

**Piedras Blancas Light Station Association
Minutes from Board Meeting
Rabobank Conference Room, Cambria, CA
September 24, 2014**

Board Members in attendance: David Cooper (Chair), Tim Postiff (Vice Chair), Jim Harris (Secretary), Harry Thorpe (Treasurer), Ellen Stoner, and Jim Boucher (Ex-Officio).

Board Members absent: Jackie Howland

Others present: Michelle Roest

David Cooper called the meeting to order at 6:10 p.m.

Announcements: David Cooper announced that Jackie Howland is a new PBLSA board member, but she could not attend this meeting due to a prior commitment (refer to addendum of August 27, 2014 for formal vote).

Approval of the Agenda: Agenda was approved. However for consideration of guest Michelle Roest, item 7 under Reports was discussed first (note minutes are recorded in order).

Reports:

1. Secretary Report - Jim Harris previously emailed a copy of the minutes of August 27, 2014 for review (the minutes were recorded by Holly Gant). *M/S/P Minutes of September 27, 2014 approved, with two corrections: under Gift Shop Report, Ellen's suggestion is to change the tour route to start at the rotunda, and under Discussion Tower replication Steve Puglisi worked on the replica lighthouse tower.*
2. Financial Status and Treasurer's Report – Harry Thorpe presented his report distributed with the emailed agenda for this meeting (see Appendix A). Harry announced that the Finance Committee consisting of Harry Thorpe, David Cooper and Jack Morehead is meeting and holding a conference call with Fidelity to discuss investment strategy.
3. Gift Shop Report – Ellen Stoner presented the summary of monthly gift shop sales (see Appendix B). She mentioned that the new internet service is working fine (see BLM Update for details).
4. BLM Update – Jim Boucher presented the September 24, 2014 BLM report that was previously presented with the agenda for the meeting (see Appendix C). With regard to the public campaign for designating the PBONA as a National Monument, there is a plan to have a public meeting in the Cambria Veteran's Hall on October 25; a potential issue is a conflict with the BLM Twilight Tour, also on October 25. Jim Boucher elaborated on the Bus service item that the cost for a bus for one day is about \$600 and this covers 57 passengers, and that also there is a 29 passenger bus. There also is the potential to piggyback on the Hearst Castle bus service. A pilot plan for the bus service is to be implemented next Summer. Jim Boucher reported that a California Parks and Recreation IT expert stationed in Sacramento visited the lightstation and reviewed the internet service for the PBLSA office and Gift Shop. The IT expert then installed a new internet system that connected to the CADPR network, and that the bandwidth and delay times should be improved; further, there is an impending upgrade of the CADPR system in November. The IT expert stated that he would continue to maintain the system as he did not want any possible compromises to the CADPR system due to efforts by the PBLSA. Ellen has reported that the Gift Shop operation is now working smoothly.
5. Website Development – In the absence of Holly Gant, Jim Harris noted that Holly continues to work on the proposal for a live webcam to be integrated into the website, and that the video camera be attached to the water tower. Tim mentioned the experience of the FES webcam should be studied and that any cost associated could be an opportunity for obtaining a grant. David remarked that the PBLSA take action on her proposal when she returns and presents the details.
6. PBLSA Events – Jim Harris stated that Carole Adams sent him an email stating that public announcements for the Twilight Tour on October 25 should state that it is a BLM tour; the minutes and website will be reviewed to comply with her request.
7. Grants/Development – David introduced Michelle Roest and thanked her for writing the Maritime Heritage Foundation grant proposal for the PBLSA, and that his purpose for inviting her to the meeting was to discuss the grant process and how it can be improved. Michelle said that there is about \$1.7M available, and that the grant was for about \$50K to repaint the tower. The notification of an award should be announced by October 15. She said the grants.gov site was very helpful. There were issues with the SAM, DUNN,

- and their connection with ASAP account, but these were all resolved as the proposal was prepared. She would encourage anyone to “don’t wait until the day it is due” to submit because of last minute issues that occur. She appreciated Jim Boucher’s assistance and knowledge, and she feels that future proposals will be less demanding of his time. Harry stated that he has Michelle’s invoice for services, and suggested that Jackie Howland be involved with proposals. Jim Boucher encouraged Michelle to be on the look out for applicable grants, and in reply Michelle suggested that PBLSA provide her with needs and that future proposals would be strengthened by collaboration with other organizations such as BLM, CADPR and those involved with the California Coastal Trail. David recommended that the PBLSA retain Michelle Roest for grant writing in the future, and that Jackie Howland, Michelle Roest and Jim Boucher get together to provide direction for this effort. Jim Harris noted that Patagonia did not award the PBLSA proposal for support of the California Coastal Trail.
8. Membership – Tim Postiff stated that there appears to be an increase in responses to the mailing which included the brochure.

