

**FRIENDS OF THE ELEPHANT SEAL
MINUTES FOR BOARD OF DIRECTORS MEETING
MAY 22, 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.

THE FES BOARD OF DIRECTOR'S MEETING WAS CALLED TO ORDER AT: 1:03 PM by President Bridwell.

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

- **Motion to approve the BOD minutes of April 17, 2019 / King / Arnold / Unanimous.**

COOPERATING GROUP LIASION REPRESENTATIVES AND GUESTS PRESENT: None.

PRESENTATIONS TO THE BOARD: None.

REPORTS and UPDATES:

- Attachments include the following committee reports: Communications Report, Research Report, School Groups Report, Staff Report, Table Sales Report and Training Committee Report.
- O'Bannon reported that he spoke by telephone to a SLO Community Foundation representative in an effort to learn if he could receive the asset value on our FES accounts for the end of each month. The SLO Community Foundation issues statements, quarterly but they agreed to provide O'Bannon the value of our accounts at the end of each calendar month so that he can provide the Board with monthly financial statements that reflect the current value of the SLO Community Foundation account. Kneeland asked for clarification on why there are different asset amounts listed. One amount shows an ending fund balance while another amount reflects a balance available to spend.
- Bridwell provided the Board with his understanding of the reason we have two investment accounts at the SLO Community Foundation and how the accounts operate for the benefit of FES.
- There was no ESAG meeting since our last board meeting to report on.
- Arnold attended the last SSTA meeting. It was announced that Brian Hatfield is planning to retire. At the meeting Arnold met Katie who works on the SSTA outreach program through Solterra. Arnold said that she wants to further explore if FES can work with Katie to reach more members of the public with our FES news and elephant seal message. The Piedras Blancas Light Station summer hours begin in June. The summer schedule means additional tour hours and the beginning of the popular light station walk-ins - open to the public without reservations on the last Wednesday of each month during June, July and August.
- We need to get a clearer understanding on Brian's retirement plans. It is not known if or when his position might be filled after he retires. There are a number of important questions for FES to explore. Who, if anyone, will do the annual seal counts? Who can collect the molt from the beach that Brian has collected for us each year? Is there a way to get the information of the tagging of seals that Brian has done over the years?
- Land Conservancy/National Monument Meeting. We have not yet received a report from Donovan Marley on the meeting he attended.
- Web Cam Update. The beach picture shown on the FES website has changed due new camera software. We will work with DPR and try to get changing views of the beach in the near future.
- Calendar of Legal Reporting Requirements. Bridwell passed out a list of required legal activities for FES. The list included federal, state and DPR reporting requirements. DPR Form 973 that FES submitted has been approved by DPR.

BOARD DISCUSSION AND POTENTIAL ACTION:

- Web site Management – Curtis reported that the website focus group has identified the desired features for a new FES website. We now have a scope of work document so that we can get bids on the cost to build a new site. Curtis will move forward on obtaining bids.
- Docent Retention and Docent Status/Classification – Sheridan said that she needs clarification on how to classify our FES docents. For example, what is the definition or requirement for active and inactive status? She noted that additional docent classification information is not currently necessary for our reporting to DPR. How are we going to use this classification information? Sheridan further informed the Board that there are some "inactive" docents who have asked to stay "active" for the purpose of receiving FES docent email and other notifications. Beck mentioned that we should also decide on a policy for removing docents from SignUp.com. How long can a docent be off the bluff schedule before we

remove that docent's ability to sign up for bluff shifts? Bridwell said that the most recent effort to classify of our docents was started by Harrison in an effort to establish a baseline for the number of docent onboard from which we might measure our goal of increasing the number of FES docents. Arnold questioned the metric we should use to calculate increasing our docent base. While we can work to recruit and train more docents, Arnold noted that we do not have control over the number of docents who leave. It was suggested to have an agenda item for the BOD meeting to review a list of docents who are not currently working bluff shifts.

