

Shoreline Education for Awareness

Board of Directors Meeting Minutes

March 21, 2019

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

By Phone: Dawn Harris

Minutes Review: Arlene sent the February 21, 2019 Board Meeting Minutes electronically. No changes. Bill S. made motion to approve minutes, Steve seconded the motion. Minutes approved unanimously.

Treasurer Report

Susan sent out the Treasurer Report electronically. She asked for any questions and reported she got a new contract from Dawn. Lila's work time was extended and Tim Halleron (Puffin Survey) was hired. She drew down \$9,000 more. Susan is also working on the 990 and would like to check with the financial person from Haystack which Dawn sent her Barb's contact information.

Mary reviewed Loren's Action Item from last month: Loren reported he did find a 24oz stainless steel water bottle, with clip for \$7.00 each per order of 48. We can put our logo and website plus Bandon, Oregon on the back for a set-up fee of \$35.00. The bottle will be white with blue logo/lettering. Susan calculated a cost of \$371 plus the set-up. Loren said shipping would be an extra cost also. Bill S. made a motion to approve ordering the water bottles and Bill B. seconded the motion. Approved unanimously.

Action Item

- Loren will order 48 stainless steel 24 oz water bottles, with SEA logo and website and back will have "Bandon, Oregon".

USFWS Report

Mary asked Kate about her Action Item from last month. Kate reported she did try to contact Robin but had not heard back, so she will try again. She is excited to talk with Robin and share her ideas about our Facebook page. Kate is also willing to be an administrator.

Dawn said she sent out an update on the north coast and asked if we would be interested in reading about what is happening up there. We would be! She will send the information to Mary who will distribute it to us. Dawn asked if we have heard about International Migratory Bird Day which is May 11th. It is now called World Migratory Bird Day and they have lots of resources to pull from. Kate said she was familiar with it. This year's theme is Oceans and Plastics, and Dawn thought this fits in well with our focus this year. She will send the link to Mary for distribution. The site has a lot of resources and activities. We can look it over and think about participating.

Dawn has reached out to all seasonal volunteers who will be starting in April/May and stationed at Smith Track. Allen and Angel will be returning, and Alex and Jan Alexander are new volunteers. She is setting up start dates for them, has invited them to the May 17 and 18 Volunteer Training. They will be at Coquille Point. Mike will also be here in Bandon. Dawn will send Bill S. contact information.

All applications for seasonal interns doing interpretation for 4 months have been collected and there are 20 applicants. Dawn will be scheduling interviews and decide in the coming week. Susan congratulated Dawn for Lila's extended time, and Dawn is VERY happy about that.

Dawn has been sent up to Willapa NWR to help them out and it looks like they will be needing more help than expected, so she may be spending a lot more time there.

The 2020 funding for interns has been approved. There will be two position in Newport and one position in Bandon. The funding amount for our next agreement is about \$37,300.

New Business

- **PEW:** Mary and Bill S. have been in contact with Bobby Hayden from the PEW Foundation. He is very interested in collaborating with us. His focus is on saving the kelp beds and Rocky Shores. He will have a table set up at the Earth Day Celebration Event at the Library. Bill S. reported the PEW Foundation has given a fairly large grant to the Audubon in California over the next two years. The stipulation would be they will grant portions of that to other non-profits on the west coast. Bobby indicated SEA would be one of the non-profits to receive about \$10,000, \$5,000 each year. There would be some expectation how we use that money. Bobby would help us with the paperwork. SEA would be the education piece. A few ideas were mentioned on how to utilize the money, lap top, pamphlets, video presentations on “telling their story”. He will be at the Earth Day Celebration, so Bill S. said he would like to set up a dinner with Bobby, Bruce Menge and Board members who would like to attend.
- **Annual Volunteer Training Agenda:** Mary would like to set the agenda soon to lock in speakers with enough notification. The training is scheduled for May 17 and 18. USFWS will present – Dawn agreed to present on Jurisdictions (30 min) and Sea Birds (1 hour). Steve said we need to do Mammals and thought Jan Hodder would be good. Bill B. will contact her. Steve suggested Geology with Ron Metzger which we didn’t do last year. It will be good to schedule him since we haven’t had this presentation in a few years. Bill S. will contact him. The Bilderbacks would be good if they could do an inside slide show. Their presentation was very good, but outside it was hard to hear them. Dawn suggested Joe L. who did the black oystercatcher survey, or the person who is heading that survey up for him. She is also doing cormorant surveys. Kate suggested a predator management, snowy plover presentation. We did do snowy plovers last year. Kate was thinking more along the lines of the guy who is doing predator management now. Steve said we are focusing on training topics, but that would be a good seminar topic. Kate asked how many people attend this. Bill S. said 25-30, and then mentioned we did open it up to the public which he felt did not work. He thought this should be advertised for people who are going to volunteer. Susan said our goal was to invite new people to see what we are about, but also felt it was disruptive. Mary commented that all the topics and people we mentioned so far, everyone has seen. Bill B. thought it doesn’t hurt to go back to the basics. We could announce it as a volunteer training, but if you are interested in becoming a SEA volunteer, then please join us. Bill S. said we could market it to say if you are interested in becoming a wildlife interpreter. Arlene wanted to know how we can get more of our volunteers to participate. Dan said that is partly what he is doing by making personal phone calls to the volunteer list. Susan said that’s why we are having one of our days on Saturday, to try to get to people who work. Mary commented that over the years, she looks around and notices who is there – the Board members, and we don’t have people signing up to become a volunteer. Bill B. thought we picked up one or two members. But, do they volunteer? Loren interjected we have to make the pitch, this is what SEA is all about and make the pitch vibrant. A discussion ensued about how people are sometimes daunted by the talking to people part of volunteering. Bill S. shared his idea about doing a role play/skit about how to talk to people. Mary said then we must make sure that people attend the second day for that training. Bill B. said we should also talk about first person stories about interpreting, why did you become a volunteer. Mary said we have done that, last year Bill and Susan did a great job. Mary said we must get the right people in the door. Arlene asked how many people on our list are really doing wildlife interpreting. Bill S. interjected we should be making the training part on what we need to talk about out there, we should do that more in our training. Susan suggested maybe we make “canned messages” on 3x5 cards, like on oystercatchers, common murre, etc. Everyone agreed- like a “cheat sheet”. Loren said we do have all that in our training manual. Maybe we need something that can fit in a pocket for quick reference. Arlene said we know we have a limited number of volunteers, but how many members would really be interested in interpreting, and how do we draw these people in, how do we recruit people, and shouldn’t we start off with training with this information, the exciting interpretation stories, a slide show, etc. Mary said do it in the beginning, start off asking people how many of you are interested in volunteering, and engage people in a conversation of why they are members and here at training. Arlene wants to see a different scheduling of training, because it seems like we jump into the training about mammals or seabirds, but she thinks the volunteering piece is vital, to spur on members to want to volunteer, a wow, present the exciting things we do and see. Mary said how about starting the training with a tide pool walk (editorial comment: I think this is a great idea). Dawn interjected with her experience with the other Friend’s group, they offer educational seminars and