Old Business:

1. Replica lighthouse tower status and plans – David reported that an alternate proposal for an engineering study was requested from Bob Vaseley (which took him many hours to prepare the documentation for the request), and the response is that he declined. Bob did recommend Shoreline and firms in San Francisco and Los Angeles. Discussion followed. *M/S/P The PBLSA supports the proposal #40405 dated 9/2/14 from Shoreline for an engineering evaluation of the lighthouse tower for about \$22K.*
2. Visitor access plans and status – For reference, see Appendix D Visitor and Financial Summary and Appendix E Notes for 7/30/14 meeting between Steve Price, District Director of Caltrans, and Jim Boucher, BLM Park Manager. As reported above, a pilot bus service is in the planning for tours next Summer.

New Business:

None

Discussion Items:

1. Formal PBLSA resolution in support of State and National Monument status - David Cooper stated that in addition to the previous motion supporting the National Monument designation by the PBLSA, he recommended that the PBLSA present a resolution analogous to that provided by the FES. Ellen offered to prepare a draft resolution using the FES resolution as a template and send it to David for review. The plan is for David to send out the draft resolution to the board members for review, and vote on it via email, with the intent to complete the resolution before October 10.

David Cooper adjourned the meeting at 8:14pm

Appendix A: Treasurer's Report 9/24/14 Harry Thorpe

TREASURER'S REPORT for August 2014

1. OPERATIONS INCOME:	Last Month: \$7,612.21	YTD: \$54,443.51
PROFIT:*	Last Month: \$5,900.30	YTD: \$28,146.35
BLM SUPPORT EXPENSE:	Last Month: \$16,362.92	YTD: \$61,965.15
BALANCES:	H.O. Bank: \$21,417.83	ASAP: \$137,000

*Profit includes \$2,100 payroll reimbursement.

YTD profit includes \$18,500 investment gains.

2. INVESTMENT BALANCE – FIDELITY INVESTMENTS

<i>Month</i>	<i>Beg Balance</i>	<i>Market Chg</i>	<i>Div/Int</i>	<i>Deposit</i>	<i>W/D</i>	<i>End Balance</i>
August 14	574,914.24	6,272.22	891.10	---	---	582,077.56
July 14	579,404.61	<5,439.67>	949.30	---	---	574,914.24
June 14	575,020.32	2,468.79	1,941.05	---	<25.55>	579,404.61

3. OTHER:

- Submitted new paperwork to Fidelity – accepted.
- Completed Workers Comp audit.
- Reviewed detail transactions with Holly – provided backup during her absence.
- Transferred \$25,000 from ASAP for engineering study/pilot.
- Created request for \$8,000 school outreach.
- Transferred \$8,000 from ASAP for school outreach.

Appendix B: Gift Shop Report Ellen Stoner (sales values supplied by Holly Gant)

Gross sales by month.

	Jan	Feb	Mar	Apr	May	Jun	Jul
2011	884	1,009	1,354	2,517	1,435	2,216	3,481
2012	862	922	1,497	1,812	1,366	2,121	3,718
2013	1,848	1,270	1,931	2,849	2,208	3,407	4,351
2014	1,853	3,263	3,072	2,465	2,408	2,711	4,284

	Aug	Sep	Oct	Nov	Dec	TOTAL	Subtotal Thru Aug.
2011	2,973	1,733	1,445	1,158	1,837	\$ \$9146	\$ 15,869
2012	3,725	1,951	2,653	1,207	1,344	\$ \$10880	\$ 16,023
2013	4,121	2,314	2,048	1,872	1,965	\$ \$12320	\$ 21,985
2014	4,214					\$4214	\$ 24,270

Appendix C: BLM Update 9/24/14 (Jim Boucher)

BLM Update 9/24/14

Communication Tower: The special order air conditioning units have been installed. The standoffs (antenna mounts) fabrication and installation are in progress. Other details to be worked out.

Fog Signal Bldg (FSB): Seismic upgrade details still in progress.

National Monument status: A grassroots effort continues to create a Piedras Blancas National Monument. Public meeting scheduled for 10/25 in Cambria.

Special Event: There will be a twilight tour on Oct 25.

Educational Outreach: Cayucos Elementary School will be the first group to participate this school year, Sept. 26.

Bus service: Cost of a shuttle bus from Silverado would be about \$350 for a half day.

Sierra Club work group: On site 10/4- 10/11 and will be working on non-native plant removal on state managed land.