- It was noted we have not received of any negative feedback on not having Verizon hotspot transmitters on the bluff during the last month. There is cell service on the bluff making hotspot transmitters unnecessary for most visitors. The transmitters have become an increasing cost to the FES.
- **Motion to close the account with Verizon for the FES hotspot transmitters. O'Bannon / Arnold / Unanimous.**
- New signage for donations. Bridwell said that he learned from Brandt Kehoe that the donation tubes and signs have been tried in several locations over the years. Sheridan said that she has been advised by our docents that money has been taken from the tubes at least three times in recent months. Bridwell will work with O'Bannon on better securing our existing tubes so that money cannot be easily taken from the tubes. Curtis noted that there are a number of transparent, secure money collection boxes for sale and that some appear to have better security with locks. Fowles stated that she is willing to work on a prototype for new signage.
- Docent Recognition Program – The Board asked Sheridan to move forward with a docent recognition program that was drafted and presented to the Board. It will be named: "Seal of Appreciation".
- FES Membership Committee. Sheridan explained how FES has both members and donors. Most are members and they live all over the world. We also have donors who donate but don't wish to be on the FES membership list. We have about 41 life members who receive year-end appeals but do not get annual membership renewal notices. It was noted, that for the past couple of years, we have not had a membership committee. We do not currently know of anyone who has both the skill and desire to chair a membership committee.
- Committee Formation for New Seasonal Docent Classification/Recruitment/Training. Arnold reported that the need for seasonal docents to staff W. R. Hearst Memorial SB and Arroyo Laguna Beach was discussed at her recent training committee meeting. In addition to Cal Poly interns, additional organizations and places were suggested for reaching out for seasonal volunteers. Questions remain on the training and status for such seasonal volunteers. What, if any, role will DPR have in this effort to staff two additional locations?
- Sheridan told the Board about the financial support FES is now receiving from the sale of elephant seal socks through the company, Soxsmith. Sheridan suggested that we offer to make Soxsmith a corporate sponsor of FES.
- **Motion to offer Soxsmith to be listed as a FES corporate sponsor. King / Arnold / Unanimous**

OTHER BUSINESS:

- Arnold suggested purchasing a two-dimensional popup elephant seal display picture that would be life size. She listed some different functions and FES activities where such a visual aid could help FES communicate our message about elephant seals. We will need to have a very high quality photograph of a male elephant seal that can be enlarged to be life size. Arnold said that she will look for the desired photograph and then get back to the Board on the cost and options for obtaining a life size popup.
- Sheridan reported on Caltrans recently closing our VP3 parking lot for resurfacing. We thanked Caltrans for the work. We also asked if we could have advance notice on future work closures.
- **Motion to fast track Steven MacGregor through new docent training. Arnold / Fowles / Unanimous.**
- It was noted that Tim Postiff suggested that the summer C-Shift has worked in the past as a shift from 3 to 6PM rather than what we recently posted it to be on SignUp.com, 4 to 7PM.
- **Motion to make the C-Shift this year be from 3 – 6PM - Curtis / Arnold / Unanimous.**
- Curtis stated that she would like to start some additional Cal Poly internships for FES. She will begin by looking into the possibility of having an intern for the Communications Committee.
- **Motion to Adjourn 3:50PM Arnold - / O'Bannon / Unanimous.**

FES Board Meeting May 22, 2019

Research Report

1. Citizen Science Program

The Citizen Science team reported a record 66 tag or mark resights in April, 2019. Of these, 34 included full or partial tag or mark reports. This is a tremendous effort on the part of our docents, reflecting over 50% success in individual seal identification.

2. William J. Goodger Memorial Internship Program

Our two 2018-19 interns, Abrielle Goodwein and Tyler Peck-Burnett, presented, *Safeguarding the Seals at William R. Hearst Memorial Beach*, a summary of their work at the May 11 Docent Continuing Education Dinner. Their presentation included descriptions of monitoring, prevention and documentation of wildlife disturbances and human safety issues with the young male elephant seals at San Simeon State Beach/ Hearst Memorial Beach, as well as daily census data. They will be writing a written report as well. During April, they also participated with FES in the Earth Day celebration at Greenspace and are currently logging 24 hours per week with The Marine Mammal Center.

3. One of weanling seals found! Be On the Lookout for more instrumented seals (continuing search)



FES Docents Leo and Peggy DeWinter, Keith Mueller and Carol Kirkpatrick radio-surveyed our Piedras Blancas colony beaches many times since December, 2018, looking for young seals from a weanling migration study, initiated at the Año Nuevo Reserve in Spring 2018. On Friday, May 10, 2019, they first heard an intermittent signal on

one of the identified frequencies. On Saturday, May 11, the signal was much stronger.

Leo and Peggy DeWinter, joined by Phil Arnold, searched for the source of the signal and located the instrumented yearling minutes later. Kathy Curtis sent the exciting news and the seal's exact location to Año Nuevo researchers Roxanne Beltran and Patrick Robinson.

They hurried down to San Simeon from Santa Cruz and recovered the instruments that this young seal has carried with her for the past year. The data acquired is one of only a few records of the first migration of a northern elephant seal weanling. In honor of this effort, the seal was named "Peggy." All were thrilled to be part of this epic outcome! We

are looking forward to reading more about what they have learned about her first migration!

The radio surveys for the additional study yearlings will continue through the spring molt. They all have instruments mounted to their backs, marks on their bodies and green tags. There are an additional three adult female seals with instruments on their heads, backs and green flipper tags, also carrying VHF transmitters.

If you hear or see any of these, contact:

Theresa Keates
tkeates@ucsc.edu

or

Patrick Robinson
patrick.robinson@ucsc.edu
(831) 708-8094

Submitted by Kathleen Curtis May 20, 2019

FES Board Meeting May 22, 2019

Communications Report

1. Goals:

Goals in the last month have been to:

- (A) continue to develop our user base on social media accounts
- (B) meet with members of the committee
- (C) explore committee capacity to contribute to FES Communication functions
- (D) begin planning for Summer Edition of *Among Friends*.

