

Piedras Blancas Light Station Association  
Minutes  
Zoom Meeting  
August 26, 2020

**Present:** David Cooper, Harry Thorpe, Jim Harris, Zale Schuster, Sharon Flaherty, Gary O'Neill, John Hodges (BLM), Holly Gant (PBLSA), Veronika Kocen (BLM intern), Jodie Nelson (BLM), Jesse Pluim (BLM), Abel Martinez

**Absent:** John Brass, Ryan Cooper (BLM)

**Start:** 6:02 pm

**Announcements:** On behalf of the association David thanked Jesse for the incredible impact he's had in Ryan's absence. Abel expressed his appreciation to Jesse for the invitation to the volunteers to visit the light station during the pandemic and thanked BLM staff for the work that has happened at the light station during the pandemic. *The board approved via email vote on 8/16/2020 the following motion: The PBLSA Board of Directors contracts Bruce Elster, Shoreline Engineering, to inspect, assess, and evaluate the condition of the steel and glass structure enclosing the Piedras Blancas First Order Fresnel Lens located on Main St. in Cambria, CA. Elster will provide the PBLSA Board with a written report in timely fashion. The cost of Shoreline Engineering's professional services/consultation shall not exceed \$2,000.00.*

**Approval of agenda:** *Approved with consensus*

**Secretary report-** *M/S/P minutes of July 22, 2020, approved.*

**Treasurer's report-** See report.

**GS report-** See report.

**BLM report-** See report. Communications Plan highlighted 3 areas: targeted and intentional communication plan, continuity of high quality content, how to communicate with BLM. Membership and communications work group has been formed to include David, Harry, Jodie, Holly, Sharon and Veronica and it will meet 9/9. John Hodge highlighted the work Jesse has done at PBLS in a short time and going above and beyond with the association as well.

**FSB-** No report.

**Tower-** See report.

**Power lines-** See report.

**Capital Campaign-** See report. Jim suggested that it could be helpful if PBLSA writes a strategic plan for the association for the next two years that might help sort out priorities.

**Membership Committee-** See report. Harry recognized Abel's ideas were shared with the board last month and it was clear there was too much linkage between the membership and capital campaign and we need to have a common message for the public.

**Old Business:**

**Lens Report -** See report. Bruce's report will give a metallurgical report and a percentage of the seriousness of the compromised structure. This report will give us a focused idea on what's involved on taking ownership of the enclosure. Zale and Jim think there are three possible outcomes: either we leave it alone, we have to do something to fix it, or it's so bad the lens has to be removed. Jim is concerned that we already know the

enclosure isn't serving the best interest of the lens and what's the best course of action going forward as the USCG hands over the lease agreement to BLM. Zale wants to know if there's an immediate issue of the structure failing hence why he suggested this report. John says BLM is concerned with the lens and not the structure. If BLM takes ownership of the enclosure they would be required to do repair work on the enclosure and this report will help BLM decide how to proceed once the lens is under BLM's care. Jodie reiterated that we should be transparent with the Cambria community about the future of the lens. Zale expects Bruce will place restrictions on the structure rather than completely condemn it. The board is supportive of the BLM as partners with their decision they have to make about the lens and enclosure.

**New Business:**

Communications Plan - See BLM report.

**Discussion Items:**

None

**End:** 7:08 pm

Minutes recorded by Holly Gant.

**Attachment 2: Treasurer's Report 8/26/2020 – Harry Thorpe**

**TREASURER'S REPORT for July 2020**

**1. OPERATIONS INCOME:** Last Month: \$1,771.28\* YTD: \$17,652.43  
**PROFIT:** Last Month: <\$226.47> \*\* YTD: <\$2,063.07>\*\*\*  
\*\$1,000 grant  
\*\*Insurance: \$784, Advance Reimbursement: \$1,000  
\*\*\*Excludes restoration expense: \$44,400

**TOWER RESTORATION FUND BALANCE:** \$12,662.03

**BLM SUPPORT EXPENSE:** Last Month: \$639.50 YTD: \$1,311.57#  
**BALANCES:** PP Bank: \$3,101.68 ASAP: \$34,621.53#  
# BLM audit adjustments pending

**2. 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>
<b>July 2020</b>	531,295.28	12,564.93	922.00	--	--	544,782.21
<b>June 2020</b>	529,580.78	5,696.25	1,018.25	--	5,000.00	531,295.28
<b>May 2020</b>	516,611.92	12,035.08	933.78	--	--	529,580.78

**3. OTHER:**

- Reviewed June/July transactions – made adjustments.
- Light station was closed for July.
- FSB lighting requirements under review by BLM.
- Additional discussion with BLM occurred – no final requests have been received from BLM.

