

Board of Directors Meeting Minutes

Shoreline Education for Awareness

April 19, 2018

Meeting called to order at 1:50 p.m.

Present: Mary Garrett, Steve Garrett, Susan Ryan, Bill Stenberg, Bill Binnewies, Arlene Esqueda

Minutes Review: Mary asked if everyone received the minutes dated March 15, 2018 that Arlene sent out electronically and asked for comments or changes. Arlene reported that changes to the Draft Volunteer Training Agenda were submitted. Steve made a motion to approve minutes, Bill S. seconded the motion. Minutes approved unanimously.

Treasurer Report:

Susan reported she will do, every quarter a comparison to budget to see how we are progressing through the year. She saw three issues: 1) Brochures were budgeted \$200. The new Mammal brochure is going to cost \$560 for 1,000 copies (which will last for years). Susan reported we also need to order more Bird brochures as well as more Tidal Pool brochures. Bill B. said he did find more Bird brochures which should last us through the year; 2) Advertising – Posters are under budget, but Coffee Break ads are running \$50 instead of the budgeted \$30, but she added, this is an important expense since it is our biggest reason people see us, so it is a needed expense. She suggested we try to shrink them down in wordage. Bill B. reported this month will be our last month of advertising for the Puffin Party and the May Volunteer Training, but he will shrink the ads down by cutting it down to running 2 days; and 3) Rental Fees are over by \$75 because the Barn has a new manager and he charged us for both days.

Susan then reported on Income. Membership is \$590 to date. We usually hope for around \$1500. We are not making much on the raffle, so that was disappointing. We did bring in a little money in donations on the Movie Night and the Science March.

Susan did send out the Treasurer's Report electronically. See attached for full report. In review: Total Income: \$330.04; Total Expenses \$2,957.26; and the Total Balance Sheet \$10,505.30.

USFWS Report:

Eric reported the Puffin display is complete except for the interpretive panel that will accompany it. They will wait for the unveiling for the panel to be completed, as well as a date Angela Haseltine-Pozzi can be in attendance.

New Business:

- ***Partnership with elementary school class for field trip:*** Mary reported we had a request to do a field trip with kids on the beach and Steve made a motion to approve, and then we all got into a discussion about liability, so she contacted Eric. Eric checked with Dawn and Dawn said schools have their own liability insurance, so we are not responsible for anything that happens with a school group. We are covered as a SEA Board Member and Volunteer and this insurance will cover us. As long as we are not throwing kids off the rocks with picture proof (could be tempting!), then we will be covered. Mary asked when we take adults down for the Tidal Pool field trip for our training, are we covered also. Eric asked if they have signed Volunteer Agreements already. The answer was "No". Bill B. reported we have done many special group field trips as per our bi-laws, and we are always covered by the SEA insurance. When we meet people "on-site" (visitors) we are covered for that situation as well. A discussion ensued if we have required people to sign a form at the Volunteer Training. Bill B. said we don't actually have many new people, only 2-3. Mary asked if they signed a form. Steve said it is the Volunteer Agreement. Bill B. said if we certify them as a Volunteer, then they don't need to sign a form. None of us could remember if we had signed a Volunteer Agreement form before volunteering for SEA. Steve said we need to make sure our Volunteers have signed a Volunteer Form before going out and it would be good to get that done at the Volunteer training. Eric reported Board members sign one for FWS as required by FWS. Eric said SEA Volunteers are covered by SEA insurance. But, do we have a form? Susan said if we don't have one

there must be a boiler plate out there. Bill B. will look into the old files and the computer. We can also create one easily. Mary will also check with Dawn, she has everything!

The discussion turned back to the school field trip. Arlene stated she wanted to make sure we are well covered in staff and school chaperones as well as having an established "policy" for activities involving schools. Bill S. said the teacher would have sufficient chaperones. But, Arlene wanted to know if sufficient adult chaperones *don't* show up, then what do we do, just continue with field trip? We should have a stated policy, for example 1 adult to five students, so we can be well-prepared, as well as knowing teacher expectations (what is the point of the experience, what should the kids walk away with). There are so many things that can go wrong quite quickly. Bill S. said the field trip on May 18 will involve two classes, 42 children, so we should have a total of 8 chaperones, plus our staff. Eric said Mike M. will help, and it would be a good idea to time it with the FWS interns, so they could be available to help. Bill S. volunteered to write up a policy.

