

**Piedras Blancas Light Station Association
Minutes from Board Meeting
Rabobank Conference Room, Cambria, CA
January 22, 2014**

Board Members in attendance: Jack Morehead (Chair), Tim Postiff (Vice Chair), Jim Harris (Secretary), David Cooper, Jim Boucher (Ex-Officio), and Carole Adams (Ex-Officio)

Board Members absent: Fred Apitz (Treasurer), Harry Thorpe

Others present: Holly Gant (PBLSA Program Director), Jodie Nelson (PBLSA BLM), Abel Martinez, Gabe Garcia (BLM-Bakersfield), John Skibinski (BLM-Bakersfield)

Jack Morehead called the meeting to order at 6:02 p.m.

Announcements: Jack stated that both Fred and Harry were in LA, and that he was expecting Kathy Shusta to attend tonight, but she was ill unfortunately, but plans to attend the February meeting. Jack welcomed Gabe Garcia and John Skibinski from the BLM Bakersfield office. Gabe thanked the PBLSA for their assistance in removing the *Blue Mist* sailboat wreck from the Piedras Blancas Light Station and preventing further damage to the coastline. John also expressed thanks and said that everyone at PBLSA "did the right thing". Gabe reported that due to the budget deal Congress just passed, the BLM has at least a slightly increased budget appropriation over last year.

Approval of the Agenda: Agenda was approved.

Reports:

1. Secretary Report - Jim Harris previously emailed a copy of the minutes of November 20, 2013 for review. *M/S/P Minutes of November 20, 2013 approved.*
2. Financial Status and Treasurer's Report – Fred Apitz distributed his report with the emailed agenda for this meeting (see Appendix A). Holly Gant presented the report in his absence, stating that Fred should return on February 8, and it was stated that all is going well for him in LA.
M/S/P Treasurer's Report of January 22, 2014 approved.
3. Gift Shop Report – Carole Adams distributed the gift shop sales summary report for 2013 (see Appendix B) along with a working document for a gift shop inventory which she will provide when completed. It was noted that there is a significant jump in sales over the previous year: \$30,184 in 2013 compared with \$23,178 in 2012. Discussion followed. Carole was thanked for her efforts for the increased success of the gift shop operation.
4. BLM Update – Jim Boucher presented the January 22, 2014 BLM report that was previously presented with the agenda for the meeting (see Appendix C); Jim corrected the date of the special event to 2/15 (now correct in Appendix C). Jim Boucher appreciates the response to the shipwreck by David Cooper for his assistance and great photos, and Dan Murphy for his ideas, especially using a crane and lightening the load in the boat before it was lifted; it was agreed that in appreciation, the PBLSA would give Dan a light station shirt for his efforts.
5. Website Development – Holly Gant presented Website 2013 Statistics (included with agenda and presented in Appendix D). She noted that the website would have a higher rating in TripAdvisor (from 4 ½ to 5 stars) except for three replies that did not like the limited number of tours offered. John Skibinski commented that it is an excellent website and that it is well-done. It was noted that if Holly cannot solve her problem of accessing the host site display, then she has support for changing the host site, assuming the same user interface continues.
6. PBLSA Events – Carole Adams stated that the Keeper's Cottage tour and the National Geographic events presented at the last meeting for 2014 events will be switched due to a conflict in schedule with the Keeper's Cottage availability.
7. Grants – Jim Boucher stated that he and Fred Apitz are preparing a letter with the inclusion of a PBLSA brochure to be submitted to the Department of Justice for another grant as previously received. It was noted that Jim Harris will be preparing a grant proposal to Patagonia to support the trail development, and that Jim Boucher will be involved in its review.
8. Membership – Tim Postiff reported that for the year 2013 there were about 11 new memberships and 48 renewals, along with 20 complimentary passes. Discussion followed on the incentives for membership (Agenda item 3 under New Business).

M/S/P The following membership incentives will be used. Complimentary passes are effective for one year, and each pass is good for two people.