Computer/telephone system upgrade: Initial plans are being made with state parks to upgrade the computer and telephone systems this fiscal year. A different wireless system was installed in the gift shop and appears to be functioning.

Appendix D: Visitor and Financial Summary – Harry Thorpe

2008	Visitor Income by Month			
	Number of Adults	Number of Youth	Total Visitors	Income Received
Month				
January	241	0	241	
February	220	26	246	
March	210	54	264	
April	277	16	293	
May	344	68	412	
June	350	18	368	
July	659	29	688	
August	439	30	469	
September	207	29	236	
October	355	50	405	
November	185	78	263	
December	231	0	231	
Total	3718	398	4116	See Note
2009	Visitor Income by Month			
	Number of Adults	Number of Youth	Total Visitors	Income Received
Month				
January	331	1	312	\$1,170
February	302	36	338	\$1,190
March	224	91	315	\$1,430
April	267	108	375	\$2,730
May	228	99	327	\$1,545
June	397	62	459	\$2,630
July	555	131	686	\$4,795
August	608	159	767	\$6,015
September	332	45	377	\$2,335
October	318	75	393	\$2,840
November	242	109	351	\$2,430
December	265	39	304	\$2,405
Total	4069	955	5004	\$31,515

2010	Visitor Income by Month			
Month	Number of Adults	Number of Youth	Total Visitors	Income Received
January	235	24	259	\$2,393
February	666	39	705	\$1,515
March	203	139	342	\$2,415
April	256	70	326	\$2,670
May	269	31	300	\$3,016
June	383	66	449	\$3,200
July	437	117	554	\$3,975
August	478	157	635	\$4,995
September	238	39	277	\$1,935
October	275	102	377	\$2,545
November	295	146	441	\$2,657
December	321	112	433	\$2,710
Total	4056	1042	5098	\$34,026
2011	Visitor Income by Month			
Month	Number of Adults	Number of Youth	Total Visitors	Income Received
January	288	54	342	\$2,770
February	289	125	414	\$2,540
March	190	172	362	\$2,365
April	436	123	559	\$3,420
May	364	17	381	\$3,000
June	403	201	604	\$4,480
July	593	174	767	\$6,315
August	754	167	921	\$6,900
September	314	22	336	\$3,010
October	404	65	469	\$2,425
November	337	48	385	\$2,645
December	400	110	510	\$3,255
Total	4772	1278	6050	\$43,125

2012	Visitor Income by Month			
Month	Number of Adults	Number of Youth	Total Visitors	Income Received
January	304	276	580	\$2,737
February	386	147	533	\$4,300
March	357	207	564	\$4,770
April	500	152	652	\$4,235
May	313	183	496	\$3,700
June	499	130	629	\$5,295
July	795	328	1123	\$9,185
August	768	201	969	\$7,882
September	300	98	398	\$3,340
October	536	140	676	\$5,165
November	311	166	477	\$2,835
December	192	37	229	\$4,550
Total	5261	2065	7326	\$57,994
2013	Visitor Income by Month			
Month	Number of Adults	Number of Youth	Total Visitors	Income Received
January	475	232	707	\$3,850
February	413	96	509	\$4,270
March	385	153	538	\$3,925
April	453	147	600	\$3,955
May	306	91	397	\$2,745
June	626	166	792	\$6,045
July	873	265	1138	\$9,315
August	795	198	993	\$8,690
September	453	69	522	\$7,795
October	319	86	405	\$2,835
November	381	181	562	\$3,870
December	426	137	563	\$4,305
Total	5905	1821	7726	\$61,600

2014	Visitor Income by Month			
Month	Number of Adults	Number of Youth	Total Visitors	Income Received
January	467	194	661	\$4,605
February	515	58	573	\$5,100
March	523	173	696	\$5,230
April	497	166	663	\$4,700
May	389	43	432	\$3,860
June	579	79	658	\$5,135
July	917	261	1178	\$9,670
August	717	196	913	\$7,760
September			0	
October			0	
November			0	
December			0	
Total	4604	1170	5774	46060

Totals for year	Number of Adults	Number of Youth	Total Visitors	Income Received
2008	3718	398	4116	
2009	4069	955	5004	\$31,515
2010	4056	1042	5098	\$34,026
2011	4772	1278	6053	\$43,125
2012	5261	2065	7326	\$57,994
2013	5905	1821	7726	\$61,600
2014	4604	1170	5774	46060
2015	0	0	0	0
2016	0	0	0	0
	Note: Youth=R, ages 17 & under, plus K & C			
Cumulative through	Number of Adults	Number of Youth	Total Visitors	Income Received
2009	7787	1353	9120	\$31,515
2010	11843	2395	14218	\$65,541
2011	16615	3673	20271	\$108,666
2012	21876	5738	27597	\$166,660
2013	27781	7559	35323	\$228,260
2014	32385	8729	41097	\$274,320
2015	32385	8729	41097	\$274,320
2016	32385	8729	41097	\$274,320