*Harry M. Thorpe, Jr.*  
*Treasurer*

### Attachment 3: Gift Shop Report 8/26/2020 – Holly Gant

#### NET SALES

\*Shaded month indicates lower sales than that same month last year

	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
2016	1,798	2,609	2,830	1,988	2,142	2,586
2017	2,196	1,461	2,678	3,909	2,864	3,350
2018	3,077	3,094	3,104	3,316	3,133	3,707
2019	1,015	1,605	2,565	3,350	3,641	4,665
2020	2,202	2,764	1,653	150	58	163

\*Government shutdown effected Dec 2018 and Jan 2019

\*COVID-19 affected 2020 beginning on March 19, 2020

	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	4,862	4,356	2,609	3,216	2,258	2,157
2016	4,861	3,410	2,716	2,647	1,930	2,103
2017	4,666	3,701	2,218	3,022	2,793	3,491
2018	6,225	4,157	3,383	2,552	1,597	1,730
2019	6,804	4,722	2,070	3,656	2,717	3,719
2020	449					

	Jan - Jun	TOTAL
2011	\$ 9,415	\$ 22,042
2012	\$ 8,580	\$ 23,178
2013	\$13,513	\$ 30,184
2014	\$15,518	\$ 32,259
2015	\$16,678	\$ 36,136
2016	\$13,953	\$ 31,620
2017	\$16,458	\$36,349
2018	\$19,431	\$39,075
2019	\$16,841	\$40,529
2020	\$6,990	

Jesse and Holly met to plan for PPE and gift shop measures for when we reopen.

## **Attachment 4: BLM Report 8/26/2020 – Jesse Pluim**

### **Guide/Map**

The new guide and map are completed and have been approved by our field office. Please see attached file.

### **Google Street View**

Piedras Blancas trails are now on Google Street View. Take a walk around Piedras Blancas from the comfort of your home. Jesse is working with Holly to get this on the PBLSA website.

Link here: [Piedras Blancas on Google Street View](#)

### **Virtual Tour**

An interpretive tour was published 2 weeks ago on the BLM PB page. We've had over 2,500 engagements in that time.

Link here: <https://www.blm.gov/programs/national-conservation-lands/california/piedras-blancas-light-station>

### **Video**

Jesse has completed collecting materials for the PB Video. Now begins the long process of editing.

### **FSB Electrical/Lighting**

Estimates are higher than expected and include installation of lights. Jodie is identifying new lighting options (older selections are no longer available). After those lights are selected, we'll likely have to look at installing the lights and electrical together.

See estimate and lighting diagram attached in file 'lighthouse budget'.

### **Communications Plan**

Jesse has completed a foundation for a communications plan that focuses on specific audiences for member recruitment and community support. We highlighted targeted and intentional communi

## **Attachment 5: Tower Report 8/26/2020 – Jim Harris**

Bruce Elster's effort on the tower has been deferred to the priority of two other projects he has been working on. Under the direction of the BLM, he performed a site visit to the Punta Gorda Lighthouse, 12 miles south of Cape Mendocino. The purpose of the visit was to prepare a report on the status of the light station and its 27 feet tall, fourth order Fresnel lens tower for rehabilitation and restoration; he is in the process of preparing his report. The second project is the preparation of a report for the assessment of the enclosure in Cambria for the first order Fresnel lens from the Piedras Blancas tower. Due to the public health situation and other commitments, he and Dan Murphy have yet to start the work on an estimate of the construction cost for the design for the tower.

#### **Attachment 6: Underground Utilities Report 8/26/2020 – Jim Harris**

The status is the same as in the previous five months due to the public health conditions. The undergrounding of the PG&E electrical supply lines project remains on hold. Maxwell Muscarella and Sean Cassidy of Connected Energy along with Brian French still plan to present their work on the design of a sustainable option to the PBLSA Board when it returns to a face-to-face meeting. The option is to allow electric power for the light station to be provided with or without grid input using a microgrid system with solar and motor generator input and battery storage.

#### **Attachment 7: Capital Campaign/Grants Report 8/26/2020 – Jim Harris/Holly Gant/David Cooper**

Holly Gant reports that the grant from the U.S. Lighthouse Society Emergency Relief Grants that was awarded to the PBLSA is for \$1,000; it will be used to cover costs for interpretive/directional signs and PPE when light station reopens. The planning for the capital campaign is on a pause due to the public health situation and its economic ramifications. In spite of the hold, ideas continue to be developed to continue planning; one idea suggested is to prepare a two year Strategic Plan for the PBLSA.

#### **Attachment 8: Membership Report 8/26/2020 – Harry Thorpe**

The membership committee received ideas/concepts submitted by all Board members. An initial list of membership short-term activities was developed. The first five activities below will comprise the initial activities to be addressed:

- ❖ Develop new tiered membership levels, including student, corporate partner, etc.
- ❖ Define benefits offered to each level of membership and events/activities for members.
- ❖ Develop a strong promotional message regarding mission, purpose and accomplishments of PBLSA.
- ❖ Develop/revise support materials for membership recruitment – brochure, PBLSA accomplishments, etc.
- ❖ Create a membership recruitment kit for Board members, volunteers and others to define a membership program, including creating a “script” for use with prospective members.
- ❖ Establish a membership-specific area in the gift shop with membership plan materials, photos, etc.
- ❖ Identify an initial organization list for partnering/contacting of 5-6 organizations – identify contact names and phone numbers.
- ❖ Begin a preliminary membership drive, assign contacts.

#### **Attachment 9: Fresnel Lens Report 8/26/2020 – Zale Schuster**

The board voted via email on August 14<sup>th</sup> to approve Bruce Elster’s professional services and his drafting of a report in the lens enclosure. Bruce inspected the lens enclosure on August 17<sup>th</sup>. His report should be available in the next couple weeks. There is rapid corrosion of the square steel tubing that is sitting directly on concrete and there are many holes both inside and outside on the perimeter of the structure.