

**Piedras Blancas Light Station Association
Minutes from Board Meeting
Rabobank Conference Room - Cambria, CA
July 22, 2015**

Board Members in attendance: David Cooper (Chair), Tim Postiff (Vice Chair), Harry Thorpe (Treasurer), Jackie Howland (Secretary), Jim Harris.

Board Members absent: None

Others present: Ryan Cooper (BLM), Jodie Nelson (BLM), Holly Gant (PBLSA), Jake Castellanos and Fernando Aquino (BLM Interns).

David Cooper called the meeting to order at 6:03 pm.

Announcements: David resigning as chair and Tim as vice-chair officiated. David remains a board member. Tim thanked David for his service. Selection of new chairman tabled.

Approval of the Agenda: M/S/P June 24, 2015, approved.

Reports:

1. Secretary Report – Holly Gant previously emailed a copy of the minutes of June 24, 2015 for review. *M/S/P Minutes of June 24, 2015 approved.*
2. Financial Status and Treasurer's Report – See attached. Profit has increased over last year partly due to gift shop performance.
3. Gift Shop Report – Holly will meet with Carole about the barcode scanner. That could be a good thing to have in the future when we have a visitor center. Ornaments are the big seller.
4. BLM Update – Harry expressed concern about cost of FSB being double what the original estimate was. We need to use asap funds beforehand September 2016. Volunteer summit was a success; may make it a quarterly event. Jim was concerned that there is misinformation about the association among the volunteers. The volunteers aren't told anything about PBLSA during new volunteer training. Perhaps a liaison between the board and volunteers is needed. Ryan thinks that PBLSA should be overseeing the volunteers. David and Holly are working on an email communication system for better communication moving forward. Holly is now using MailChimp for email communications via the board. Once we have easement, power lines, water, phone could be trenched along easement. Ryan and David will complete a scope of work for gate. David will work with Dan from Wellsona Engineering to have a "not to exceed" bid for next meeting.
5. Website Development – Camera is live and Holly has access to the camera to change viewpoints. She's received many positive comments from the volunteers and the public. Holly will check on the amount of memory included in our website contract.
6. PBLSA Events – See attached. Jackie and Carole to meet about special events. Jackie presented ideas for different event ideas. David suggests hiring someone for a capital fundraising campaign and event planner. Jim referenced Jack Morehead's successful friends of yosemite committee.
7. Grants – None
8. Membership – See attached.
9. Tower Update – Tower study has spent less than \$10,000 and Bruce and Shannon will be making presentation at August meeting - the tower report will be the first agenda item. Cracks have been added to the 3-D model thanks to Jim Boucher's sketches prior to paint in 2013. Earthquake data from various fault lines will be added to the model. There is a local community here that sees restoration as the only option. Based on the information from the model we'll know what to shoot for with fundraising.

Old Business:

1. National Monument- See attached.
2. PBLSA/BLM Brochure- Holly will check to see how many brochures are left, how much they cost last time, how much for a half order. Accomplishments brochure needs to be revised (Harry, Jackie and Tim) and consider use of graphic artist for design.
3. The Beacon- the board does not wish to change the beacon. Board is very satisfied with the product and appreciative of her hard work, but would like to improve communication between the board and Carole on editing, collaboration and co-ownership of the newsletter.

New Business:

1. Board Members- Tim encouraged board members to recruit at least 3 new members.
2. Motel Visitor Center- See attached letter of endorsement from 2013. Jackie and Ryan to do walk through with Doug Barker and flesh out ideas for visitor center at motel. Jackie to give notice of time and date to board members

Discussion Items: None

Board and Ryan adjourned to executive session at 8:33 pm.