- One complimentary pass for each new membership.*
- Two passes for upgrade membership from \$50 to \$100.*
- Four passes for upgrade membership from \$100 to \$250.*
- Complimentary brick for \$500 membership*
- For new members:*
 - * Two passes*
 - * Four passes with new \$250 membership.*
- And for those purchasing a brick, a complimentary membership in PBLSA with two passes.*

Old Business:

None

New Business:

1. Staffing for the light station (Jim Boucher) – Jim Boucher reported that BLM has funding to cover two internships this summer. He stated a need for someone to perform “chronic” maintenance responsibilities, especially until Alex Cavello becomes available in May when he graduates from CSU-Channel Islands. He made a request that support for Alex (about \$16.50/hour) be covered by PBLSA funds from the BLM transfer. After discussion and with consensus, Jack stated that Jim Boucher should get with Fred Apitz, and determine that PBLSA has the proper insurance and workman’s compensation coverage to allow PBLSA to hire Alex through the reimbursable BLM funds.
2. PBONA and political support (Jim Boucher) – Jim Boucher presented the concept of a long range goal to designate the PBONA area as a National Monument as this would directly provide much needed resources to support and to enhance the public use of the area. This goal requires the support of multiple partners including California Department of Parks and Recreation, California Department of Fish and Game, and Friends of the Elephant Seals. He noted that he and Jack are meeting with Nick Franco, CA State Parks, at Hearst Castle to discuss this goal, and plan to meet with others. Discussion followed voicing strong support, and asking for the next steps to realize the goal.

Discussion Items

1. It was agreed following Carol Adams suggestion that persons who donated a brick who are not PBLSA members be given a complimentary membership and be notified with a letter; Holly will implement.
2. Jack expressed appreciation to Gabe and John for BLM reimbursement funding support to the PBLSA, noting that the funds now appreciate in value through investment accounts and provide needed resources for the Park Manager to perform his responsibilities for administering the management of the PBONA. Gabe and John on behalf of the BLM stated that they plan to continue to support this reimbursement funding in the future.

Jack Morehead adjourned the meeting at 7:35pm

Appendix A: Treasurer's Report 1/22/14 Fred Apitz

Treasurers Report Light Station Association Board meeting 1-22-14

1.) Operations Income:	last month	\$7,959.89	YTD	\$67,219.63
Profit:	last month	\$5,844.38	YTD	\$24,638.34
BLM Support:Income:	last month	\$0.00	YTD	\$92,000.00
Expense:	last month	\$10,180.00	YTD	\$36,250.25

2.) Investment Balance

Balances Over Time - (01/01/2013 - 12/31/2013)

Month	Beginning Bal	Market Chng	Div & Int	Deposits	Withdrawals	Ending Balance
De-13	\$537,722.33	\$1,612.39	\$1,844.62	\$0.00	\$0.00	\$541,179.34
Nov-12	\$535,882.97	\$1,250.05	\$961.66	\$73.55	\$445.90	\$537,722.23
Oct-13	\$526,308.64	\$8,442.12	\$1,132.21	\$0.00	\$0.00	\$535,882.97
Sep-13	\$630,368.92	\$7,732.75	\$1,206.97	\$20,410.41	\$133,410.41	\$526,308.64
Aug-13	\$637,110.52	\$7,774.88	\$1,033.28	\$0.00	\$0.00	\$630,368.92
Jul-13	\$631,251.93	\$4,721.89	\$1,136.70	\$0.00	\$0.00	\$637,110.52
Jun-13	\$641,911.45	\$11,676.43	\$1,016.91	\$0.00	\$0.00	\$631,251.93
May-13	\$650,373.20	\$9,684.42	\$1,222.67	\$0.00	\$0.00	\$641,911.45
Apr-13	\$618,552.29	\$4,859.56	\$1,883.56	\$25,877.79	\$800.00	\$650,373.20
Mar-13	\$616,952.80	\$518.33	\$1,081.16	\$0.00	\$0.00	\$618,552.29
Feb-13	\$617,057.14	\$655.93	\$551.59	\$0.00	\$0.00	\$616,952.80
Jan-13	\$512,780.22	\$1,674.43	\$602.49	\$107,950.17	\$5,950.17	\$617,057.14
Total		\$1,019.86	\$13,673.82	\$154,311.92	\$140,606.48	

3.) Statements

We need to reconcile a few more statements and make additional entries, I should be able to include the Net-Worth and P & L statements with my February report. At that time I should also be able to forward the numbers to our CPA to generate the necessary yearend tax reports.