Appendix E: Notes for 7/30/14 meeting between Steve Price, District Director of Caltrans, and Jim Boucher, BLM Park Manager

Notes for meeting between Steve Price, District Director of Caltrans, and Jim Boucher, BLM Park Manager of Piedras Blancas Light Station, at PBLS Wednesday 7/30/14 from 3-4pm.

The agenda of the meeting was to access possibilities for the parking and access of the public to the PBLS from Caltrans perspective. Also attending the meeting were Tim Postiff (vice-chair) and Jim Harris (secretary) of the Piedras Blancas Light Station Association. Steve Price began the discussion by reviewing the responsibilities given Caltrans and its relationship to the CADPR by the agreement between the Hearst Corporation and the State of California for the donation of the coastal land that now is included in the Piedras Blancas Outstanding Natural Area (which also includes the BLM managed PBLSA and the CADPR managed land, including the Elephant Seals Preserve and the Piedras Blancas Motel site). In essence, Caltrans is responsible for preserving the “viewshed” for the coast area along Highway 1, and is currently working with the community on the realignment of Highway 1 and the development of the segment of the California Coastal Trail with the area.

Jim Boucher reviewed a brief history and summary of public access to PBLS, including the increased number of public tours and the current access procedures (convoys of public vehicles from the Piedras Blancas motel site to the light station). This meeting is the result of the increased number of cars for the light station tours and the BLM goal to increase public access to the PBONA. Also safety consideration about the current process have been raised. Appreciation was expressed for the willingness of Steve to come to the light station for this discussion.

Steve reviewed parking access constraints followed by Caltrans, impact of the coastal trail and the Highway 1 realignment, and funding options and constraints. He mentioned the concept of using a shuttle bus with parking in an existing parking area south of the elephant seal site or the motel in the north. But he stated that the motel site depended on the plans for the CADPR, and the BLM would have the risk of future eviction if CADPR plans dictated.

Jim Boucher then took Steve on a car trip along the entrance road starting at its west point beyond the Fog Signal Building. He pointed out five potential sites for the parking area for public access:

1. At the west end of the entrance road with the existing space for about 25-30 cars, currently used to park convoys,
2. Within BLM land between the light station and the cattle guard on the north side,
3. In the CADPR area on the north side behind berm, which would require excavation to hide RV's and tour busses to preserve viewshed from Highway 1,
4. In the north side just inside the entrance gate (which Steve commented is the “worst site of all”), and
5. Potentially across Highway 1 on the Hearst Ranch land.

Each site has its challenges and limitations. Sites (1 and 2) on the BLM managed land represent the best potential but obviously reduce the natural area of the light station. The site (3) behind the berm would have archeological constraints for excavation to comply with viewshed requirements. The site by the gate (4) would not comply. The site on

Hearst property would have to be negotiated with its attendant problems, and the public would have to cross Highway 1.

These five sites and the concept of public parking for direct access to the light station were briefly compared to the concept of using a shuttle bus system. Steve made the observation that any parking area with time will eventually not accommodate public demand, and that represents an overall problem for consideration. The parking area south of the elephant seals could be used for a staging area in lieu of using the Piedras Blancas motel site.

Jim Boucher thanked Steve for taking the time to come to the light station and discuss the public parking and access issue with him. It was clear to all that this was a very complex issue, and Steve recommended that we be patient while we worked together to make the situation better. Jim Boucher will be in touch with Steve after contemplating the results of the meeting discussions.

Afterword: After Steve left, a brief discussion was held on the concept of a shuttle bus system. It was recognized that the plans for future public access are under discussion, and parking and access are one component of that discussion. It was recognized that the shuttle bus option represented a lot of advantages. It could replace the current convoy system using the motel as the staging area, and it is scalable beyond the public access capabilities of the largest parking areas considered. A shuttle bus can accommodate limited access as well as increased access with variable site time from visitors (periodic schedules for the busses). Potentially, busses provided by the company servicing the Hearst Castle (stored and maintained there, with professional drivers, etc.), could be scheduled to and from the staging parking area and the light station, and then returned to Hearst Castle. Shuttle busses are expensive. However, a prototype/pilot project could be supported by the PBLSA to test the idea, and the results evaluated for future consideration.