Attachment 1: Treasurer's Report

TREASURER'S REPORT for June 2015

OPERATIONS INCOME: Last Month: \$5,746.91 YTD: \$27,178.07

PROFIT: Last Month:* \$1,117.56 YTD:** \$4,371.07

BLM SUPPORT EXPENSE: Last Month: \$14,358.69 YTD: \$30,255.65

BALANCES: H. O. Bank: \$19,611.71 ASAP: \$112,272.01

* Website amortization: \$667, Webcam costs: \$360, Keeper's Cottage fundraising event: \$1,027

** J.B. Memorial Fund: \$2,250

INVESTMENT BALANCE – FIDELITY INVESTMENTS

<i>Month</i>	<i>Beg Bal</i>	<i>Market Chg</i>	<i>Div/Int</i>	<i>Deposit</i>	<i>W/D</i>	<i>Ending Bal</i>
June 2015	588,528.98	<6,177.82>	1,246.23			583,613.99
May 2015	588,173.68	<443.32>	898.32	--	--	588,528.58
Apr 2015	586,450.98	718.92	896.19	107.59***	--	588,173.68
				***Royalties		

OTHER:

- Audit June transactions – made adjustments as needed.
 - Met with accounting firm to review amortization and depreciation schedules.
 - Reviewed new California sick leave policy with accountants.
 - Paid FSB/Tower Shoreline Engineering invoices.
 - Attended status meeting on FSB project with Shoreline Engineering.
 - Obtained employer required employment postings.
 - Added webcam camera to asset list.
- NOTE: Last year's YTD Income: \$24,494.06
Profit: \$5,970.30 (payroll increased by \$3,000)

Attachment 2: Gift Shop Report

Net Sales

	Jan	Feb	Mar	Apr	May	Jun
2011	884	1,009	1,354	2,517	1,435	2,216
2012	862	922	1,497	1,812	1,366	2,121
2013	1,848	1,270	1,931	2,849	2,208	3,407
2014	1,853	3,263	3,072	2,447	2,186	2,697
2015	2,873	2,278	2,512	2,604	2,783	3,628

	Jul	Aug	Sep	Oct	Nov	Dec
2011	3,481	2,973	1,733	1,445	1,158	1,837
2012	3,718	3,725	1,951	2,653	1,207	1,344
2013	4,351	4,121	2,314	2,048	1,872	1,965
2014	3,838	4,283	3,045	2,528	1,412	1,635
2015						

	TOTAL	Subtotal Thru June
2011	\$ 22,042	\$ 9,415
2012	\$ 23,178	\$ 8,580
2013	\$ 30,184	\$ 13,513
2014	\$ 32,259	\$ 15,518
2015		\$ 16,678

Attachment 3: BLM Update

BLM Update 7/22/2015

Communication Tower:

Engineering redesign is complete. Bakersfield Archeologist is working on a visual re-creation to determine whether we need to go back to SHPO.

Fog Signal Bldg (FSB):

We have the plans. Now we need to find the funds and set a plan of attack. I have not received a cost estimate yet.

Special Event:

August 8th - National Lighthouse Day
September 23rd - Volunteer Summit Breakfast
October 24 - Twilight Tour
October – Halloween Event?
November 14th – Sunset Tour / Photo Tour

Educational Outreach:

Estimated cost for next year is around \$7000 which is similar to last year. First School tour is September 25th.

Water System:

Met with State Parks and started the process for the road easement. Soon as we have the road easement we can move forward.

Entry Gate:

Environmental work is in process and there has been talk of hiring a contractor through the association to speed up the process of construction.

Web Camera:

Web cam is live

Lower Parking Lot

We are looking into renovations when we remove the old tower and com building.

Condor Project

MOU is almost complete and should be signed in the next week or so.

