

Board of Directors Meeting Minutes

Shoreline Education for Awareness

February 15, 2018

Meeting called to order at 2:00.

Present: Mary Garrett, Eric Mruz, Nancy Bailey, Bruce Williams, Bill Stenberg, Steve Garrett, Susan Ryan, Robin McCreery, Loren Morris, Arlene Esqueda, Bill Binnewies. By conference call: Dawn Harris, Anna Diehl.

Minutes Review: Mary asked if everyone received the minutes dated January 18, 2018 that Arlene sent out electronically and asked for comments or changes. Arlene reported she corrected items submitted by Susan Ryan and sent out corrected minutes to the Board. Bill S. made a motion to approve minutes as distributed, Bruce seconded the motion. Minutes approved unanimously as distributed.

Treasurer Report

Susan sent out the Treasurer's Report electronically. See attached for full report. In review: Total Income \$9,206.97, Total expenses \$2,659.17, NET \$6,547.80, Total Balance Sheet \$12,855.49. Susan asked if anyone had any questions. She said to notice the Fund-Raising Account which is now very visible The Balance is -\$294. That needs to move into the plus range, then we can start talking about Fund Raising. We have to pay off that investment before starting another.

USFWS Report

Eric reported they had their Planning Meeting yesterday with all their staff and talked about the RV pad. The group came a consensus that "yes" we will develop as planned, with caveats. It would probably be completed towards the end of the season. SEA would pay for the installation of the electrical, and with that contribution, SEA would be able to use it during the summer months for a period of up to 5 years, under a SUP (Special Use Permit). It would not be available for non-summer months. The cost for electrical would be between \$700 to \$1,000. They will come up with an agreement between F&W and SEA, that states it will only be for SEA Volunteers during the summer months. Also, Eric said they have three picnic tables on the other pads, and indicated if we wanted one, we would need to provide that also. Dawn suggested strongly we put in a picnic table. Susan asked how they get reimbursed for the electrical work, an invoice at then end? Eric said the easiest way was to pay the electrician directly. Before the work is started, Eric will let us know the estimate of this job. For the table, he has the gravel already, the cost would be for the picnic table itself, and maybe a few bags of concrete.

Dawn suggested not to limit usage to only summer months, but to leave it open. There may be a time when SEA would recruit help during the off-season, for administrative work, to help work on brochures, etc. She also said it would be good to have the Volunteers who are assigned to this RV site to sign a Volunteer Services Agreement since they are staying on a government site. It is policy/law to stay on a government site there is an agreement volunteers will be agreeing to work for F&W at least 20 hours per week. They will spell everything out in the agreement when this project is completed.

Dawn brought up the Friend's Academy is coming up and she strongly suggests that Mary, and even one additional person apply to attend the Academy. Dawn did send Mary the information and there is a deadline, as well as the time Dawn needs to review it. The Academy is in West Virginia in August. Last item from Dawn - The Birding and Blues Festival is in Pacific City April 20-22. It is a great event and encourages attendance. She even agreed to put us all up!! Just Kidding – TeeHee, she's too far away.

New Business

- **Board Meeting Date & Time:** Mary asked us since we do have new Board Members, is the 3rd Thursday of the month at 2:00 p.m. still an acceptable time for us. We all agreed it was. Eric reminded us if we need more time, we can always use the Bunkhouse. Thanks Eric!

Old Business

- Tracking Volunteer hours: Mary took a few minutes to talk about the upcoming Seminar set-up and asked if we would still give a donation to the Charleston Marine Life Center. We were all in agreement of a \$100 donation.

Arlene reported she did send out thank you notes to five people who helped with our last seminar at Washed Ashore. After typing up the paper work for tracking Volunteer hours, which she incorporated the suggestions given by Anna at the January meeting, she and Mary discussed the time frame for dispersal. We agreed the Board needed to start the process immediately since they are already “working”. We decided to hold off on sending the letter and form out to members/volunteers until the May Volunteer Training, so we can explain it better and stress the importance of it by presenting the why’s, the how’s and the what’s (what they can do specifically). Arlene did volunteer to present this piece at the training. Bruce asked if travel time may be counted, and everyone agreed it was. Susan said Volunteer opportunities are already written up in the SEA brochure. Arlene will use this list of volunteer opportunities. Nancy asked when the Point sign up site will be up and running. Mary said this will be an agenda item for the next meeting.

- Volunteer Training in May: At the January meeting, we decided on Friday, May 11 and Saturday, May 12 for this year’s training. Everyone agreed to have it at the Barn. Bill S. volunteered to set that up with the Barn. Bill B. handed out last year’s agenda to help planning. Dawn had a concern with these dates, she couldn’t attend, and her volunteers would not be available this early in May. They will be here around the 21st of May. We were hoping to schedule a Saturday to encourage better attendance. It was decided to change to Tuesday, May 22 and Wednesday, May 23 so Dawn and her staff may attend. Next year, we will schedule with Dawn earlier so she can set up her people to be available, especially for a week-end date. It was tentatively decided:

Agenda May 22: Welcome/Introduction – Anna
History of Sea – Bill B.
Refuge Overview – Eric
SEA Birds – Dawn

Depending on speaker availability the remainder will be decided. Tentative speakers include: Jan Hodder – Marine Mammals (or Jim Rice); Dawn suggested Joe Liebezeit – Black Oystercatcher; Loren will present Tide Pools and Field Trip depending on tide; Jurisdiction/Emergency Response – Scott Neumann; Onsite Interpretation – Bill S.; suggested by Dawn – Kristin Don – Marine Reserves; and Dawn will check on who the Plover person is and send info to Mary. Bill B. volunteered to put agenda together.

