

**Piedras Blancas Light Station Association  
Minutes from Board Meeting  
RaboBank, Main Street, Cambria, CA  
January 23, 2013**

Board Members in attendance: Jack Morehead (Chair), Tim Postiff (Vice Chair), Jim Harris (Secretary), Fred Apitz (Treasurer), Jim Boucher (Ex-Officio), Carole Adams (Ex-Officio), and Holly Gant (PBLSA Program Director).

Board Members not present: none

Others present: Tim Smith (BLM), John Skibinski (BLM), Molly Nilsson (American Conservation Experience (ACE) intern)

**Jack Morehead called the meeting to order at 5:58 p.m.**

**Announcements:** Jack Morehead called attention to Tim Smith who is leaving the BLM Bakersfield office to relocate in Las Vegas, Nevada. Jack expressed his and the PBLSA appreciation for his support of the PLBSA over the years. Tim thanked Jack for his leadership of the PBLSA. Tim stated his appreciation for Carole Adams's support over the years for the volunteer program at the light station and his appreciation and pleasure working with Jim Boucher. Jim Boucher gave Tim Smith two gifts (portrait of the Piedras Blancas Light Station by Judy Lyon and a mounted deck prism) for appreciation of his support during his tenure at the Bakersfield BLM.

**Approval of the Agenda:** Agenda was revised, adding under New Business: 1. Piedras Blancas Motel (Holly Gant), Donation Bricks (Jim Boucher and Carole Adams), and 3. Restoration Brochure (Carole Adams), and under Discussion Items 1. Cambria Tourism Bureau (Tim Postiff).

**Reports:**

1. Secretary Report - Jim Harris previously emailed a copy of the minutes of November 28, 2012 for review. *M/S/P Minutes of November 28, 2012 approved with one correction under Discussion Items: 2. \$40K should be \$100K.*
2. Financial Status and Treasurer's Report – Fred Apitz distributed his report with the emailed agenda for this meeting for review prior to the meeting; see Appendix A. During discussion it was *M/S/P The PBLSA adopts the 2013 budget presented in the report.* Jack expressed appreciation to Fred for preparing the budget and stated this was a very positive step for the PBLSA. The proposal from the finance committee for additional investments resulted in: *M/S/P The PBLSA approves the Finance Committee recommendation to move funds from a cash account and a low interest bond account into the following:*
  - \$10,000 in a BDC, Apollo Investment Corporation (AINV) Yield 9.0%*
  - \$10,000 in a REIT, Weyerhaeuser Corp (WY) Yield 2.2%*
  - \$75,000 in a Bond Fund, Pimco Total Return (PTTDX) Yield 6.94%*
  - \$75,000 in a Bond Fund, Baird Core Bond (BCOSX) Yield 7.00%.*Tim Smith and John Skibinski commented that they appreciate the responsible manner in which PBLSA is investing funds. Lastly, *M/S/P Treasurer's Report is approved.*
3. Gift Shop Report – Carole Adams distributed copies of a six-month inventory status document for the gift store to demonstrate the simple presentation that will be used for assisting operation. Carole noted the close collaboration being developed with the Friends of the Elephant Seals facilitated with Tim Postiff, especially in exchanging tourist brochures. Tim Smith expressed appreciation for the work in the gift shop.
4. BLM Update – Jim Boucher presented the January 23, 2013 BLM report that was previously presented with the agenda for the meeting, and is contained in Appendix B.
5. Website Development- Holly Gant reported that she had updated the website. Discussion followed. Jack asked Holly to review other applicable websites to see what they do with respect to publishing minutes, etc. (Tim Smith suggests Red Rock in Nevada site as a good reference.)
6. PBLSA Events – Carole Adams distributed a draft to the 2013 events schedule, and asked that members send ideas to either her or Holly. Carole reminded members that the events should have a focus and that they require a lot of work. She recommends three per year and no more than four. Jack thanked Carole and mentioned that he was glad the Abel Martinez was still participating with her.
7. Grants – Jim Boucher reported that the PG&E proposal due on March 1 is an important opportunity; it will support putting the power lines underground. Jim Harris will contact PG&E

and Jeff Emrick (tower replication study) to get more information and let Jim Boucher and Holly know the results.