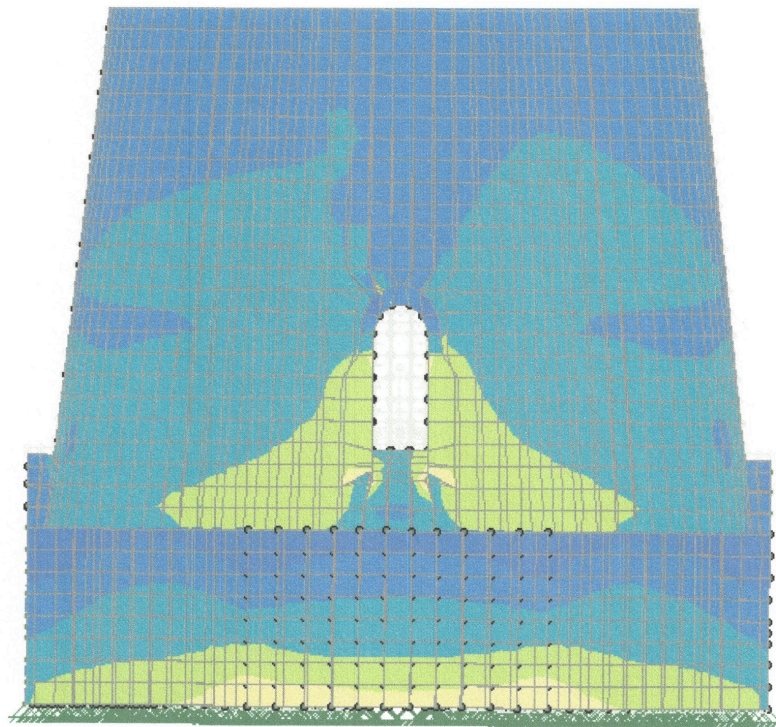
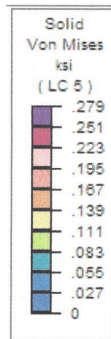
Attachment 4: Tower Project

Summary of tower top project
7/22/15 Jim Harris

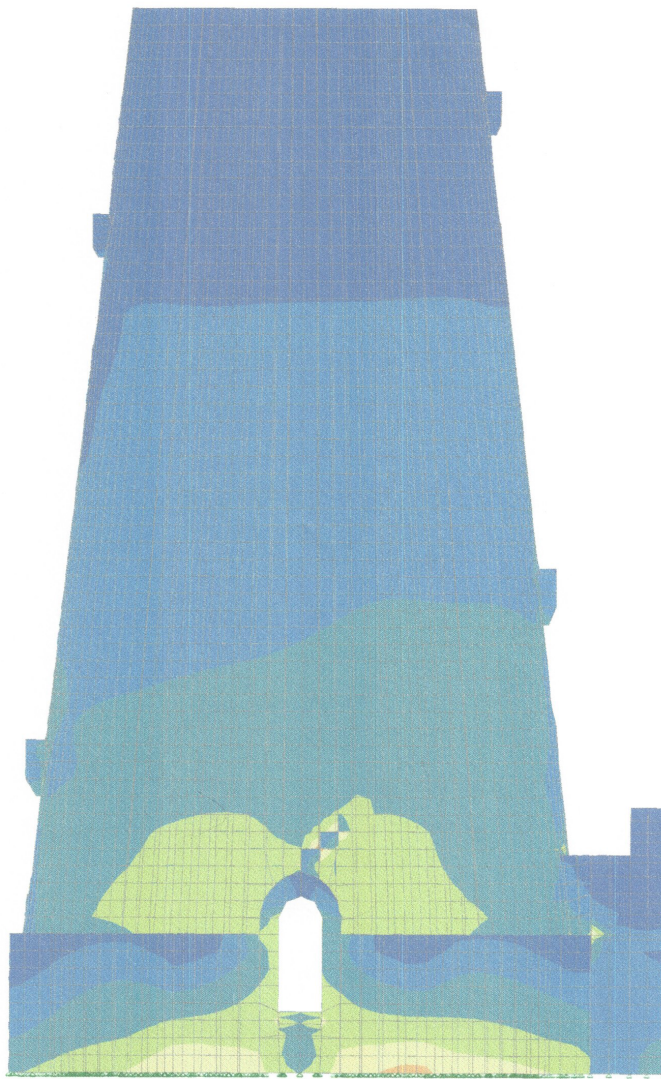
Shoreline submitted an invoice for work in June. Of note is that significant effort is being recorded for the modeling effort of the intern, for whose effort there is a significant reduction in the labor rate.

