

**Piedras Blancas Light Station Association  
Minutes from Board Meeting  
Rabobank Conference Room, Cambria, CA  
March 26, 2014**

Board Members in attendance: Jack Morehead (Chair), Tim Postiff (Vice Chair), Jim Harris (Secretary), Fred Apitz (Treasurer), David Cooper, Cathy Shusta, and Jim Boucher (Ex-Officio)

Board Members absent: Harry Thorpe and Carole Adams (Ex-Officio)

Others present: Jodie Nelson (PBLS BLM)

**Jack Morehead called the meeting to order at 6:07 p.m.**

**Announcements:** Jack welcomed Cathy Shusta as a new board member.

**Approval of the Agenda:** Agenda was approved.

**Reports:**

1. Secretary Report - Jim Harris previously emailed a copy of the minutes of February 26, 2014 for review. *M/S/P Minutes of February 26, 2014 approved.*
2. Financial Status and Treasurer's Report – Fred Apitz distributed his report with the emailed agenda for this meeting (see Appendix A). *M/S/P Treasurer's Report of March 26, 2014 approved.* Fred stated that the internet connection for the gift shop with the wired interface stills works intermittently, as he reported in his email to board members before this meeting. He contacted a commercial firm, and they will be coming on site to fix the problem. Fred said that he plans to connect the gift shop to both the PBLSA and the BLM computers, and hopefully, we can put the new iPad system for the gift shop into reliable operation without further cost or effort.
3. Gift Shop Report – Carole Adams distributed her gift shop sales summary report in the agenda (see Appendix B). It was noted that there continues to be increases in sales. Jack stated that Carole Adams will be relinquishing her gift shop responsibilities, and that Holly Gant now will be leading the gift shop operation and Jodie Nelson will be assisting with the organization and training of the gift shop volunteers. David reported that Ellen is willing to assist, and Jodie stated she will contact Ellen. Cathy stated that she has previous experience volunteering for 501(c)3 gift shops and also is willing to assist.
4. BLM Update – Jim Boucher presented the March 26, 2014 BLM report that was previously presented with the agenda for the meeting (see Appendix C).
5. Website Development – There was no report since Holly Gant was absent due to illness.
6. PBLSA Events – There was no report since Carole Adams was not in attendance.
7. Grants – Jim Boucher stated that Cambria Community Council granted the School Outreach program \$600 to support the participation of schools in Cambria and Cayucos. Jim Harris reported that Holly and he have a draft of the Patagonia proposal for a \$12K grant to support construction of the initial segment of the California Coastal Trail from the Elephant Seal Rookery parking lot trailhead and to eradicate non-native plants along the trail area. Jim Harris will email the proposal draft to Jim Boucher for his review and input. It was stated that the goal is to prepare the proposal by the end of March for submittal.
8. Membership – Tim Postiff stated that there is no report this month.

**Old Business:**

1. Assistant Treasurer motion 2/26/14 review (Fred Apitz) – After discussion of the intent of the motion, there was consensus to delay the implementation of the motion due to Fred's time commitments until a later date to be determined.

**New Business:**

1. Organization of Gift Shop (Jack Morehead) – This item was covered during discussion of the Gift Shop Report (see above Reports 3.).
2. PBLSA host PBONA strategy meeting proposal (Jim Harris – see Appendix D) – Jim Harris presented a proposal that was included in the agenda for the meeting for an all-day strategy meeting focused on the PBONA. After discussion which supported the concept, the following motion was passed: *M/S/P David Cooper, Jim Harris and Jim Boucher will meet to organize ideas for all-day strategy meeting on the PBONA with David Cooper taking the lead, and they will report back to the board.*

