

Board of Directors Meeting Minutes

Shoreline Education for Awareness

January 18, 2018

Meeting called to order at 2:07 p.m.

Present: Mary Garrett, Eric Mruz, Loren Morris, Bill Stenberg, Susan Ryan, Nancy Bailey, Bruce Williams, Robin McCreery, Steve Garrett, Bill Binnewies, Anna Diehl

Minutes Review: Mary asked if everyone read the minutes dated December 21, 2017 that Arlene sent out electronically and asked for comments and changes. Arlene reported she corrected items submitted and sent out corrected minutes. No other changes submitted. Steve made a motion to approve minutes as distributed, Bill S. seconded the motion. Minutes approved unanimously as distributed.

Treasurer Report

Bill S. asked permission to speak first since he had to call in an order before this afternoon and he needed a vote. He explained he would like Freedom Graphics to print 50 copies of the newsletter (minus the poster page) to have available at our seminars. The cost is \$150. Steve made a motion to approve the printing, Loren seconded the motion. The motion was approved unanimously.

Susan sent out the Treasurer's Report electronically. See attached for full report. In review, Expenses \$1,280.78, Account Balances \$299.06 Intern checking, \$2,096.56 SEA checking, \$3,912.07 SEA Savings for a Total Balance Sheet of \$6,307.69.

Susan then reviewed the 2017 Budget as a lead in to the development of our 2018 Budget. She looked at a three-year average and last year for this year's budget proposal. Income: Susan reviewed projected amounts in the categories of: Membership Dues, Donations, Seminars, Fundraisers, and USFW Administration Fee.

As an aside discussion while Susan was discussing how much our seminars brought in, she asked about whether we wanted to have a registration table at the upcoming seminar. She reported it was awkward and some people were offended by it, and with our new set-up it would be hard to corral people through a registration desk. Steve said we want people to sign in, and when he did the registration desk, there was never pressure placed on people to donate \$5.00. What they offered, even one or two dollars, was accepted. Susan agreed, and said she did the same thing, pressure was never used to get a donation. Bill S. interjected it would be nice to say, "Free to the Public". Susan also said with the raffle, now they have a different place to put their \$5.00. Mary said we do want to have at least a suggested donation. Susan then discussed raffles – she didn't know how much to put it for that, but we need to assign an amount. Another aside ensued, and she asked Loren if he had a bike to raffle and if there was a cost. Loren said the bike is donated. Steve suggested go low on the amount. We agreed to \$300. (Susan made a ticket for the upcoming seminar, a simple ticket with person's name, contact info and which they want, pendant or wall hanging).

Susan reported we received our first pay out from Go Fund Me for \$569, as well as donations from two people for \$200 as well as, Bill S. said, no, it was \$100 that did not make it into Go Fund Me before this last cut-off, plus the cash donation from the two, so we have at least \$300 more. Bill S. interjected his frustration on Go Fund Me, and we all appreciate his work and help, and every little bit of money helps us.

So, the amount Susan will plan on for Total Income is \$4600.

Expenses, Susan reviewed Membership Dues (NWR), Legal & Admin., Public Relations, Postage, Printing/Copying, Seminar Expenses, Fundraiser, Office Supplies, Capital Equipment, Recognition, and Service Activities.

Bill asked if he could upgrade the website in order upload videos and articles that he finds, and people send him. The cost would be \$75.96 a year. A formal vote was not needed, but we all agreed this is important for our site.

In talking about the Seminar expenses, an aside discussion ensued, with Bill S. reporting he doesn't know if Face Rock Creamery will be charging us for the cheese. The person from Face Rock was asked what was in our budget, and he responded, "free would be good", so he doesn't know how much they will charge us. We also discussed if we had paper cups for coffee, and then it was decided we would not serve coffee but Washed Ashore does have cold/hot water dispenser and tea as well as coffee mugs we can use. Mary also said she has a speaker gift for Saturday.

Steve said we should put in an amount for the Smith Track electricity. Eric suggested \$800.

Susan said total expenses would be around \$3,345, with \$500 net and \$6600 in the bank. Mary asked if we should vote on it now. Susan said with the discussed changes. Bill S. made a motion to approve the suggested budget, Bill B. seconded the motion. The motion to approve the discussed budget passed unanimously.

USFWS Report

Eric reported Monday is their planning meeting to look at all the projects for the next year, so he does not have a final answer for the Smith Track, but he thinks the project will be approved. He thinks he and Mike will do most of the work, (water and sewer), and anybody else who would like to help who can handle a shovel. He will be meeting with an electrician. Electric will be the most expense, guessing around \$800. Mary asked if this would be a designated spot for our RV'ers. Eric is almost sure it will be; however, the only foreseeable problem is the time issue for availability this year. It will most likely not be done by the time we need, which would be April. Mary asked if going forward to the coming years, if this spot would be for us, and Eric was almost certain, but he still must wait for final approval.