8. Membership – Tim Postiff reported that 41 letters for membership renewal were mailed. Discussion followed, and it was a consensus that letters separate from a Beacon insert should be used for renewal reminders, as well as a separate mailing of the Beacon. Holly stated that a membership form can be printed from the website, but providing a capability on-line to join would require more resources, and that she would investigate that possibility.

**Old Business:**

None.

**New Business:**

1. Piedras Blancas Motel – Holly Gant reported that California State Parks is reviewing a concession plan, and that the café is being renovated. The idea is to collaborate with other tourist attractions (FES, Hearst Castle) to take advantage of this opportunity. Jim Boucher and Holly Gant will attend San Simeon SBID meeting on second Tuesday of month to investigate possibilities.
2. PBLS Donation Bricks – Carole Adams passed out a proposal (see Appendix C) for donation bricks for the light station path; the plan is approved by BLM. *M/S/P PBLSA approves the proposal for donation bricks and will handle assigned responsibilities presented in proposal.*
3. Restoration Brochure – Carole Adams passed out a draft brochure for the light station restoration progress, and she passed out copies of a proposal (see Appendix D). After review discussion, Tim Smith said BLM logo presents a challenge for an approval cycle that won't be necessary if the brochure was sponsored by the PBLSA. By consensus the recommendation for PBLSA sponsorship only was approved. It was suggested that the tours and outreach activities be added to the brochure draft. Carole will bring the revised draft to the February board meeting, with the plan to publish 100 copies.

**Discussion:**

1. Cambria Tourism Bureau meeting – Tim Postiff distributed his notes from his attendance at the Tourism Board meeting (see Appendix E). He noted that the Cambria board has about \$400K from bed taxes to distribute each year. It was suggested that they be contacted to support the proposed Central Coast Light House Conference in May. Note: There was no person given responsibility for action on this suggestion.
2. 2012 PBLSA tax status – Fred Apitz reported that he was actively working on preparing for submitting the 2012 taxes for the PBLSA in response to an inquiry from Jim Boucher.

**Jack Morehead adjourned the meeting at 8:40pm**

## **Appendix A: Treasurer's Report 1/23/13 Fred Apitz**

### **Treasurers Report Light Station Association Board meeting 1-23-13**

#### **A) Past Financials**

1) We were able to claim the \$140,000 from the US Treasury ASAP account. The funds have been transferred to a) \$40,000 to the Heritage Oaks checking account b) \$100,000 to the Fidelity account # Z66078395 "Fog Signal Bldg. restor."

All funds that had been "loaned" to the Light Station have been refunded to PBLSA.

2) As directed by the Board, we established a dedicated "Light House restoration" account, Fidelity account # Z66078166, in the amount of \$10,000 (approx. \$8,000 Pennies for Piedras, approx. \$1,000 book royalties donated by Carole Adams plus \$1,000 in potentially missed interest and/or dividend earnings).

This amount was invested, as approved by the Board via email, in a REIT fund, current value \$11,152.06.

3) The final CD from Heritage Oaks Bank in the amount of \$106,950.17 matured on Jan.11, 2013, the funds have been distributed as follows (from Heritage Oaks checking):

\$101,000 to Fidelity account # Z66078395 "Piedras Blancas Lightstat"

The remainder, \$5,950.17 has been transferred to the Rabobank checking account to fund ongoing PBLSA operations.

4.) We have transferred \$1,000 from Rabobank to Fidelity account # Z66078166 the dedicated "Light House restoration" fund. This is in recognition of the Christmas tree auction donation in the amount of \$850.00 plus a \$100 finders fee awarded by Fidelity.

#### **B) Current Financials**

1) The P & L statement for the year of 2012 (Exhibit A) shows a gain of approx. \$126,000. This includes the remaining \$130,000 from the above ASAP account. Without that a loss of approx. \$4,000.00 would be realized.

2) The net worth statement for year-end 2012 (Exhibit B) shows an overall total of \$694,912.79 including the same approx. \$130,000 mentioned above.

3) The enclosed printout (Exhibit C) shows the current positions and valuation of all Fidelity accounts. The net deposits were \$615,000 current value \$618,000 or a gain of approx. \$3,000. I realize that the tabulation of net deposit versus net worth might be confusing, I therefore printed the register and highlighted entries showing Xin and Xout transactions, separating them from trading and interest transactions, I'll be happy to either pass them around or make them part of this record.