**Discussion Items**

1. Visitor access and egress to Piedras Blancas status (Jim Boucher/Fred Apitz) – Fred distributed a document that presented a plan for a parking area with access from Highway 1 (see Appendix E). It was noted that CalTrans imposes a constraint that any parking area not restrict the viewshed of the light station, and the proposed plan “hides” the parking area to satisfy this constraint. Fred reported that he and Jim Boucher met with Nick Franco, and Nick is not opposed to the proposed parking and access plan. Fred stated the next step is to meet with CalTrans and get their opinion of the plan. Jodie distributed a letter from Carole Adams voicing her concern about a parking area at the intersection of the existing access road and Highway 1; it was noted that the plan presented is not at this location. It was pointed out that the size and access to the parking area determines public access and opportunities for self-guided tours. With entrance fees, the plan can also increase annual support for the restoration costs. It was noted that the goal was to find the “sweet spot” that satisfies the public need for access and yet preserves the stewardship of the PBLNA and a restored light station. At Fred’s request for the development of a brochure to present the plan, Jodie stated that she will be assisting with her contacts at Cal Poly.
2. “Discover the Coast” special event (Jim Boucher) – Jim Boucher reported that the California State Director of the BLM, James G. Kenna, has requested a “Discover the Coast” event at the Piedras Blancas Light Station in June. Possible topics for the event are dedication of the water tower, and recognition of the volunteers. There will be more information on this possibility as time goes on.
3. Piedras Blancas National Monument status (Jim Boucher) – Jim Boucher reported that Donovan Marley of the FES is interested in starting a serious letter writing campaign to support the National Monument, and that Jim Boucher will be investigating this possibility with him.
4. Water tank construction (Jim Boucher) – Dan Murphy of Wellsona is willing to use Jim Boucher’s plans to construct water tanks to be used to store water at the light station. After discussion, and noting that David Cooper is offering to assist: *M/S/P PBLSA will support hiring Wellsona to construct water tanks per Jim Boucher’s proposal using BLM-supplied funds [with the understanding that Jim Boucher will not do any physical work on the project].*
5. Jack Morehead asked that Holly Gant prepare a letter to Abel Martinez to acknowledge and thank him for his donation of the rabbit hutch. It was noted that Abel is faced with surgery again, and a card was distributed to wish him a speedy recovery.

**Jack Morehead adjourned the meeting at 8:00pm**

## Appendix A: Treasurer's Report 3/26/14 Fred Apitz

### Treasurers Report Light Station Association Board meeting 3-26-14

<b>1.) Operations Income:</b>	<b>last month</b>	<b>\$6,047.81</b>	<b>YTD</b>	<b>\$10,332.35</b>
<b>Profit:</b>	<b>last month</b>	<b>\$3,479.38</b>	<b>YTD</b>	<b>\$ 5,428.34</b>
<b>BLM Support:Income:</b>	<b>last month</b>	<b>\$0.00</b>	<b>YTD</b>	<b>\$ 0.00</b>
<b>Expense:</b>	<b>last month</b>	<b>\$22,258.56</b>	<b>YTD</b>	<b>\$23,661.83</b>

### 2.) Investment Balance

Balances Over Time - (03/01/2013 - 2/31/2014)

<b>Month</b>	<b>Beginning Bal</b>	<b>Market Chng</b>	<b>Div &amp; Int</b>	<b>Deposits</b>	<b>Withdrawals</b>	<b>Ending Balance</b>
Feb-14	\$544,717.09	\$8,742.26	\$845.59	\$27,500.00	<b>\$27,500.00</b>	\$554,304.94
Jan-14	\$541,179.34	<b>\$3,454.31</b>	\$992.06	\$6,000.00	\$0.00	\$544,717.09
Dec-13	\$537,722.33	\$1,612.39	\$1,844.62	\$0.00	\$0.00	\$541,179.34
Nov-13	\$535,882.97	\$1,250.05	\$961.66	\$73.55	<b>\$445.90</b>	\$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	<b>\$133,410.41</b>	\$526,308.64
Aug-13	\$637,110.52	<b>\$7,774.88</b>	\$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	<b>\$11,676.43</b>	\$1,016.91	\$0.00	\$0.00	\$631,251.93
May-13	\$650,373.20	<b>\$9,684.42</b>	\$1,222.67	\$0.00	\$0.00	\$641,911.45
Apr-13	\$618,552.29	\$4,859.56	\$1,883.56	\$25,877.79	<b>\$800.00</b>	\$650,373.20
Mar-13	\$616,952.80	\$518.33	\$1,081.16	\$0.00	\$0.00	\$618,552.29
<b>Total</b>		<b>\$5,289.31</b>	<b>\$14,357.39</b>	<b>\$79,861.75</b>	<b>\$162,156.31</b>	