have two separate training days. They use the educational seminars to recruit volunteers. Bill S. said that's what we do, but we don't recruit during our educational seminars. We have two seminars left, we can plan to do a short "recruitment" talk. We should have the Training Agenda available also. Arlene mentioned maybe we can do a short video or slide show and Bill B. interjected we already have that, "Telling Their Story" which we have used in the past. Loren asked how old it was and Bill S. asked if it was about people, and who is in it. We were concerned about how old it is because we have not seen it.

Bill B. said he would tweak the video and have it for the next meeting. Loren was added to the agenda with his Tide Pool presentation.

Action Items:

- Bill B. will contact Jan Hodder to present on Mammals for the Annual Training
- Bill S. will contact Ron Metzger for his Geology presentation.

Old Business

- Review of action items from February meeting: Bill S. gave the calling list to Dan, Loren found water bottles and vests with prices. Bill S. talked to Mike Mueller about doing the Tide Walk on Earth Day.

Loren reported earlier on the water bottles. He shared what he found on the vests. He found a navy with gray reflective material for \$12.95 which we could put our logo or "volunteer". The plain florescent yellow vests are \$5.95. He also found arm bands, plain yellow 8 for \$13.99. At this price, they don't offer a "logo" print, but he did find arm bands that we could put something on for \$7.00 each. We don't really need a lot, this is for a volunteer to put over their coat, and to get us through to keep our costs down until we can afford more clothing items. This is just to have available to new volunteers who have not been issued clothing yet. Bill B. made a motion to order the blue vests, Steve seconded the motion. Passed unanimously.

Bill S. reported that he talked to Mike about the Tide Pool walk on Earth Day. He won't do it at the time we suggested. The Billedbacks were suggested, but we thought we could do it. Mary and Arlene volunteered, along with Bill S. pending his medical issues. Mary asked if we have brochures, but it might be better to not hand out brochures at this time, until we finalize which brochure fits our needs.

- ***SEA Newsletter:*** Bill B. reported Anna sent him a new masthead and a draft will be ready for our review at the end of next week. This issue will be Winter/Spring so we will be ready for the Summer edition. Bill B. will send Lila a draft so she can work on a layout for us. Dawn said Lila's layout will be something we can plug things into easily. August will be our next edition.

Bill S. brought up the display board which will be paid for by a grant. Bill S. changed to a "permanent" one, instead of the Velcro-changeable version. Ram's artwork would cost \$200. We need to send Lila specifications on verbiage/content and photos (which need to be only 1 megabyte in size). Dawn suggested the wording be succinct. Bill S. and Bill B. will work on choosing pictures for our review. Kate offered her picture files and suggested "Flickr".

Action Items

- Bill B. will send a draft of the newsletter by week's end.
- Bill B. and Bill S. will choose photos for the display board for our review.
- ***SEA Adopt a Mile 101:*** Tabled until next month.

Ongoing Reports

- **Membership:** Steve reported one new renewal.
- **Uniform/Clothing:** See Treasurer Report and Old Business-Action Items Review.
- **Volunteers:** Bill B. submitted a report on surplus equipment.
- **Kate scheduling:** Kate had a few days on minus tides that she needed help at Coquille Point where there was **no** USFWS coverage: all Mondays: May 20, June 17 and July 15. She would like to see SEA Volunteers helping throughout the season, but these dates have no coverage. Bill S. will put a sign-up on our website for all low tide days.

Meeting adjourned at 3:34 pm.

Next Meeting: April 18, 2019