Bill S. let us know that Meri Jane is willing to help us store the scopes again this year. We will plan to make a contribution to her.

Arlene brought up she would like to develop a presentation and field trip program for the elementary school, as per one of Strategic Planning Goals. We should open this up to all volunteers - School Program Committee. Mary asked who would like to work on this committee and Bill S. and Arlene both volunteered. Eric reported Dawn already has a school program available and would most likely share it with us. Bill B. said it was called the Shorebird Sisters Program and is a complete curriculum. Mary will contact Dawn. Eric also recommended we ask for assistance from one of the interns.

Action Items:

- Bill B. will search files and the computer for a SEA Volunteer Agreement.
- Mary will contact Dawn for her suggestions for an agreement form.
- Bill S. will create a School Policy for SEA Field Trips.
- ***Coquille Point Beach Hotel Planning Commission Meeting:*** Planning Commission Meeting is Thursday, April 26 at 7:00 p.m. Bill S. will be in attendance and Bill B. will also try to make it. Eric mentioned both he and Dawn will be in attendance also.
- ***SEA Beach clean-up/Low tide support for USFWS:*** Eric reported USFWS will have the same schedule as last year. They will be down on the beach every low tide every day of the week. He said they would welcome the help down on the beach and we could still do bird interpretation from the beach. SEA can adjust their schedule to FW and come and go as needed. Mary recommended we make an announcement at the Training. We have sites up on the cliffs as well as down below for the low tides. Bill S. recommended we use more flags.

Mary brought up the beach clean-up idea and said even though Bruce and Nancy are no longer on the Board, she thinks it is a fabulous idea and would like us to move forward. Steve said they were still going to be SEA volunteers, so they still can help work on this project. We will bring it up at the training and make it a committee sign-up option. Mary would like to make this a formal SEA activity and collaboration. Bill S. said we can announce it to our volunteers. Bill gave Mary a letter from Fawn from Coast Watch asking if we would be interested in a collaboration with them and has copied in Phil Johnson, their director. She would like to collaborate on marine mammal training and adopting a mile. Steve explained what they are wanting to do for marine mammals is the same thing they do for dead birds. If a dead seal is spotted on a beach (an adopted mile) we go down measure, tag and report it. Bill said this came about through the blog and volunteered to get back to her on this.

Action Items:

- Bill S. will follow-through with Fawn Custer on a collaboration with Coast Watch, adopting a mile and training.