The above referenced February Deposit / Withdrawal in the amount of \$27,500.00 reflects the movement of this amount from ASAP to Rabobank and via Fidelity on to Heritage Oaks Bank.

### 3.) Statements

a) The 2013 Tax return has been completed, signed and submitted to the appropriate agencies. A copy for review is available at the Association office; you are, of course, welcome to make copies for your files at any time.

A minor controversy with the State arose; we filed (erroneously) a form 109 with our 2012 return, so they demanded the same for previous years, a couple of phone calls rectified the situation.

b) I separated our account into BLM Support and PBLSA Operations, approximately along the lines approved in our November 2012 Board meeting. Minor adjustments were made because of BLM contract limitations.

The approximate outline is shown on the following page, also included are the resulting YTD P & L Statements and the current Net-Worth Statements as of March 12, 14.

c) The new "Square" register for the gift shop has been received and has been, or shortly will be,

installed.

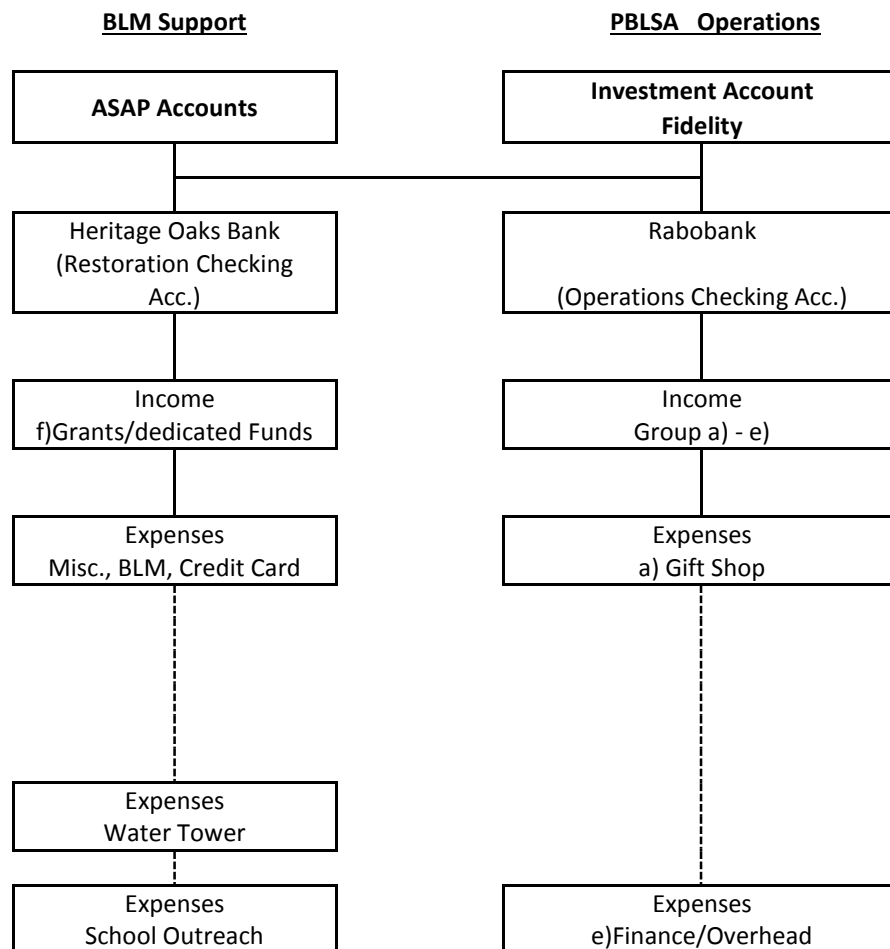
d) Just a short personal observation:

