

**Piedras Blancas Light Station Association
Minutes from Board Meeting
Cavalier Resort Conference Room, San Simeon, CA
November 20, 2013**

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

Others present: Holly Gant (PBLSA Program Director), Jodie Nelson (PBLSA BLM), Abel Martinez, Linda Waring

Jack Morehead called the meeting to order at 6:00 p.m.

Announcements: Jack introduced and welcomed Linda Waring as a potential PBLSA board member. Another potential member Cathy Shusta will be attending the January board meeting.

Approval of the Agenda: Agenda was approved.

Reports:

1. Secretary Report - Jim Harris previously emailed a copy of the minutes of October 23, 2013 for review. *M/S/P Minutes of October 23, 2013 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 The financial committee's recommendation included in the Treasurer's report to revise the investments is accepted by the board.
M/S/P The board accepts the recommendation in the Treasurer's report to renew the PBLSA annual insurance.
M/S/P The recommendation to use the same CPA as last year to file the 2013 taxes for the PBLSA is accepted.
M/S/P Treasurer's Report of October 23, 2013 approved.
3. Gift Shop Report – Carole Adams distributed the gift shop monthly summary report (see Appendix B). Discussion followed. Carole was thanked for her efforts in the gift shop, and it was noted how valuable the interpretive section is for the tour visitors.
4. BLM Update – Jim Boucher presented the November 20, 2013 BLM report that was previously presented with the agenda for the meeting (see Appendix C). Jim Boucher noted that Monarch Grove school will be doing an educational outreach tour in December. After discussion, it is agreed that after the site visit by the BLM Jim Boucher and Jack Morehead will meet to determine what the PBLSA can do to support any requests of the BLM.
5. Website Development – Holly Gant noted that the PBLSA website is attracting support through selected gift shop purchases, sale of commemorative bricks, and membership enrollment, and that she will prepare a report to the board for the next meeting.
6. PBLSA Events – Carole Adams distributed a document showing the light station special events for 2013 and a display for special events in 2014 (see Appendix D). Discussion followed.
7. Grants – Jim Boucher attended the Cambria Community Council meeting to propose a grant of \$1500 to cover the shortfall in the educational outreach program; he noted that we received about \$850 from them last year. Jim Boucher also mentioned the recreational trails association for the California Coastal Trail and the Pepsi Refresh for youth employment for non-native plant removal and youth education in conservation. Holly reported that the SLO opportunity was denied but the PBLSA was encouraged to submit again (see Appendix E for the letter). Jodie Nelson reported that she has the Patagonia paperwork and that it focuses on environmental concerns; it is an annual grant opportunity and could be used for trail construction and/or plant restoration. Fred Apitz and Jim Boucher are investigating the Department of Justice opportunity that provided a significant grant to PBLSA around 2005. Fred will email their findings to Jim Harris, who will continue to pursue the opportunity for PBLSA.
8. Membership – Tim Postiff reported that there were memberships this past month which are eligible for complementary tours, one for \$50 and two at \$100 each. In response to the proposed plan to give complementary tours to renewals, Carole was invited to present more information on its impact on the resources to cover tours (see Appendix F for the document). After discussion, Jack requested the subject of gift tours for membership be placed on the agenda for the next meeting (January 2014). Additionally,

Carole will provide Holly with a contact at Pt. Sur light station to obtain information from them on their gift tour experience. In the meantime, the suggested action is to keep track of the tour data for gift tours and its impact on volunteer resources.

Old Business:

None

New Business:

1. Abel Martinez reported that he is in contact with the SLO Target store to donate baby strollers as the Paso Robles Target did. The SLO Target is not able to donate at this time, but encouraged Abel to resubmit his request in February. As a result of the discussion, Linda Waring said that she will donate a walker to the PBLSA for senior citizens who might require its use for tours.
2. Abel reported on the status of the proposed website video, and stated that the video providers are interested but need to have more detail from the PBLSA before they can commit to the project. Abel will pursue the opportunity.
3. Holly reported that the Morro Bay Chamber of Commerce membership renewal is due. *M/S/P The PBLSA will renew its annual membership in the Morro Bay Chamber of Commerce.*
4. Holly reported that the Cambria banner only mentions the Piedras Blancas Light Station, and the responsible organization does not allow any additional information to be included on the banner. Jack directed Holly to ascertain if they will allow the addition of the PBLSA on the banner, and if not, then we should not renew for next year.

Note: The next PBLSA board meeting is in January 2014 returning to the fourth Wednesday of each month at the Rabobank conference room in Cambria.

Jack Morehead adjourned the meeting at 7:55pm

Appendix A: Treasurer's Report 11/20/13 Fred Apitz

Treasurers Report Light Station Association Board meeting 11-20-13

| | | | | | |
|---------------------|-------------------|-------------------|------------|---------------------|----------------------------|
| 1.) Income: | last month | \$3,907.53 | YTD | \$147,187.40 | |
| Profit: | last month | \$2,751.39 | YTD | \$92,407.40 | |
| BLM Support: | last month | \$158.09 | YTD | \$21,037.78 | (included in above Profit) |

The above income/profit includes a \$92,000.00 award / refund of entry fees from BLM.