The status toward these first steps:

A. Social Media accounts

Facebook: The top post in May (a video scanning the north beach) reached 4700 users. Ads for the gift shop have generally have received the lowest distribution (800-1000 users).

Twitter: Still seeking password

Instagram: Not established yet

B. Committee Meeting

A committee meeting was held on May 20, 2019. We discussed capacity of the committee to contribute to FES functions and planned for the next edition of *Among Friends*. We will also place an ad in the docent newsletter seeking new members.

C. Priorities: The Committee determined that its priorities are website, social media, newsletters and providing reviews and edits for outgoing member communications.

D. The Summer Edition of *Among Friends* will include 3 topics,

Who's visiting us? The tale of two seals- Kathy Curtis

Dialects- Brandt Kehoe

Male Growth Spurt at Puberty- Tim Postiff

3. *Among Friends* deadlines

The schedule for the member newsletter, *Among Friends*, for the remainder of 2019 follows:

2019 SUMMER EDITION

Planning Meeting - week of May 20, 2019

Copy Due - July 7, 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

Submitted by Kathleen Curtis, May 20, 2019

May 2019

Board Report

Docents/Office/Visitor Center

Submitted by Wendy Sheridan

May 20, 2019

MEMBERSHIP

- In the last 30 days we have signed up 13 new members.
 - 7 Friends
 - 2 Good Friends
 - 3 Great Friends
 - 1 Friend for Life
- All membership information in GiftWorks is up to date and has been exported to Excel. Joe and I are currently working on creating new files in Excel to track and manage donors. Diane Nathan has offered to help input information.
- Our contract with Frontstream has been canceled.

SHOP/OFFICE

- The April shop income was \$5,878.00 with 717 visitors.
- To date (May 20) the shop income for the month is \$2,446.00 and the May visitor count is at 314.
- The first quarter donation from SockSmith was \$1,752.00.
- Merchandise and price changes have been updated on the website.

DOCENTS

- Joe has nearly completed the January-April Better Impact entries. We had a phone meeting with Cara O'Brien to clarify issues and questions that have come up in the process. We are correcting mistakes in some entries and adding docents that were not entered in the initial state historic hours entry. We should be up to date and moving forward smoothly by the end of this month.
- Information about the new non-bluff hours form will be in the June Docent Communiqué.
- Joe and I continue to collect emergency forms from ALL docents for FES files.
- Newsletter items for the June newsletter should be sent to the office no later than May 24th. A draft copy for proofing will be emailed to the board by May 27th.

Joe and I will both be out of the office on June 6th and 7th. Diane Nathan has offered to cover the shop both of those days. She is coming in on May 25th for training with me. She is volunteering these hours in addition to her regular bluff hours.

May 2019 School Program Report

Since our last board meeting on April 17th, we have hosted 4 school outings. These 4 outings combined brought 214 students to the bluff. 16 docent spots were used to educate these young minds about our elephant seals. One of these outings was a two-day event. The first day was spent in the classroom where Diana and Stephen did two 45-minute presentations with slide show, skull, and blubber station and the next day was a short 30-minute observation on the bluff. It was a very successful format that could be considered in the future.

We had another late scheduled trip and were short docents. We have become very creative in finding ways to accommodate these requests so as not to turn anyone away. This time, Stephen was able to man the table with half the class while the teacher took the other half to the bluff.

We have one more school outing scheduled for May 29th. We also have a Girl Scout outing scheduled for Saturday, July 13th. There will be up to 100 Girl Scouts celebrating their annual "Love State Parks" weekend visiting us in two shifts. This same group is planning to return (presumably with different students) in September.

2018-2019 School Year Totals to Date		
# of Students Visiting	# of Schools	# of Docents
2,042	34	158

*Please note: Year to date totals have been adjusted (last month's report was off due to spread sheet formatting issues)

Submitted by Max Fowles, May 2019

May 2019 Table Sales Report

Very quiet month. I phoned five docents (non-Board members) to coordinate time on the table and weather and personal circumstances prevented the table from going out. I will have the table out on Friday and hopefully we will be able to man it for the 4 day Memorial Day weekend .
Submitted, Sue

Sent from my iPhone

May 19, 2019

FES Board Meeting May 22, 2019

Training Activity Report

- Current Activity:
 - Three mentoring sessions complete
 - Fall 2018 Class Peer Review in final process
 - Training Committee Meeting – May 22, 2019, 10 AM
 - Training/Mentoring follow-up
 - Review plan for fall training
 - Six pending docents for Fall 2019 Training
 - Julie Ann White
 - Beverly Kurtz
 - Amy Handle
 - Steven MacGregor (fast track)
 - Ella Ver
 - Karen Graves

- Upcoming Activity:
 - FES Fall Training Dates - 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