Significant progress has been reported on the modeling with the completion of a working model of the existing tower. A copy model has been developed to delineate the cracks that Jim Boucher identified. The model is being compared with the KPFF report, but results of this comparison have not been completely determined. Work on the seismic loading of the existing tower top has begun.

The meeting with Dr. Cole McDaniel, a faculty member of the Architectural Engineering Department at Cal Poly who specializes in seismic analysis, and Bruce will be scheduled for late July or August. As reported earlier, he is interested in the tower study, and with his instrumentation may be able to experimentally verify the Shoreline tower simulation model results.



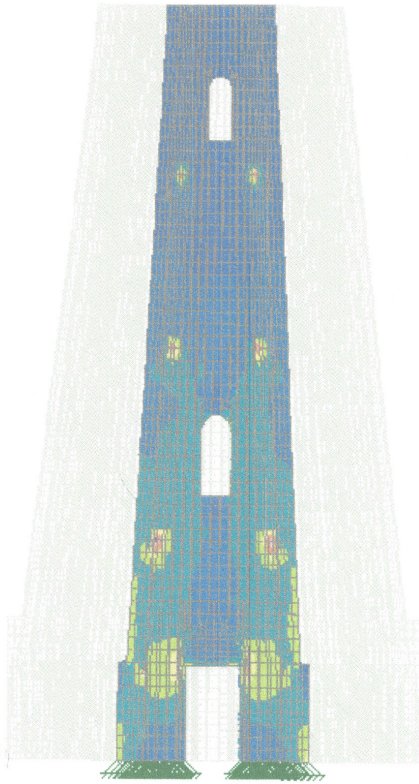
West face looking east



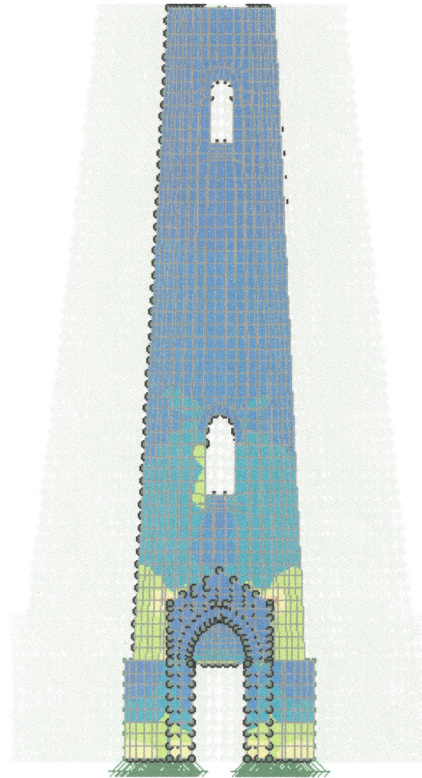
South face, looking north

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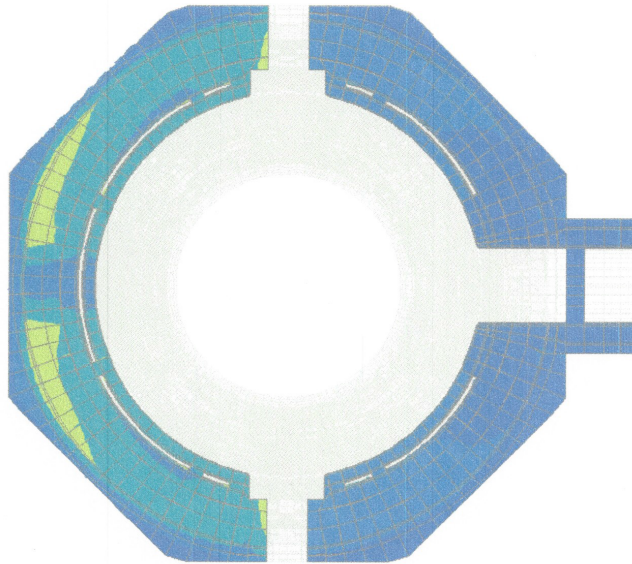
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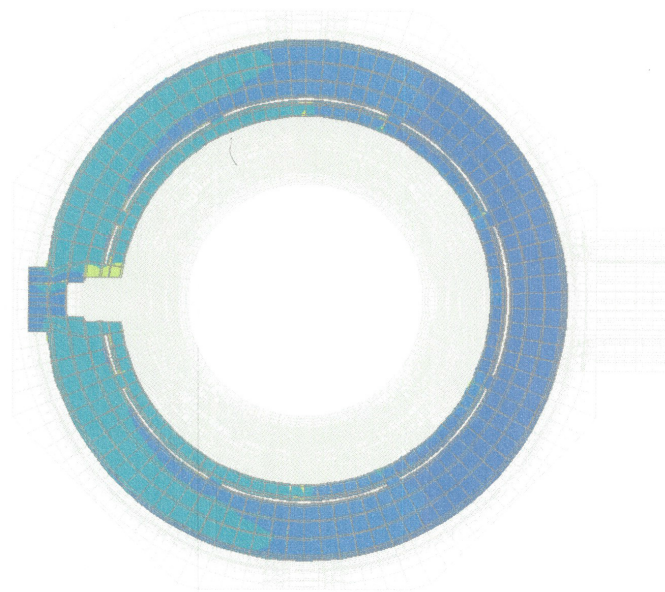
Back of East face, looking East



East face, looking West



Top view, elevation ~8'



Top view, elevation ~18'

Attachment 5: Monument Initiative

July 19, 2015

TO: PBLSA Board of Directors

FROM: David Cooper

RE: Piedras Blancas California National Monument Initiative Update

The Piedras Blancas Light Station Association and Friends of the Elephant Seals launched a website to gather support for the Piedras Blancas California National Monument Initiative. The website provides information about the initiative and includes a support petition. We are gathering signatures from across the nation at brisk clip. We have also received resolutions of support from over 60 business associations, service organizations, and environmental groups. Our goal is to triple those resolutions and gather over 10,000 signatures by the end of August.