2013 saw a net profit of ~\$24,000.00 in PBLSA Operations. I believe this to be the first profit in many years if not ever in the history of our association. A brief summary of the profit generators is in order, the **Gift Shop** under Carole's leadership contributed ~\$10,000.00, the special event "**Brick**" **campaign** under the leadership of Jim Boucher and Carole contributed ~\$8,000.00, **Membership** under the leadership of Tim and Holly contributed ~\$4,000.00, **Donations** contributed ~\$ 2,000.00 and our income from investments was able to pay for overhead (payroll, insurance, office expense, etc.).

I believe congratulations to all, for a job well done, are in order. I am amazed by the progress we have made; the future looks indeed bright.

Thanks Fred W. Apitz

#### PBLSA - Cash Flow Chart



# PBLSA Operations "Itemized Categories"

1/1/2014 through 2/28/2014

3/13/2014

Page 1

Date	Account	Amount
	<b>INCOME</b>	<b>10,332.35</b>
	Grants	1,100.00
	Educational Outreach (CCSD)	600.00
	Grants&Cooperative Agreement	500.00
	Income	7,532.10
	Donations	50.00
	Gift Shop Donations	367.10
	Gift Shop Income	5,015.00
	Membership Dues, Inc.	1,400.00
	Special Events	700.00
	Brick, Engraved	700.00
	Interest Inc	0.10
	_DivInc	1,844.05
	_RlzdGain	-143.90
	<b>EXPENSES</b>	<b>-4,904.01</b>
	Cost of Goods Sold	-2,937.06
	Cost of Material	-2,700.00
	Credit Card Expense	-108.55
	PayPal Fees	-13.22
	Sales Tax, Expense	-115.29
	Financial	291.50
	Insurance - Liability D & O	291.50
	Membership	-711.13
	Beacon printing	-645.00
	Postage	-66.13
	Office Expense	-182.72
	Software	-45.00
	Supplies	-137.72
	Payroll Expenses	-1,090.33
	Federal 941	-82.15
	Paychex Monthly Charge	-103.07
	Salary	-726.23
	Total Tax Liability Payment	-178.88
	Public Relations	-225.60
	Promotions	-225.60
	Special Event	-1.52
	Brick, Engraved	-1.52
	Volunteer Expense	-47.15
	<b>TRANSFERS</b>	<b>0.00</b>
	Rabobank Checking	9,151.91
	Unspecified Account	27,500.00
	Visa Holly Gant	-459.72
	Gift Shop Inventory	-2,271.19
	Sales Tax accr., Liability	-421.00
	BLM Support	-27,500.00
	PBLSA - Fidelity Investments	-6,000.00

# PBLSA Operations "Net Worth" - As of 3/12/2014

(Includes unrealized gains)

As of 3/12/2014

3/13/2014

Page 1

Account	3/12/2014 Balance
<b>ASSETS</b>	
<b>Cash and Bank Accounts</b>	
CD Rabobank # 2951	0.00
CD Rabobank # 9951	0.00
Rabobank Checking	10,320.40
Rabobank Moneymarket	0.00
Cash for Register	350.00
<b>TOTAL Cash and Bank Accounts</b>	<b>10,670.40</b>
<b>Other Assets</b>	
Furniture & Equipment	3,089.87
Gift Shop Inventory	19,827.32
Intangible Assets	7,849.00
Prepaid Expenses	0.00
<b>TOTAL Other Assets</b>	<b>30,766.19</b>
<b>Investments</b>	
BLM Support	0.09
Fog Signal Bldg. restoration	0.03
Light House Restoration	12,031.22
PBLSA - Fidelity Investments	548,589.41
Spare 1 Brokerage Account	0.00
Spare 2 Brokerage Account	0.00
<b>TOTAL Investments</b>	<b>560,620.76</b>
<b>TOTAL ASSETS</b>	<b>602,057.35</b>
<b>LIABILITIES</b>	
<b>Credit Cards</b>	
Visa Holly Gant	721.64
<b>TOTAL Credit Cards</b>	<b>721.64</b>
<b>Other Liabilities</b>	
Accounts Payable	0.00
Educational Outreach Program	0.00
Sales Tax accr., Liability	115.77
<b>TOTAL Other Liabilities</b>	<b>115.77</b>
<b>TOTAL LIABILITIES</b>	<b>837.41</b>
<b>OVERALL TOTAL</b>	<b>601,219.94</b>