Thanks
Fred W. Apitz

Appendix B: Gift Shop Report Carole Adams

GIFT SHOP SALES

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
2011	884	1009	1354	2517	1435	2216	3481	2973	1733	1445	1158	1837	\$22,042.00
2012	862	922	1497	1812	1366	2121	3718	3725	1951	2653	1207	1344	\$23,178.00
2013	1848	1270	1931	2849	2208	3407	4351	4121	2314	2048	1872	1965	\$30,184.00

Total gift shop sales Jan-Dec \$30,184

Appendix C: BLM Update 1/22/14 Jim Boucher

BLM Update 1/22/14

Communication Tower Project – Shoreline Engineering of Morro Bay is designing grounding, antenna placement, and other details for transfer of equipment from the old tower and communication shed to the new structures. Interior walls, flooring, painting has been completed in house on the new communication shed. State employees are doing electrical wiring and placement of racks to hold equipment and installing electrical transfer equipment for generator power.

Fog Signal Bldg (FSB) – Permeation grouting to the soil at the perimeter of the building has been completed. BLM archeologists are conducting mitigation field work so work can proceed with installing the perimeter curbing and sidewalks by Wellsona Iron & Engineering. Shoreline Engineering has developed seismic upgrades alternatives for the FSB which will be the phase.

CA Coastal Trail Segment- Project is being reviewed by US Fish & Wildlife regarding red-legged frog habitat. They have 135 days to review the project. Project will require NEPA and CEQA compliance.

Wetland Restoration- CEQA and NEPA compliance is continuing for the rehabilitation of the north wetland in preparation for the Environmental Enhancement Fund grant to be awarded 7/14. Included in the compliance is the underground placement of the electrical power supply for the light station.

Potable Water Project –A previous test well has been drilled to a depth of 100 feet. Water estimated at 5 gals/ min was found but a draw down test needs to be done. Geohydrologist Tim Cleath believes this will not be a reliable well in drought conditions and the water encountered is a limited perched source. He recommends drilling a salt water well for desalination. A 10,000 gal redwood water tank was dismantled at Refugio State Beach and transported to Piedras to be used as an interpretive feature and if two water system are needed, potable and non-potable.

American Conservation Experience (ACE)- A 5 person crew was on site for a week and applied herbicide to non-native plants in the resource burn area.

Special Event – The Piedras Blancas Lighthouse Birthday will be 2/15 and will include a living history tour and character enactments.

Shipwreck – 32 foot long sail boat shipped wrecked at Piedras Blancas was successfully removed and transported off site.

Appendix D: Website 2013 Statistics (Holly Gant)

Website 2013 Stats

- 17,980 unique visitors
Peak months for visits:
July: 2,273
August: 1,961
December: 1,717
- 85% stay <2 mins
2.75 pages viewed/visit
Tours
Area Attractions
History (in the fall)
Agenda
- How visitors found our site-
roughly 1/3 each:
pedrasblancas.org
search engine
external link
- Most popular external links-
elephantseal.org
TripAdvisor.com (Cambria)
Morrobay.org
bing.com
moon.com

Online gift shop revenue = \$1008 (\$912 gross) 2/2013-12/2013

6 Bricks

3 mugs, 2 shot glasses, 1 print

2 Memberships/renewals

\$70 worth of raffle tix for Keeper's Cottage

TripAdvisor Rating

4 ½ stars

Ranked 3rd out of 7 things to do after Moonstone Beach and Moonstone Drive