The investment distribution is as follows:

**\$30,000 in REITs yielding approx. 10%**  
**\$100,000 in Bonds yielding approx. 5%**  
**\$370,000 in conservative fund yielding approx. 1%**  
**\$118,000 in cash**

**estimated expected yield \$10,400 / year.**

**4) Enclosed, again, is the 2013 Budget (Exhibit D), since there were no requests for change, I request that it be adopted as the official 2013 Budget for PBLSA operations. Motion: Adopt the Budget shown as Exhibit D as the 2013 PBLSA Operations Budget.**

### **C) Future**

**1) The finance committee in a meeting on Jan.15, 2013, reviewed current investment positions and approved additional investment in the following vehicles:**

**\$10,000 in a BDC, Apollo Investment Corporation (AINV) Yield 9.0%**  
**\$10,000 in a REIT, Weyerhaeuser Corp (WY) Yield 2.2%**  
**\$75,000 in a Bond Fund, Pimco Total Return (PTTDX) Yield 6.94%**  
**\$75,000 in a Bond Fund, Baird Core Bond (BCOSX) Yield 7.00%**

**This would bring the total in higher yielding instruments to \$300,000 and estimated potential interest/dividend returns to approx. \$19,900/yr.**  
**We ask for your approval.**

**2) It is our intention to invest an additional \$200,000 by the end of February 2013, bringing the estimated annual return to above \$25,000.00, the finance committee will recommend and ask for additional approval at the February board meeting.**

**3) Please note that the 2012 P&L as well as the Net worth Statement include BLM Funds such as the Fog Signal Bldg. restoration and BLM support moneys. This will change with the next statement when we separate PBLSA operations from BLM support as approved by previous board resolution.**

**Thank you for your attention**

**Fred W Apitz**

## Exhibit A P&L statement for 2012

Spending by Category - Last year

1/1/2012 through 12/31/2012

1/21/2013

Page 1

Category	1/1/2012-12/31/2012
Cost of Goods Sold	20,583.72
Cost of Material	17,874.46
Credit Card Expense	1,142.49
Sales Tax, Expense	1,566.77
Fees & Charges	1,190.40
Bank Fee	50.00
Late Fee	76.73
Membership Dues, Exp	378.00
Registration Renewal Fee	50.00
Security Deposit	450.00
Website Charges	185.67
Financial	4,633.21
CPA	1,550.00
Insurance - Liability D & O	3,083.21
Gifts & Donations	100.00
Charity	100.00
Membership	2,644.19
Beacon printing	1,784.07
other printing	274.92
Postage	540.20
Other Membership	45.00
Misc.	33.00
Office Expense	2,203.01
Equipment	592.02
Postage, other	102.70
Software	74.63
Supplies	925.50
Other Office Expense	508.16
Payroll Expenses	11,011.30
EDD Payables	702.03
Federal 940	9.59
Federal 941	1,496.67
Paychex Monthly Charge	144.60
Salary	8,130.41
Unemployment Insurance	528.00
Public Relations	1,059.78
Advertising	384.99
Promotions	674.79
Restoration and BLM Support	8,208.62
Fog Signal Building	2,000.00
Interpretation & Visitor Services	0.00
School Outreach - Transportation Cost	3,076.00
School Outreach- Entry Fee Light Station	2,759.00
Supplies & Materials	373.62
Special Event	792.83
membership Drive June 2012	225.00

Monster Bash 2012	218.07
Whale Talk	349.76
Tax	69.60
Franchise Tax Board	41.60
Secretary of State	28.00
Volunteer Expense	407.94
OVERALL TOTAL	52,937.60

Income by Category - Last year

1/1/2012 through 12/31/2012

1/21/2013

Page 1

Category	1/1/2012-12/31/2012
Uncategorized	0.00
Grants&Cooperative Agreement	-140,000.00
Income	-37,690.02
Donations	-3,720.77
Gift Shop Donations	-668.00
Gift Shop Income	-21,425.75
Membership Dues, Inc.	-6,125.00
Special Events	-5,750.50
Monster Bash 2012	-652.00
Other Income:Special Events	-5,098.50
Interest Inc	-1,264.93
OVERALL TOTAL	-178,954.95