We are distributing postcard announcements of the website. At the light station, postcards are available in the volunteer office and the gift shop.

I reviewed the website with Ryan Cooper and Jodie Nelson. I also updated David Ledig (BLM Director of California National Monument), Gabe Garcia (BLM Field Office Director), and Este Stifel (BLM Regional Director).

I encourage you to visit the website at the address below. Please pass along the website address to family, friends, neighbors, and through your social networks—anyone with a pulse and a love of the Central Coast.

<http://www.piedrasblancasmonument.com/>

Attachment 6: BLM/PBLSA Brochure

Greetings,

It is time to consider whether you want to reprint the joint BLM/PBLSA brochure. Attached is a revision of the last one (one photo changed to include the water tower). The membership panel needs updating, but I wanted to find out from you first if this is something you want to continue. The first time this was printed, the cost was split between the BLM and the Association. I can't remember if it was split the second time, but could look it up if anyone is interested.

Thanks,
Carole

Attachment 7: Beacon

Dear PBLSA Board members,

John Bogacki began the Beacon 2003 as a volunteer newsletter. It lapsed for a while until I resurrected it around 2006, as a volunteer newsletter. By 2007 the Association agreed to pay for it if issues could be sent to members, and of course there would be an Association update included. When the Board was re-formed, the new Board voted in favor of continuing the Beacon in the same manner. You can view all the old issues in a binder in the volunteer office. Just for amusement, attached find one of the old issues.