# BLM Support "Itemized Categories"

1/1/2014 through 2/28/2014

3/13/2014

Page 1

Date	Account	Amount
<b>EXPENSES</b>		<b>-23,661.83</b>
	Restoration and BLM Support	-23,661.83
	Fog Signal Building	-1,072.50
	Interpretation & Visitor Services	-22,298.30
	Supplies & Materials - BLM	-291.03
<b>TRANSFERS</b>		<b>0.00</b>
	Unspecified Account	0.00
<b>OVERALL TOTAL</b>		<b>-23,661.83</b>

# BLM Support "Net Worth" - As of 3/12/2014

As of 3/12/2014

3/13/2014

Page 1

Account	3/12/2014 Balance
<b>ASSETS</b>	
<b>Cash and Bank Accounts</b>	
CD Heritage Oaks Bank	0.00
Heritage Oaks Bank	9,658.28
<b>TOTAL Cash and Bank Accounts</b>	<b>9,658.28</b>
<b>Other Assets</b>	
ASAP Grant, Item 10	7,000.00
ASAP Grant, Item 20	34,253.00
ASAP Grant, Item 30	72,019.01
ASAP Grant, Item 40	0.00
ASAP Grant, Item 50	0.00
ASAP Grant, Item 60	0.00
ASAP Grant, Item 70	37,000.00
BLM Bakersfield, Michelle Ortiz	0.00
<b>TOTAL Other Assets</b>	<b>150,272.01</b>
<b>TOTAL ASSETS</b>	<b>159,930.29</b>
<b>LIABILITIES</b>	
<b>Credit Cards</b>	
Visa Carole Adams	0.00
<b>TOTAL Credit Cards</b>	<b>0.00</b>
<b>Other Liabilities</b>	
Educational Outreach Program	0.00
<b>TOTAL Other Liabilities</b>	<b>0.00</b>
<b>TOTAL LIABILITIES</b>	<b>0.00</b>
<b>OVERALL TOTAL</b>	<b>159,930.29</b>



## Appendix B: *Gift Shop Sales Summary (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
2012	<b>862</b>	<b>922</b>	1497	<b>1812</b>	<b>1366</b>	<b>2121</b>	3718	3725	1951	2653	1207	<b>1344</b>	\$23,178
2013	1848	1270	1931	2849	2208	3407	4351	4121	2314	<b>2048</b>	1872	1965	\$30,184
2014	<b>1653</b>	3203											\$4,856

February sales in the gift shop were up – way up over last year.  
Here's hoping this trend continues.

## **Appendix C: BLM Update 3/26/14 Jim Boucher**

### **BLM Update 3/26/14**

**Communication Tower Project** –The CHP has agreed to install the grounding loop system. Shoreline Engineering of Morro Bay is continuing to design antenna placement and other details for transfer of equipment from the old tower and communication shed to the new structures. CHP employees are continuing on the communication shed electrical wiring and placement of racks to hold equipment and installing electrical transfer equipment for generator power.

**Fog Signal Bldg (FSB)** – Finished landscaping of the building grounds is near completion. Remaining work to FSB to be continued once the communication tower project is complete.