**Exhibit B Net Worth Statement for Year-end 2012**

Net Worth - As of 12/31/2012 (Includes unrealized gains)  
1/21/2013  
Page 1

Account	12/31/2012 Balance
ASSETS	
Cash and Bank Accounts	
CD Heritage Oaks Bank	106,797.47
CD Rabobank # 2951	0.00
CD Rabobank # 9951	0.11
Heritage Oaks Bank	32,957.64
Rabobank Checking	9,704.58
Rabobank Moneymarket	0.00
Cash for Register	350.00
TOTAL Cash and Bank Accounts	149,809.80
Other Assets	
Furniture & Equipment	3,198.62
Gift Shop Inventory	20,890.20
Intangible Assets	8,516.00
Prepaid Expenses	0.00
TOTAL Other Assets	32,604.82
Investments	
Fog Signal Bldg. restoration	97,971.60
Light House Restoration	10,392.06
PBLSA - Fidelity Investments	404,414.96
Spare 1 Brokerage Account	0.00
Spare 2 Brokerage Account	0.00
Spare 3 Brokerage Account	0.00
TOTAL Investments	512,778.62
TOTAL ASSETS	695,193.24
LIABILITIES	
Credit Cards	
Visa Holly Gant	0.00
TOTAL Credit Cards	0.00
Other Liabilities	
Accounts Payable	0.00
Educational Outreach Program	0.00
Sales Tax accr., Liability	348.77
TOTAL Other Liabilities	348.77
TOTAL LIABILITIES	348.77

OVERALL TOTAL  
Exhibit C Fidelity Accounts

694,844.47

1/18/13

Portfolio Positions by Account: Fidelity Investments

Fidelity.com

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Open Positions

Portfolio Total: \$618,194.01\*

Light House restoration (Z66078166)

Symbol	Description	Quantity	Price	Most Recent		Change Since Close		Change Since Purchase		Cost Basis	
				Change	Value	Dollar	Percent	Dollar	Percent	Per Share	Total
FCASH	Cash	1,276.060	\$1.00	\$0.00	\$1,276.06	n/a	n/a			Not Applicable	
PMT	PENNYMAC MORTGAGE INVESTMENT	400.000	28.270	\$0.21	\$11,308.00	\$04.00	0.75%	\$1,584.05	16.25%	\$24.31	\$9,723.95
				Total:	\$12,584.06	\$84.00	0.67%	\$1,584.05	16.25%		

Piedras Blancas Lightstat (Z66078395)

Symbol	Description	Quantity	Price	Most Recent		Change Since Close		Change Since Purchase		Cost Basis	
				Change	Value	Dollar	Percent	Dollar	Percent	Per Share	Total
FCASH	Cash	115,942.950	\$1.00	\$0.00	\$115,942.95	n/a	n/a			Not Applicable	
ARI	APOLLO COML REAL ESTATE FIN INC COM	580.000	17.400	\$0.07	\$10,092.00	\$40.60	0.80%	\$244.24	2.48%	\$16.98	\$9,847.76
ARR	ARMOUR RESIDENTIAL REIT INC COM	1,350.000	6.920	\$0.00	\$9,342.00	\$0.00	0.00%	-\$342.75	-3.54%	\$7.17	\$9,684.75
FASIX	FIDELITY ASSET MANAGER 20%	3,834.599	\$13.24	\$0.01	\$50,770.09	\$34.34	0.00%	-\$399.38	-0.78%	\$13.34	\$51,169.47a
FCONX	FIDELITY CONSERVATIV INCOME BOND FUND	26,939.504	\$10.04	\$0.00	\$270,472.62	\$0.00	0.00%	-\$0.25	0.00%	\$10.04	\$270,472.37a
FGMNX	FIDELITY GNMA FUND	4,259.419	\$11.72	\$0.01	\$49,920.39	\$42.59	0.09%	-\$391.84	-0.78%	\$11.81	\$50,302.23a
				Total:	\$507,538.96	\$121.53	0.02%	-\$679.68	-0.22%		

Fog Signal Bldg. restor. (Z66078930)