I get the feeling the present board would like to change the Beacon, both in content and format. Here are a few things to think about.

1. I would be happy to create one more issue, completing Volume 8, this calendar year. That would give you some time to consider what course you want to take. Or if you prefer to change immediately you could do so with the September-December issue.
2. Looking to Point Sur as an example, they do not do fundraising or membership drives in their newsletter. Those pursuits are handled through separate mailings.
3. You could start from scratch and create a totally different publication, one that would not be considered a "joint publication" but rather an Association newsletter. If you do that, I suggest coming up with a different name. You may want to go with an entirely electronic Association newsletter.

The next issue of the Beacon is with the printer and should be out soon.

Being involved with the Beacon has been very rewarding and I appreciate having had the experience.

Best wishes,

Carole

Summary of Board Feedback

Key points to consider:

1. **Newsletter name. Do we continue with the current title?** Keep the current name. Perhaps change the masthead with our first publication.
2. **Publication frequency. Do we want a quarterly newsletter, a biannual, other?** Remain quarterly.
3. **Format. Do we continue with a paper format, go electronic, or both? Should we consider a redesign?** Currently have a pdf version that can be emailed to members.
4. **Editorial guidelines and masthead. What lines of editorial decision-making do we set up? Who selects stories? Writes copy? Copy-edits? What regular content, features etc. should we include?** Have 2-3 people edit and many people (BLM, PBLSA board members, volunteers, etc) contribute articles (ex. articles/updates on light station projects; volunteers can submit articles about the projects they've been working on at the light station, tours to other light houses they recently visited or feedback from their tour visitors; there could be a trivia section with historic tidbits; along with the board chair's column). Like the idea of not changing the beacon immediately, but evolving it over time so that it represents the collaboration of all of the light station community.

5. Administrative workflow. Who manages the newsletter? Who works on it? Who handles deadlines and oversees finances? Commercial printers, distribution, archiving? Should we consider funding a special project stipend? Have one person manage deadlines, do layout, copyediting, etc. Need a board member to oversee this or use Holly in the short term. Utilizing a combo of Jodie (BLM involvement), Holly (Paid support time) and a board member could handle it if we have others doing columns. If needed we could add some paid support (like a Michelle Roest) to the effort. Let's recruit a new Board member who has these skills.

Use current printer; he is familiar with our layout and has reasonable prices.

6. Tribute for Carole Adams. Your thoughts? Invite her to board meeting and present her with the first Beacon issue she ever worked on, either laminated on a plaque or framed, and with an engraved plate and thank you message. We could then ask her to submit an article for each Beacon if she's willing. Also a commemorative brick with something like "carole adams, beacon editor; 2003-2015". Judy Lyon painting as a gift?

The overarching question: How do we continue to make the newsletter a strong and effective bridge between the volunteers, PBLS BLM leadership, and PBLSA members?

From Carole Adams:

In terms of timing I suggest moving quickly, with an August 15 deadline for articles. The Association input is placed first, so knowing how much room is left determines what else fits in. The following people are current editors; Ken Eberle, Abel Martinez, John Bogacki, Ryan Copper, David Cooper. A couple of other people look it over too. The first draft should be run by Ryan Cooper for approval. We have been using Frank DeVroede for printing.

Suggestions for next Beacon:

One option is to focus on birds. Perhaps the fellow in charge of the condor release and tracking program would contribute a brief article. Include a very brief article listing birds we commonly see, including turkey vultures and harriers. Harriers, with ground nests, have been seen on the Outstanding Natural Area.

What sea birds nest at Piedras Blancas? This is a questions that has been asked a lot lately. Phil would be a good person to write about this. Gary has a nice photo of nesting cormorants, taken at the light station. Peregrines, western gulls, oyster catchers round out the list.

Ask Cara O'Brien if she would write something on the Seabird Protection Network. This would be appropriate for several reasons, and there is a BLM involvement.

