting with Joan Day on a new retail item for FES, an educational coloring book for children. Joan Day has given Sheridan some drawings and some draft language for some educational text. Each drawing will have some education text. Sheridan is forwarding the text to Curtis so she can check the accuracy of what will be written about the elephant seals. The cost or

investment for FES will be \$4,400 for 1,000 coloring books. Sheridan suggested paying Day \$1,200 up front. Once we have a final draft ready to go to print another payment of \$1,200 will be made to Day. When the finished books arrive, a final \$2,000 would be paid. The book will have about forty pages. The current plan is to sell the books for \$10 or \$12. FES will have rights to the book for future publishing.

- **Motion to support investing \$4,400 for 1,000 coloring books as being developed by Joan Day and Sheridan. / Bridwell / Fowles / Unanimous**

RETREAT FOLLOWUP ACTIONS:

- Bridwell said that he had short conversation with Consuelo of the Spokes Foundation about fundraising. He intends to speak again with Consuelo because at the time of their earlier conversation she was occupied on finishing another project.

OTHER BUSINESS

- Curtis reported that the Cal Poly interns are preparing their report to the Board for our May dinner. They will present data about the number of seals arriving on the San Simeon Beach and the number of seal disturbances that were observed this birthing season.

NEW BUSINESS:

- Bridwell asked for a short recess.
- **Motion to Appoint Bill Kneeland to the Board / Arnold / Beck / Unanimous.**
- **Motion to Adjourn the Board Meeting was made at 3:43PM / Arnold / O'Bannon / Unanimous.**

Submitted by Stephen Beck, Secretary – April 14, 2019

March 17, 2019

FES Board Meeting March 20, 2019

Training Activity Report

- 2019 FES Training dates
 - March 30 – Spring Basic Training
 - 1. Three mentoring sessions between March 23 and April 30
 - 2. Peer Review @ four month - July/Aug
 - 3. Peer Review for Fall 2018 class Mar/Apr 2019
 - September 21 – Fall Basic Training
 - 1. Three mentoring sessions between Sep 21 and Oct 19
 - 2. Peer review @ four months – Feb/March
 - October 5 – Advanced Training 1
 - October 19 – Advance Training 2
 - Training Committee Meeting within next two weeks, tentative 3/3/19
- Docent Recruitment Activity
 - Attending March 30 Training session
 - 1. Seven docent trainees
 - 2. Two interns
 - 3. One staff
 - 4. Three docents (Diane Nathan, Carolyn Chambers, Mary Forbes)
 - Docent Trainees:
 - 1. Jim Davis, Morro Bay,
 - 2. Beverly Kurz, Morro Bay (Fall training)
 - 3. Doug Mannie, Paso Robles
 - 4. Coleen Shea, Morro Bay
 - 5. Julie Haugsness-White, Encinitas (prefers Fall Basic Training)
 - 6. Jeff Seals, Los Osos
 - 7. Diane Bornand-Shroyer (have not been able to contact)
 - 8. Phil Morreale, Cambria
 - 9. Jere Schaffer, Nipomo
 - 10. Tyler Burnette (intern)
 - 11. Abrille Goodwin (intern)
 - 12. Joe Ferrer (staff)

Outreach:

- Current Inquiries:
 - Earth Day on Sunday, April 21, 11-3:00 at the Greenspace Creekside Reserve
 - Julie Lizcano, Kathy Hurrle, Lou Tornatzky
 - SSTA working on in-season schedule/ lecture /activities for guests to San Simeon

March 2019 Board Report

Docents/Office/Visitor Center

Submitted by Wendy Sheridan

March 19, 2019

MEMBERSHIP

- 2019 NEW MEMBERS as of 3/18/19
 - 10 Friend
 - 3 Good Friend
 - 4 Great Friend
 - 1 Best Friend
 - 1 Friend for Life

OUTREACH

- Speakers Bureau information was contained in Misty's Report
- The Saturday talks are ended.
- Registrations have been submitted for the Party for the Planet at the Charles Paddock Zoo on April 13th and the Earth Day Celebration in Cambria on April 21st . .

SHOP/OFFICE

- The February shop income was \$5,280.00 and 607 visitors. To date the shop income for March is \$3,233.00, and the March visitor count is 289.
- The new Advice from an Elephant Seal T-shirts and sweatshirts have arrived and very popular.
- We are planning for our Spring Break Open House April 19th-22nd. We will have coupons that can be distributed at the two March events and to local hotels.
- As of this month we are implementing tighter internal control on how the bank deposits are made. Joe and I will be doing a deposit every Monday. Of course when the busier seasons hit deposits will increase to twice a week.
- I have made one last attempt to share the calendar we created with the board. If that is not successful we will recreate it and put it in Drop Box.

DOCENTS

- Training
 - The Butte room and all details have been confirmed with the Cavalier.
 - State Park paperwork has been confirmed and forwarded to the training committee.
 - Joe is preparing docent packs to be handed out on the 30th.
 - The committee selected speaker gifts from the shop merchandise.
 - Joe will be attending the training session.

- Better Impact
 - We have sent the lifetime hours for all docents to Cara O'Brien (State Parks) for entry in the system. (at her request)
 - We will be sending her the January through March hours for them to input in the system.
 - Beginning in May Joe will record docent interpretive hours in the Better Impact program, on a monthly bases for the previous month.
 - We are waiting for clarification from the state on the non bluff categories so we can finish the revision of the non bluff recoding sheet.
- Docent Dinner
 - The next docent dinner is May 11th at the Morro Bay Community Center.
 - The program will be the presentation by the Goodger Interns.
- Newsletter
 - Items for the April newsletter should be sent to the office no later than March 26th.
 - Draft copy for proofing will be emailed to the board by March 28th.
- Joe has been updating and editing the docent contact list. As soon as we get the results from Sue King regarding active/inactive we will complete update and email the new revised list to board and docents.

March 2019 School Program Report

Since our last board meeting on February 20th, we have hosted 6 school outings including one Post Graduate outing on 3/2 from College of the Pacific, which brought 20 students. We also hosted a group of middle schoolers that traveled from Fresno on a Saturday as part of an "Outdoor Club". They came to see the seals and then went off to do some beach cleanup. Many of the students had never been to the coast before. It was a great experience for these kids! These 6 outings combined brought 237 students, and 27 docent spots were used to educate these young minds about our elephant seals.

We continue to have a very busy spring schedule. We have 4 more scheduled school visits in March and 6 scheduled for April. At this time, we are short one docent for both March 28th and 29th and short 4 docents for April 11th. Stephen and I will continue to work to recruit docents to fill these spots.

Totals thus far for the 2018/2019 school year include 1,108 students visiting the bluff, from 20 schools, utilizing 104 docent slots.

At this point, we do not have any requests for school groups in May or June. We do, however, have a group signed up for September.

Submitted by Max Fowles, March 2019