Symbol	Description	Quantity	Price	Most Recent		Change Since Close		Change Since Purchase		Cost Basis	
				Change	Value	Dollar	Percent	Dollar	Percent	Per Share	Total
FCASH	Cash	0.110	\$1.00	\$0.00	\$0.11	n/a	n/a			Not Applicable	
FCONX	FIDELITY CONSERVATIV INCOME BOND FUND	9,767.916	\$10.04	\$0.00	\$98,069.87	\$0.00	0.00%	\$0.07	0.00%	\$10.04	\$98,069.81a
				Total:	\$98,069.98	\$0.00	0.00%	\$0.07	0.00%		

CORPORATION Reserve 1 (Z66078168)

This page shows information about the trade date positions held in this brokerage account (includes unsettled). Currently, you do not have any positions. Please check your statements or call a Fidelity representative.

CORPORATION Reserve 2 (Z66078948)

This page shows information about the trade date positions held in this brokerage account (includes unsettled). Currently, you do not have any positions. Please check your statements or call a Fidelity representative.

CORPORATION Reserve 3 (Z66078956)

This page shows information about the trade date positions held in this brokerage account (includes unsettled). Currently, you do not have any positions. Please check your statements or call a Fidelity representative.

Totals: \$618,194.00 \$205.83 \$704.54

\*Brokerage accounts reported as of: 01/18/2013, 7:42 PM ET.

Mutual funds are priced as of the previous business day's market close when the market is open. Mutual fund positions are priced as of the official market close (typically 4 p.m.) and prices are generally available between 5 p.m. and 6 p.m.

Securities are priced real-time. If the current market price is unavailable or the market is closed, Fidelity will factor in the most recent closing market price to determine the closing market value.

If current market price is unavailable, Fidelity will display the most recent closing market price and closing market value in the Price and Most Recent Value columns.

For details and Terms of Use on positions for a specific account, select the account name link.

For a detailed quote for a security, select the symbol link.

<sup>1</sup> Cost basis is currently not available for this position. We are actively processing updates to your cost basis based on trades placed earlier today.

<sup>2</sup> Cost basis is currently not available for this position. Updated cost basis will be available prior to market open tomorrow.

<sup>\*\*\*</sup> This is the core account used for trade settlement.

a - Average Cost Single Category

c - Customer provided cost basis. In some cases Fidelity does not apply wash sale rules to tax lots with customer provided cost basis.

s - The Cost amount for this security was estimated based on the fair market value of this security when it was originally deposited in your account or based on the earliest date Fidelity has transaction history available for this account. You may change this amount if it does not coincide with your records.

t - Third party provided cost basis. In some cases Fidelity does not apply wash sale rules to tax lots with third party provided cost basis.

## Exhibit D 2013 Budget

### Budget 2013

		<u>2013</u>	<u>Committee</u>
<b>Income by Category</b>			
<b>Category</b>			
Income		<b>\$47,700.00</b>	a) Carol Adams, Holly Gant
	a)Income:Gift Shop Income	\$25,000.00	b) Tim Postiff, Holly Gant
	b)Income:Membership Dues	\$6,500.00	c) Abel Martinez, Carol Adams, Holly Gant
	c)Income:Special Event : Whale Night	\$3,200.00	d)Jack Morehead, Jim Boucher, Carol Adams
	c)Income:Special Event : Membership Drive	\$1,000.00	
	c)Income:Special Event : Monster Bash	\$500.00	e)Jack Morehead, Jim Boucher, Fred Apitz
	d)Income:Donations	\$4,500.00	
	e)Interest Inc	\$7,000.00	f)Jim Harris, Jim Boucher, Holly Gant
<b>OVERALL TOTAL</b>		<b>\$47,700.00</b>	
<b>Spending by Category</b>			
<b>Category</b>			
a)Cost OF Goods Sold		<b>\$20,650.00</b>	
	Cost OF Goods Sold:Credit Card Expense	\$1,300.00	
	Cost OF Goods Sold:Cost of Material	\$17,500.00	
	Cost OF Goods Sold:Sales Tax, Expense	\$1,850.00	
b)Membership		<b>\$2,450.00</b>	
	Membership:Beacon printing	\$1,050.00	
	Membership:other printing	\$400.00	
	Membership:Postage	\$1,000.00	