Action Items:

Bill B. will contact Jan Hodder on her availability.

If Jan is unavailable, Nancy will contact Jim Rice.

Dawn will send information on Joe, Scott’s supervisor, Kristin, and who the Plover expert is to Mary.

Mary will contact Scott.

Bill S. will contact Joe Liebezeit.

- Update on RV Space: See USFW. No volunteers were arranged for Bandon area, and it is late to post now. Dawn will forward any applicant names to us. We could still work with the Coquille River RV Park. We would consider paying the cost of pumping if the right person came along.
- Fund Raising Committee: Mary reported we did well with fund raising at the first seminar. Loren reported we did very well on sales of the Puffin Shirts. Hat sales and our logo sweatshirts did not do well, but part of that issue is those are more “uniform” looking quality. Loren thinks we may have to tweak our design, and more importantly, what quality line do we want and what do we charge. Dawn suggested if we do offer merchandise for sale, we need a more dynamic design before we could make money. She strongly advises to hire a

professional to create an awesome design for us. Mary came back to the question why fund raising, why do it? Yes, we have certain goals, like the scopes and a lap top. Arlene said “exposure” and reminded everyone when we went to Cannon Beach to visit their Friend’s group meeting, we came back with the great idea of creating crafty items for children to sell at a nominal price at the points and seminars, like the buttons we are selling for a dollar. If children are drawn in to something fun, the parents will take notice. She showed the items she has been working on including origami animals, easy paper plate animals, sock octopus, flannel puffin, etc. We choose one or two items with directions to how to make, along with conservation activities (beach clean-up) and scientific based activities (looking for and finding fossils, or agates), where and how to find them and put it in a fun bag with a few color pages and put a \$1.00 donation on the bags. Nancy said have examples of petrified wood or fossil clams out as a visual on a table, and we could do this at the seminars, at the points, and the Farmers’ Market. Anna suggested if we are working on our image and our public presence and being more professional, we need a professionally made portable display board. The one we have was one made just to get us by, but we do need to upgrade to much higher quality for communications efforts. Susan said that is our reason for fund raising, not to sell t-shirts at cost, but if we sell just a little on each we can save the money and buy a new display board for next year. Loren reported he checked on the two trophy companies and neither one of them has kept our art work. Action Trophy does have our SEA logo but not the puffin logo. If we do a shirt with the gray whale, humpback or puffin, we need to do it properly. It is a great idea to have this to offer, but the cons are the up-front start-up costs, how many to do, the sizing and how long do we sell before we re-order. Our issue now is where to find the start up money, and where to start. He quoted the cost of \$646 for 39 shirts, at our cost of \$13 (this is sweatshirt, \$11 for the long sleeve T) each plus shipping and a set-up fee of \$100 (which he re-negotiated for a 3-color set-up). If we sell for \$30 each which grosses us \$1170 minus our costs. Nancy offered this is going to make us money. Loren is just not sure of our pricing points, and Susan said get her some different numbers for her to crunch and she can run the numbers to see how low we can sell them for. Loren also brought up, Silent Auction, another good idea, but we don’t have enough time during a seminar. Susan interjected she didn’t think our raffle will be that profitable unless we go to some sort of festival. Nancy said she still thinks the Farmers’ Market is a good venue to consider for one or two days a month. This would be for selling our merchandize, not a raffle or auction item, and people discovering us. Susan said this a side-bar issue to be handled with the Fund-Raising Committee. Nancy said it takes money to make money, and we should not think of fund raising for a specific thing, but we should always be working on building up our account. She said we also could do Cranberry Festival, the Gorse Festival, there are so many good festivals right here in Bandon. Mary said we will table this and turn it over to the committee and asked who was going to man this. Loren asked if he was not doing this, he thought he was. Then generate all information to him and he will follow through and set up a meeting.

On-Going Reports

- Membership: Steve had nothing to report at this time.
- Volunteer: Bill B. presented on a volunteer group that helps put together TV video programs according to our needs, and to “tell our story”. They provide the equipment and post production support, then this will broadcast on public TV channels and is *free of charge*. Bill B. presented an outline for our needs and will be the lead person on this project.
- Uniform/Clothing: Loren reported all uniforms have been washed. He asked if the light jackets were part of the inventory, and Bill B. said no they are not. Loren said there are 13 of them in varied shape and he did clean them as best he could. He plans to give them out to members. He asked Dawn if she provides the F&W patches. She said she could. Loren will email her the number needed. When Loren contacted members about clothing, he didn’t ask which they have. Bill B. reported all members were given the new supply of jackets. Some people did hang on to their old vest. Loren reported he only has 3 new vests. Susan asked if we need to order anything. Loren said not at this time.

- *Social Media*: Robin reported nothing new but encourages every to make sure to “share” events to your personal page.
- *Newsletter/Brochures*: Anna reported she is working on the revision of the Mammal brochure and will have a rough draft the first week of March. The Spring edition of the Newsletter will feature Arlene, secretary, then that will complete all the officers. She will include blurbs on the May training, scope Fund Raiser, the Puffin Party and she would like the Newsletter Committee to work on an article on the Marbled Murrelet, and a full page spread on an historical perspective of the Bandon Marsh and Oregon Islands with pictures if possible. She will need articles by March 20th.

Next Meeting: **March 15, 2018**

Meeting Adjourned 3:25 p.m.