- **Prize for Puffin Party:** Annie had a great idea of giving a year's SEA Membership for the first visitor to spot a Puffin. Bill B. would like to donate a Puffin picture by Steve Dimmock and a SEA coffee cup. If we don't see a Puffin, then no prize will be given. The visitor's sighting will have to be verified (at the Party) also. We agreed on a year's Membership and the Puffin picture. Susan reminded us the raffle is happening that day and try to sell more tickets. Arlene put together kid bags for sale. Eric suggested we say a "suggested donation" of \$5.00. Susan also suggested we ask Bruce and Nancy to bring over the raffle display from Washed Ashore. Bill S. said he and Loren are in charge of the treats, except Bill B. is the honorary Tufted Puffin Muffin maker! Bill B. said he would make a big pot of coffee also and bring all the hospitality supplies. Bill S. said he would have lemonade for kids.
- **Sharing SEA Minutes:** Mary reported Bruce brought up being an "Ambassador" to our members because there is stuff going on behind the scenes with the Board and the members are not really being included. Susan explained he just wanted to see more involvement, however, if a person looks at our Facebook and website, everything we do is there, so why try to duplicate. Bill B. suggested because of Bruce's recommendation, we go ahead and send out a notice of our next Board Meeting a week in advance and make it clear members are free to attend. He also added Bruce may have jumped the gun a bit before understanding our total communication system. Arlene said we were in the process of working on member inclusion, however, it is hard to do that when we have members' meeting once a year. This was one of our Strategic Planning Goals to develop more participation, specifically, give them ideas on how they can become more involved, like spell out the committees. Susan interjected that not a lot of our members do attend the yearly meeting. Arlene also reported a view contrary to what Bruce said – a member was frustrated because we "advertise" everything and it is hard to participate in everything, especially when a person is still working. Steve suggested we post on the website Board Meetings are the third Thursday of every month and people are welcome to attend, as well as posting if a member would like the minutes to contact us and we can send them out as requested. Bill S. said it would be very easy to add a tab on the website of the Board Minutes. If nobody objects to that it would be easy to set up. Everyone agreed. Susan asked if we should post the financials with the minutes. It was agreed they were part of the Board Minutes, so yes. Susan will pick one which summarizes succinctly. Mary was concerned about posting too much information, but we all agreed we should continue to post everything and people just should pick and choose. Bill S. brought up that Harv posts everything about the Audubon which also contributes with the inundation of information, too. People are getting it from SEA as well as Audubon. Mary said if people are that interested, then come to meetings, contact us, or be on the Board. Susan said she would like to see Robin email the Board when she makes a major posting on Facebook, so we can make sure to like and share it. Bill S. said that Robin is doing such a great job, he hesitates to ask her to do one more thing. We need to make sure we check and keep sharing it.
- **Schedule at Simpson Reef:** Bill S. was concerned that Bev would not be available until later in May and the schedule was already set up by vote to start on May 12th. Since Bev is not available, or Bill B., we will start for sure on May 26th.
- **How Long Until it is Decomposed Poster:** Steve requested this be put on the agenda. Mary suggested we put them in our SEA reference books and put it in the Training Manuals. Eric said if we can get them laminated, he will put it up at the points, and if we wait and send them to Lila, she can laminate them for us. Steve will send Eric the pdf and Eric will get it to Lila. We decided to get 10 laminated.

Steve also said he has a membership application to South Slough if anyone is interested. He noticed they have a Lifetime Membership option, and he thought it was a great idea for SEA to offer a Lifetime Membership. Bill B. said we have a "donor" option for \$100 and a "patron" option for \$500, but he doesn't think there has ever been a patron. Several of us agreed a Lifetime Membership for \$250 is a great idea, just get rid of donor and patron options. Bill B. moved we change donor to a Lifetime Member for \$250. Steve seconded, and the motion was passed unanimously. Mary asked if Bill S. could change the website, and he didn't think those options were there anyway. Steve said the pamphlets could be change easily for next membership drive.

Old Business

- **Volunteer Training in May:** Mary reported Anna will not be able to attend the Volunteer Training. The welcome will be assigned to Loren, with the remainder of the presenters staying the same. Arlene will re-do according to suggestions from Dawn and email to everyone. Bill B. will also send out the PSA. Susan said if Bill B. can get Amy Moss-Strong an article, she will get publish it for free. Bill B. will follow up with an article.

Action Item:

- Bill B. will send out PSA for the Volunteer Training, as well as send an article to Amy Moss-Strong.
- **Strategic Planning Goals Follow-up:** Mary wants to make sure we make time on the Agenda to review goals, she would prefer not to schedule a separate meeting for this. Next month we will discuss the school connection/committee development.

Bill B. handed out a list of all members and put them in the Volunteer Manuals. Susan was concerned this new list included our addresses. Bill will re-do and take out addresses, just include names, phone and email.

On-Going Reports

- **Membership:** Bill B. reported one new member was picked up. Steve said he doesn't count members until he gets a "paid" confirmation. There are 28 members who haven't paid, and Steve will delete. He also had two returns due to bad addresses. Susan said there are three memberships confirmed through the mailing.
- **Newsletter/Brochures:** Mary reported Annie sent her a link that she will send out to everyone on plastics and straws possibly being banned in the UK.

Meeting adjourned at 4:45 p.m.

Next Meeting: May 17