c)Special Event		<b>\$1,300.00</b>
	Special Event:membership Drive June 2013	\$300.00
	Special Event:Monster Bash 2013	\$500.00
	Special Event:Whale Talk 2013	\$500.00
d)Public Relations		<b>\$3,950.00</b>
	Beacon printingsplit 50%	\$1,050.00
	Other printing - Brochure	\$300.00
	Miscellaneous	\$750.00
	Website	\$250.00
	Volunteer Appreciation	\$400.00
	Promo Items	\$800.00
	Business Outreach	\$400.00
e)Fees & Charges		<b>\$95.00</b>
	Fees & Charges:Late Fee	\$0.00
	Membership Dues (Cham. Of Comm)	\$0.00
	Fees & Charges:Registration Renewal Fee	\$50.00
	Tax:Franchise Tax Board	\$45.00
e)Financial		<b>\$3,250.00</b>
	Financial:CPA	\$750.00
	Financial:Insurance - Liability D & O	\$2,500.00
e)Office Expense		<b>\$2,980.00</b>
	Office Expense:Equipment	\$1,000.00
	Office Expense:Postage	\$130.00
	Office Expense:Software	\$500.00
	Office Expense:Supplies	\$950.00
	Other Office Expense	\$400.00
e)Payroll Expenses		<b>\$11,920.00</b>
	Payroll Expenses:EDD Payables	\$700.00
	Payroll Expenses:Federal 941	\$1,650.00
	Payroll Expenses:Paychex Fee	\$540.00
	Payroll Expenses:Salary	\$8,500.00
	Payroll Expenses:Unemployment Insurance	\$530.00
<b>OVERALL TOTAL</b>		<b>\$46,595.00</b>
<b>Profit / Loss</b>		<b>\$1,105.00</b>

## **Appendix B: BLM Update 1/23/13 Jim Boucher**

### **BLM Update 01/23/2013**

**Coast Guard Residences-** Exterior painting and landscaping completed. Project done!

**Communication Tower** –Wellsona Iron and Engineering has finished first pour of concrete for the foundation. Second pour will occur next week. Prepping of wood members is taking place in Paso Robles. Peabody Engineering conducted an on-site visit 1/18 to finalize design of FRP tanks. After some thought, the tower will serve only as a communication tower and not a water tower.

**Fog Signal Bldg. Foundation** – Bruce Elster of Shoreline Engineering is working on plans to upgrade the foundation of the Fog Signal Bldg. Once plans are completed the project will be advertised for competitive bid through the government.

**Potable Water Study** – Geohydrologist Tim Cleath and crew were on site 1/11 to gather preliminary data to assess the possibility of developing a water system on the light station grounds. He is optimistic a system can be developed.

**CA Coastal Trail Segment-** CA State Park CEQA compliance documents are near completion (we hope). Molly Nilsson is pursuing land use permitting with SLO Co and wetland permitting with the Army Corps of Engineers. An America's Great Outdoors grant proposal was submitted to the BLM to fund the construction of the trail segment. A Recreational Trails Program grant proposal for trail construction was submitted to CA Department of Parks & Recreation. A second America's Great Outdoors grant was submitted to the National Fish and Wildlife Foundation to repair resource damaged caused by the current volunteer trail system and for non-native plant eradication.

**Outstanding Natural Area Burn** – Postponed until next fall.

**Educational Outreach** – Vineyard Elementary School (Templeton) visited the light station on 1/11, 1/14 and 1/18. Bauer Speck Elementary School (Paso Robles) will visit in March and Baywood Elementary School (Baywood) will visit in April and that will conclude the outreach program for this school year. \$5000 for Youth Programs was obtained from the BLM and will be used to partially fund the Educational Outreach Program for the next school year. The program is about \$2500 short of full funding for next year. Pt. San Luis Light Station is initiating a 4th grade educational outreach program. Carole Adams is advising.

**Work Group-** A five person ACE (American Conservation Experience) was on site Dec 10 – 18 and Jan 14-19 and performed non-native plant eradication on the ONA. A third Ace Crew will be on site Feb 11- 15 to follow up.

**Grants** - \$12,500 dollars has been awarded to the PBLSA from the Environmental Enhancement Fund (EEF), CA Dept of Fish & Game, to restore the wetland north of the light station. Funds will be available 7/14. PG&E Community Investment Grant to bury the power lines is due 3/1.