**CA Coastal Trail Segment-** NEPA and CEQA compliance continues.

**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.

**Potable Water Project** –Funding to develop a water treatment and delivery system has been postponed until FY 2015.

**Special Event** – Whale watching tour was the evening of 3/15.

**Student Outreach** – Bauer Speck Elementary (Paso Robles) had 3 classes participate in March. Baywood which will participate in April is the last school to participate this school year.

**Summer Interns** – Two summer intern positions are being advertised at Cal Poly and Questa College.

## **Appendix D: *PBLSA host PBONA strategy meeting (Jim Harris)***

Proposal for all day strategy meeting on PBONA hosted by PBLSA

jgh 3/11/14

ca comments 3/13/14

Host is PBLSA: sends out invitations, moderates the meeting, and covers all cost for the full day session at San Simeon (format based upon a one day Lightkeepers conference: coffee, tea, cookies, catered lunch, afternoon break refreshments, but no charge to invitees)

Purpose: Inform invited attendees of the opportunity resulting from recognition of the expanded Piedras Blancas Outstanding Natural Area –6 ½ miles of coastline with 476 acres encompassing the Piedras Blancas Light Station and the Elephant Seal Rookery and managed jointly by the BLM and the California Department of Parks and Recreation with MOU, and includes their respective 501(c)3 associations: PBLSA and FES. The goal of the strategy meeting is to determine the next steps in the stewardship of the PBONA, and potentially take it to the next step as designation as a National Monument.

Invited attendees:

Friends of Elephant Seals – Tim Postiff assists

BLM – Jim Boucher determines list

California Department of Parks and Recreation – Nick Franco determines list

Monterey Bay National Marine Sanctuary - ?

Hearst Cattle ranch – our neighbor, ?Steve Hearst

Surfrider Foundation - ?

San Luis Obispo Board of Supervisors – north county ?

San Luis Obispo County Department of Public Works - ?

California State Senator office

California Assembly office

Lois Capps office – Greg Haus?

Offices of Senators Feinstein and Boxer – local office staff?

Cal Trans - ?Steve Price

California Coastal Conservancy/Commission - ?

California Department of Fish and Game, others?

Cambria CSD representative - ?

PG&E – Bob Burke?

Central Coast Lightkeepers Association - ?

Cambria, Morro Bay, SLO county tourist organizations -?

Native Plant Society

SLO Sierra Club

Cambria Historical Society

Other citizen based groups interested in preservation of both human history and natural history.

PBONA issues:

State of current stewardship and identification of deficiencies

Organization and Management of PBONA: BLM, CA DPC, PBLSA, FES and ?

Strategic plans – the future goals

Management plans – operational responsibilities

Resources (Federal, State, County, non-profits, Public, Philanthropic)

Potential Agenda:

8:30-9:00am register (name tags), informal social (coffee, tea, sweet rolls, fruit)

9:00-9:15am welcome and introductions, agenda

9:15-9:45am brief history of PBONA area (pre-statehood, 19<sup>th</sup> century, 1900-1950, 1950-2000, 2000-present): Chumash, Salinian to present (includes Hearst grant)

9:45-10:15am BLM(Jim Boucher) remarks

10:15-10:45am CA Dept of Parks and Recreation (Nick Franco) remarks

10:45-11:15am PBLSA remarks (mission, operation)

11:15-11:45am FES remarks (mission, operation)

11:45-12:15pm Surfrider Foundation (mission, operation)

12:15- 1:15pm lunch (buffet, informal sit-down)  
1:15-1:45pm Hearst Cattle Ranch remarks (mission, vision, operation)  
1:45-2:15pm plenary session for open remarks  
2:15-2:30pm breakout sessions formed for self selected groups after charge  
2:30-3:30pm breakout session groups meet (drinks, cookies available), groups organize themselves  
3:30-4:30pm group presentation with discussion  
4:30-5:00pm next steps and wrap up (action items)

**Appendix E: *PBLS Parking Area and Access Proposal Document (Fred Apitz)***

[document separate and available by request (note the file is about 15MB) –  
hardcopy distributed at meeting]