You might even want to tie in the CCNM and its role in protecting sea birds.

Association articles.

BLM updates. Maybe a statement about the BLM's commitment to protection of natural resources.

Volunteer appreciation. You might mention the TripAdvisor Certificate of Excellence award.

Upcoming tours and special events.

Another option would be to lead with an article about the search for water over the years. Water is a timely topic on the minds of Californians. An end of the year recap might be nice.

Bylaw items relevant to selection of board members

9. **Number of and Qualifications for Directors:** The board of directors shall consist of at least 3 but no more than 9 but should be an odd number of directors unless changed by amendment to these bylaws. The exact number of directors shall be fixed, with those limits, by a resolution adopted by the board of directors. There shall be one non-voting member of the board representing and appointed by the Bureau of Land Management.
10. **Term of Office; Staggered Terms:** Each director shall hold office for up to 3 years and until a successor director has been designated and qualified. The terms of office of the directors shall be staggered to provide governance continuity.
12. **Nominating Committee:** The chair of the board shall appoint a committee to nominate qualified candidates for election to the board at least 60 days before the date of any election of directors. The nominating committee shall make its report at least 30 days before the date of the election, or at such other time as the board may set, and the secretary shall forward to each director, with the notice of meeting required by these bylaws, a list of all candidates nominated by committee.
16. **Filling Vacancies on Board:** Vacancies on the board may be filled by approval of the board or, if the number of directors then in office is less than a quorum, by (1) the unanimous written consent of the directors then in office, (2) the affirmative vote of a majority of the directors then in office at a meeting held according to notice or waivers of notice complying with Corporations Code section 5211, or (3) a sole remaining director.

Attachment 9: Motel Visitor Center Endorsement Letter

February 7, 2013

Superintendent Franco:

The Piedras Blancas Light Station Association and the Bureau of Land Management would like to express our interest in the Piedras Blancas Motel/Cafe project. As you develop the site and search for a suitable concessionaire, we hope to continue to have a presence at the site. We understand that California State Parks has plans for the site and we recognize that the most important aspect is to have a concessionaire in place with a successful operation.

With that in mind, we hope some of the following ideas might be able to enhance the site and attract additional visitors, which might generate additional revenue for the concession. An informal visitor center for the public seems like a natural fit for this "Northern Gateway" to the San Simeon Coast. Having a desk or small welcome area where answers and info could be provided to the public could serve all of us well in educating our visitors on the many attractions to experience and the safest way for them to do so. Issues such as resource damage, dangerous seal/human interactions, illegal camping at the vista points, illegal fishing in the state marine reserve, and unsafe & illegal parking near the light station and Arroyo del Corral are some of the many issues that might be avoided with some friendly education.

A welcome desk of sorts could also provide a place for CSP, PBLSA, BLM, and neighboring resource groups (Friends of the Elephant Seal, Coastal Discovery Center) to have our promotional materials available for the public. The site has been a great staging area for our tours to keep our visitors safely off the highway and we hope we can continue this arrangement until suitable accommodations can be made at the light station. The motel site is coming together nicely with the rehabilitation and the cafe would make a great staging area for our tours to wait inside before being escorted to the light station. Allowing the public to have the ability to purchase tour tickets or light house souvenirs would be a bonus.

Thank you for your consideration and we simply wanted to express our support and enthusiasm for the project.

Sincerely,

PBLSA Board of Directors
Jim Boucher, PBLS Park Manager

Attachment 10: Special Events

Possible 2016 Fundraising Events

- 1. Sweetheart dance**
 - 1. Chocolate/dessert wine pairing**
 - 2. Feb 14 or thereabouts**
- 2. Stargazing/camp out in summer**
- 3. Full moon tour/**
 - 1. Chili cook off beer tasting**
 - 2. Public domain scary movie**
 - 3. Trick or treat tour**

Fundraising goals need to be set for each event.

We need figures for a capital campaign

We need a fundraising committee