**Special event/tour-** The PB Lighthouse birthday tour is Sat. Feb 16<sup>th</sup>.

## Appendix C Piedras Blancas Lighthouse Path – Carole Adams

### Engraved Brick Paver Proposal, January 2013 Piedras Blancas Lighthouse Path

#### Background:

- Engraved brick pavers are a successfully proven fund-raising project.
- The project is approved by the BLM. According to a recent communication: *The project you described consisted of the Piedras Blancas Association (non-profit) selling the right to private individuals to have their names engraved on bricks. The brick would then in turn be donated to BLM to be used at Piedras Blancas... as long as the donated material is covered with an MOU or a Co-operative agreement.*

#### Proposal:

- The Piedras Blancas Lighthouse Path would partially encircle the lighthouse and would be installed in stages. The first stage would extend from in front of the lighthouse to the interpretative restoration area.
- Piedras Blancas Light Station Association will offer engraved brick pavers, 4 inch by 8 inch in size, to individuals for a suggested donation of \$100 each.
- The text of the brick will be approved by BLM and PBLSA.
- Each donor will be notified of the acceptance of their order and they will again be notified a second time after the paver has been placed. The PBLSA Administrative Assistant will handle this communication.
- The minimum donation could be raised when future stages of the path are ready for installation. Keeping the price down is hoped to generate more donations and involve more people.

#### Cost:

- The BLM would purchase the bricks. The Association would pay for engraving, available from Mark and Andrea Greenaway of San Luis Obispo. The cost of engraving is \$27 a brick. Profit to the Association would be \$72.40 each, less marketing and processing expenses. The bottom line profit would probably be around \$65-\$68 each.
- The marketing costs would mainly be printing and postage.
- The processing expenses would be salary costs if the Association Administrative Assistant handles follow-up communication. Volunteers can stuff and address envelopes.
- Installation of the bricks will be done by BLM/volunteers at no expense to PBLSA.

#### Marketing:

- Flyer announcing project would be sent to all PBLSA members and past members.
- Flyer would also be sent to business list, the alumni lists, past and present volunteers, and to the mailing list that includes those who have worked at PBLSA or have a past connection.
- The Cambrian would be contacted.
- The opportunity to purchase an engraved brick would be offered to tour visitors in the gift shop.

## Appendix D Restoration Brochure Proposal – Carole Adams

### Restoration booklet

Wait one month for photo of the water tower.

Booklet would be accompanied with a letter targeting specific needs and focused specifically on the recipient. (Person's name would be used and individual interests or connections highlighted.)

Send a copy to:

- Lois Capps and other politicians representing the central coast.
- Hind Foundation, as an update
- Packard Foundation

A major thrust should be made to bring in potential new high donors.

**Challenge – every one present at this meeting come up with 5-10 names and addresses of potential high donors to whom the booklet and a personalized letter will be sent.** Bring the names and addresses to the next board meeting or email to Holly.

- Individuals
- Organizations
- Businesses
- Other
- Think nationally!

Ask recipients if they can recommend others who may be interested in supporting the Piedras Blancas Light Station. This is one case where a self-addressed stamped envelope should be used.

Estimated cost from Frank DeVroede:

\$4.00 for 25 books

\$3.50 for 50 books

\$3.00 for 100 books.

*These are a piece not the whole thing. I am donating my time for assembly, the least I can do for the lighthouse association. Frank*

## **Appendix E Meeting Notes from Cambria Tourism Meeting Tim Postiff**

Cambrian Tourism Board

Three criteria for funding: (From the meeting)

1. Educational
2. Encourage lodging\*
3. Give back – Stewardship

Projects/programs and/or events of the Local Area shall effectively promote tourism in a way that optimizes the scenic qualities, geography, history, recreation, attractions and ambiance of the Local Area of the CBID. Event funding will be provided to support the marketing and promotion of the event, and shall not be used for overhead expenses.  
(From the website)

Voluntourism

\$400k in Cambria

Examples

Scarecrow fest.

Signage

Beautification

Any tourist draw

[Winecoastcountry.com](http://Winecoastcountry.com)

[winecoastcountry.com/members](http://winecoastcountry.com/members)

Much more detail

Event calendar

Facebook: Visit Cambria