

## **Shoreline Education for Awareness**

### ***Board of Directors Meeting Minutes***

February 21, 2019

Present: Mary Garrett, Steve Garrett, Bill Stenberg, Kate Iaquinto, Susan Ryan, Loren Morris Bill Binnewies,  
Arlene Esqueda

By Phone: Dawn Harris

**Minutes Review:** Arlene sent the January 17, 2019 Minutes electronically. Corrections were made as suggested. No discussion. Minutes approved unanimously.

### **Treasurer Report**

Susan sent out the Treasurer Report electronically. No questions. She asked for a discussion on Fund Raising. Loren reported clothing will be the hardest. The water bottles are easier. He showed us two samples. He can get 70 bottles at a cost of approximately \$695. They are double lined stainless steel without BPA's. The cost of our SEA logo is included, unless we want to add more like an animal (puffin, whale, etc.). Everyone liked the size of the smaller one. Susan asked if we could get a different lid with a holder or way to hook it to something. We would also like to put out website and Bandon, Oregon on it. Loren will have more accurate pricing by the middle of next week. He was thinking of a selling cost of \$20. We agreed on selling for \$15. We all agreed we don't want a cheap product that will represent us. Susan will put it in the budget at \$600. We don't want to explore clothing until we can get a professionally designed logo with perhaps a puffin. Our old logo that Sarah Duvall designed is no longer available. We have checked with Action Trophy and Sarah doesn't have it any longer. Loren suggested hiring Ram, Dawn's husband since that is his area of expertise. Susan said that would be good to fold into a grant, the logo and the display board under "publicity". Bill B. said we could use the many photos we already have on the SEA computer for the display board, and perhaps ask for a donation from the Dimocks. Susan asked for an approval of the Budget she emailed out. Bill B. made a motion to approve with the addition of the water bottles. Steve seconded the motion. Budget approved unanimously.

### **Action Items**

- Loren will report pricing for water bottles with different top/logo addition by next week.

### **USFWS Report**

Kate reported two weeks ago they had the Refuge Management Tour and thanked all who attended. She looked through the old USFWS volunteer activity form and will revise it. She will send it via email to the Board. She asked for clarification for the volunteer schedule for Coquille Point, specifically people covering low tides on the beach. SEA volunteers also would like to help during those times. Our schedule will be built around the FW schedules. Pupping starting in March was also discussed. Kate said although the USFWS interns are not all working during that time, she is planning to help when she can, and she will recruit staff to help.. We are looking for adequate coverage during spring break which starts March 22. Low tide is March 22-25, and then ten days of low tide in April. Bill S. said he could add it to our volunteer sign-up site, and suggested we use it March-May and then again during the regular volunteer times during the summer (June-July). John and Cindy will be back at Coquille Point to volunteer on top, and we expect good coverage there. We can add it to the sign-up options on the website. We will also send out notifications to membership through email letting them know of all volunteer opportunities.

Bill S. also asked Kate for help in getting access to where the supply box is under the stairs at Coquille Point. There has been a build up of lots big drift wood and the box is hard to get out under those conditions. He reported we could use 4 sandwich boards and 50 flags during the pupping season. Kate asked if we report incidents to NOAA and recommended, we report incidents and it needs to be reported "A LOT".

Kate also reported the trail above the USFW office will be opened. They have submitted a grant which will target invasive plants and trail maintenance. They also are working on the offshore islands for invasive plants for next year. Hopefully, next year we will also have an intern in Bandon. Steve asked about the status of putting a SEA RV space at the Smith Track, as we discussed last year. Kate said the concern is the impact on the septic system and Kelly is concerned about that but will look into it.

Welcome Dawn!

Dawn asked if we had a chance to discuss the display board. Bill B. reported we did just before the meeting began and liked the set-up, but we needed more photos of people. Lila reported to her that we wanted items to be laminated and then Velcro the pieces on the board. Bill S. said he doesn't want to be stuck with one static board. He wants one that can be up-dated easily. Dawn's concern is that this will limit Lila's creativity and the board may look too simple and not professional. Dawn wants her to come up with a more designed piece that looks more modern and is aesthetically pleasing. This will last a few years. Dawn used the Simpson Reef Marine Mammal panel as an example and how the text is embedded with the illustrations. We can't use the Velcro with something like this. The design can be pasted onto the tri-fold. Susan asked if Lila could work something up for the fancier idea. She wants a piece with more design elements in it. Arlene asked about the Velcro design and worried about the durability of the board. Susan said there is a concern about material falling apart after several years. The pieces do fall askew, and the items need to be taken off the board every time, as well as the board needing a carrying case. The other concern then is we do use it a lot and it is carried to and from many different settings. What Lila has so far, the missional statement, the relationship with USFW and we need to see what else is needed, for sure more pictures of people. Dawn said Lila need specific feedback like four pictures of wildlife, 4 pictures of people, etc. Dawn thinks it could look better, for example frames around the pictures, the name of what the picture is of. She said they could give us a price on the simple Velcro one, and one that is more professionally designed, but we need to give specific feedback on what to include. Bill B. said we would need someone to spearhead the photo picks then have a Board vote on the photos chosen. We do like the basic look of what Lila has set up.