The office building project is moving forward. It will be on the same footprint and will give two separate entrances, one for USFWS, office, area for visitors and informational items, and one for SEA, office with storage, and a shared bathroom area. There will be big conference room with windows on the entire south wall for a wonderful view of the marsh. Exciting!

New Business:

- 2018 Budget: See Treasurer's Report
- Upgrade Word Press account: See Treasurer's Report
- Donation for entry to seminars: See Treasurer's Report

Old Business:

- PD for Publicity Chair: Mary read the PD for Publicity Chair (attached copy of contacts of Radio, TV, publications, blog). This is a position that needs to be taken up by one of us. She asked if a Board member would like to be responsible for this. Arlene asked if it had to be a Board member, and Mary indicated it did. There were no volunteers, at this time, so Mary volunteered to take over this job. She asked those who were a general Board member to read it over and consider helping in this position.

Susan asked Bill B. if he received a copy of the bill for advertising in the Coffee Break, and he said no. She said going forward whoever takes on this job, she needs to an invoice and cost amount.

- Posters: Mary said we need to talk about posters because there is some confusion on how these were done. Annie reminded Mary in a prior meeting we had decided we would have posters professionally printed. The ones done with our printer were very difficult to read and did not look as professional as we would like. Printing with our printer also uses up a lot of expensive ink cartridges. Bill and Susan did have some copied on a white poster board type paper and was larger. Mary requested moving forward, anyone having anything printed or re-printed for more copies, needs to notify the Board so everyone knows. Communication does need to improve. Bill B. said in the past, even though we have a big poster with all the seminar information, we put up a

smaller poster with information about the one seminar coming up. He did create and copy a few smaller flyers on the upcoming seminar. Bill S. indicated a few people commented on how much nicer and readable the bigger poster was and said it would stay up longer because it was so readable. Annie said the most important factor about the large poster with all the seminars listed, is that it shows continuity. It shows SEA is very professional and organized. Several people were concerned about the cost and work of putting an additional poster up. Mary said she was worried about the large posters being taken down before the end of our seminar season. Loren indicated he makes sure to talk to a person at the site where the poster is going up and reviewing with them that the poster is for our whole seminar season (Jan. through April), so they know it is not a one-time event. Also, when the poster presents as professional, it is more likely to stay up. There are instances where it is taken down, but it is not necessarily taken down by the site, but by other people putting up posters. Bottom line, when we are out and about, we should check on the poster and either put another up or earmark it for a small poster, as well as communicate to the Board, and posters should be professional looking.

****Question:** There was not a definite yes or no decision made on Bill B.'s suggestion to print up small posters for the upcoming seminar – are we or are we not going to do this for each of the remaining seminars?

- **Tracking volunteer hours:** Mary reported we did put in the newsletter we would start tracking Volunteer Hours. Arlene volunteered to keep track of volunteer hours. Arlene showed a sample of how she collects hours, which she could create any way we wanted. She would email a form; the volunteer fills it out and emails it back to Arlene. Bill S. said he was still working with his contact to try to get something easier to use. Annie suggested we should talk about this procedure at the Training in May. Our wildlife interpreters will record their hours as usual using the form provided in the site boxes. Annie suggested to make the form as simple as possible, labeling what the volunteer does as “Volunteer Assignment”. Bruce asked what time will be accepted, like one hour and 3 minutes. We all agreed to keep the time simple, keep track of no less than 30-minute increments. Bill S. reminded us Dawn said this information is important for her reports she sends to Congress. Eric said everything we do for SEA and everything we do for F&W counts, it is all volunteer work. Annie said it is very important to have the accounting of time and what volunteers do if we are going forward with a Volunteer Award Program at year's end. She suggests an end of the year award program and decide what different mementos to give out which Loren would help with also. We need to table further discussion due to time constraints today.

Action Item:

Arlene will put together a Volunteer Form and email membership.

- **Volunteer Training in May:** Traditionally we've had training on a Wed-Thurs, but we'd like to consider a Friday and Saturday to hopefully improve attendance. After much discussion, May 11 and 12 was decided and further discussion will take place at our next meeting.

Mary asked what else do we need to talk about since our time is limited.

Bill S. said he has an urgent item, which must be decided today - through Bandon Cares, they are paying the \$95 fee to attend a four-day Grant Writing Seminar starting on Feb. 8th (4 consecutive Thursdays). Come with a grant project and they will work with you so at the end you will walk away with a completed grant project. There was discussion if we needed to do a grant or not, do we want to do a grant for the scopes, or other items we need. Bill S. asked if anyone wants to go, or he will register himself.

- **Fund Raising:** We are still looking at ideas. Nancy gave Loren a list of ideas. Susan wanted to know how this coming raffle will be set up. Bill S., Susan, Loren, Annie, Steve and Mary volunteered to meet at Washed Ashore to look at and decide on a set-up. Bruce and Nancy will be there also.

Meeting adjourned at 3:30 p.m.

Next Meeting: February 15, 2018