2.) Investment Balance

Balances Over Time - (11/01/2012 - 10/31 /2013)

| Month | Beginning Bal | Market Chng | Div & Int | Deposits | Withdrawals | Ending Balance |
|--------------|----------------------|--------------------|----------------------|---------------------|---------------------|-----------------------|
| 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 |
| Dec-12 | \$415,092.95 | \$1,139.06 | \$461.96 | \$123,364.37 | \$25,000.00 | \$512,780.22 |
| Nov-12 | \$280,134.39 | \$374.65 | \$333.21 | \$135,000.00 | \$0.00 | \$415,092.95 |
| Total | | \$3,356.29 | \$11,662.71 | \$412,602.74 | \$165,160.58 | |

3.) Other

a) The finance counsel met on November 6, in conference call with our advisor from Fidelity we arrived at the following recommendations:

| | | |
|------|----------|------------------------------------|
| sell | \$35,000 | Pimco Total Return (PTTDX) |
| buy | \$12,500 | Villere Balanced Fund (VILLX) |
| | \$12,500 | Buffalo Flexible Income (BUFBX) |
| | \$5,000 | Berkshire Hathaway (BRKB) |
| | \$5,000 | Artisan International Fund (ARTIX) |

We ask for your approval.

b) Insurance for General Liability, Property and D & O coverage is due on Dec 8th in the amount of \$2,401.00

this is the same amount as charged last year, in all likelihood a small refund will be issued if no claim is filed,

again same as last year.

I have a copy of the policy with me for your perusal.

I ask for your approval.

c) Due to health reasons I am compelled to spend a few month in Southern California, the treatment will begin on Dec. 10th and continue through February 14th, I will unfortunately miss the January meeting, but I will be able to compile and submit my report, as always, to Jim Harris, Holly has graciously agreed to present it at the meeting. There will be ample time to file the necessary tax returns when I return.

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 | | | \$26,347.00 |

Total gift shop sales Jan-Oct \$26,347

Even though the gift shop was closed half of October, sales were very good during the remainder of the month.

Appendix C: BLM Update 11/20/13 Jim Boucher

BLM Update 11/20/2013

Communication Tower – All public agencies using the communication tower met on site the morning of 10/24 to work out the details of equipment placement on the tower and communications shed. Grounding of the tower and communication tower needs to be addressed as well as a raceway for cables. CA Highway Patrol is installing an emergency backup generator. In-house work continues on the interior of the communication shed. Moves to the new tower will be done over pro-longed period. Once all agencies are moved, the old tower site will be razed.

Fog Signal Bldg (FSB) – Due to the Government shutdown and delays by the State Historic Preservation Office, Wellsona Engineering will be starting the foundation upgrade project November 18 and has until March to complete the job. Shoreline Engineering has developed seismic upgrades alternatives for the FSB. The plans were reviewed by BLM.

CA Coastal Trail Segment- It has been determined that NEPA compliance will be required in addition to CEQA compliance. Full land use permitting is required by SLO Co.

Wetland Restoration- CEQA paperwork is being initiated for the rehabilitation of the north wetland in preparation for the Environmental Enhancement Fund grant to be awarded 7/14.

Potable Water Project – Tim Cleath, hydrogeologist, and Chuck Enloe of Enloe Drilling were on site the afternoon of 10/24 to discuss the drilling of test wells. It was decided to first drill a previous test well deeper and then determine how to proceed depending on the results.

Educational Outreach Program – Del Mar Elementary School (3 classes) participated this month. No schools are scheduled for December.

Volunteer Christmas/Appreciation – Dec 14th, 5 pm in the Fog Signal Building

Site Visit – BLM Field Mgr. Gabe Garcia and BLM Central CA District Mgr. Estes Stifel will visit Piedras Blancas the morning of 11/22,

Appendix D: Piedras Blancas Light Station Special Events Carole Adams

Piedras Blancas Light Station Special events, 2013

BLM:

February 16 (Sat), Peek at the Past birthday party tour
March 1, 2, 9, 16 (1 Friday and 3 Saturdays) Tour training,
March 23 (Sat) Sunset/ whale watching tour
August 3 (Sat) National Lighthouse Day celebration
September 21 (Sat) Twilight Tour **CANCELLED**
October 19 (Sat) Twilight Tour
December 14 (Sat) Volunteer appreciation event

PBLSA: The events below were fun-raising/friend raising.

April 27 and 28, Lighthouse Conference (\$436)
June 2, (Sunday) Life at the Lighthouse Cottage (\$1,000)
October 26 (Sat) Monster Bash **CANCELLED**

The engraved bricks are a successful fund-raising project.
(over \$10,000)

Piedras Blancas Light Station Special events, 2014

BLM:

February 15 (Sat), Peek at the Past birthday party tour
March Tour training, 4 dates to be arranged, 9:00-4:00
March 15 (Sat) Sunset/ whale watching tour
August 2 (Sat) National Lighthouse Day celebration
October 25 (Sat) Twilight Tour
December, Volunteer appreciation event
(There will probably be a celebration of completion of FSB restoration.)

PBLSA:

June 7, (Sunday) Life at the Lighthouse Cottage, home tour (?)
October, Monster Bash or other theater event (?)

In suggesting fund-raising events, include the following.

-Nature of event

-Date and time

-Whether you are willing to be coordinator

-Number of volunteers needed

-Cost of putting on the event and estimated return.

It is best to not schedule additional events between June 15 through the end of October, if it requires volunteer effort or the light station as location. Consider events that take place away from the light station.

Appendix E: SLO Community Funds grant denial Holly Gant

Response re: SLO Community Funds grant denial

The PBLSA proposal ranked fairly well with an average score of 18.5 out of a possible 25. We had generally positive comments of the proposal, and there was an understanding of the competing expenditures for schools in taking field trips and transportation costs. It along with another request to fund school field trips missed out when it came down to funding available. I would not hesitate to re-submit the proposal with our next general grant opportunity.

Janice Fong Wolf

Director of Grants & Programs

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