Dawn asked who is doing the newsletter now. Lila would like to re-style the newsletter also and help while she is employed here. Bill B. will send the draft to her. Bill S. mentioned he does have it posted on the website also.

### **New Business**

- ***Idea for a plastics separator:*** Steve emailed the Board an idea he found about a design for a plastics separator for our beach clean-ups and asked us to take a look at it. Steve reported the design has been changed already and the model seems a bit labor intensive, so he doesn't think it would work for us now.

Bill S. brought up Earth Day and Mike's request to have the Tide Pool Walk at low-tide which is at 7:30 a.m. Susan requested a quick decision because Sara wants to get advertising ready and out. The seminar at the Library begins at 10:00 a.m. with a second seminar at 2:00 p.m. After discussion, a compromise of holding the Tide Pool Walk starting at 8:00 a.m. was reached. Bill S. will check with Mike. Susan asked if we need the Tide Pool brochures to hand out. Loren wanted to review the brochure to make sure the photos were relevant to our area.

### **Action Item**

- Bill S. will check with Mike if he is willing to start the Tide Pool Walk at 8:00 instead of 7:30.
- ***Strategic Planning:*** Do we want to start strategic planning again, and if yes, when? We agreed that we should add it to our regular meeting as an agenda topic. Ideas for now: grant ideas, logo, membership, story board, website improvements, and membership recruitment. We will add items to the agenda and have assigned people report during our regular Board meeting.

### **Old Business**

- ***SEA Newsletter:*** Bill B. reported he did push the newsletter so fast in order to get seminar information out, so it did come out in rough shape, but he is re-working it and adding more items. He will send a draft to the Board for pre-viewing and then finalize the publication. Mary stressed we do need a professional newsletter and reminded Bill B. we are here to help him as needed.
- ***SEA adopts Mile 101:*** Steve reported he did write an article for the newsletter and we do need to contact volunteers for sign-ups. Bill B. said it is in the newsletter. Bill B. said we need to inform the NPO group of single item events on what activity is coming up. He said he and Steve will decide who will advertise what. It was decided that Bill B. will send information on seminars and "Coast Watch beach clean-ups" and Steve

will send out the newsletter as he has been doing. Kate mentioned that she has not received anything from the NPO group and Bill B. said that she hasn't been added yet. Kate suggested that Robin put this information on Facebook under the events tab, then repost the event closer to the event. Kate volunteered to email Robin and assist her if needed.

### **Action Item**

- Kate will contact Robin about setting up events on Facebook.

Bill S. brought up the May Volunteer Training on May 17 and 18. He wants us to think about subjects and people and talk about it next month. Bill S. will reserve the Barn. He then said the posters are done for the next seminar on March 16 at OIMB and will be distributed as usual. Bill B. said he will get the key, open it early, start the pellet stove to get it warm and toasty and will get the PSA's out. He will also place the sign board out to help direct people.

### **Ongoing Reports**

- **Membership:** Steve reported 21 paid members. Steve also has a calling list for Dan. Bill S. volunteered to deliver the list to Dan.

### **Action Item**

- Bill S. will deliver a calling list to Dan.
- **Uniform/clothing:** Loren would like an agenda item next month for a discussion and decision on how to hand out SEA "uniform" to volunteers. The problem being people are hanging on to clothing and are not volunteering anymore. Ideas that were discussed: Buy the items, have items for use as needed, arm bands, vests. Loren said he the group of volunteers we have now is active and he has a record of what is checked out to them. Susan asked if we have enough clothing for new volunteers this year. Loren said "NO", not if new people sign up. We will continue the discussion next month with Loren's numbers on vests.

### **Action Item**

- Loren will check out pricing on vests.

Meeting adjourned at 3:30 p.m.

**Next Meeting: March 21, 2019**