

Piedras Blancas Light Station Association
Minutes
Zoom Meeting at 6:00pm
July 28, 2021

Board Members in attendance: David Cooper (Chair), Harry Thorpe (Treasurer), Sharon Flaherty (Secretary), Jim Harris, Gary O'Neill, Zale Schuster, Cressant Swarts (Gift Shop Manager)

Board Members absent: John Brass

Others present: Ryan Cooper (BLM), John Hodges (BLM)

David Cooper called the meeting to order at 6:02. He introduced Cressant Swarts, the newly appointed Gift Shop Manager, and the attendees introduced themselves to Cressant.

Approval of the Agenda: Agenda was approved by consensus.

Reports:

1. Secretary Report – See Appendix 1. The minutes of June 23, 2021 is approved by consensus. Jim will archive the previous three minutes until a new Program Associate is appointed, after which they will be displayed on the PBLSA website.
2. Financial Status and Treasurer's Report - See Appendix 2. Harry noted that the BLM CO-OP agreement needs to be renewed within a couple of years. He is still looking for BLM reimbursement of \$30K to reimburse Wellsona Iron and Engineering.
3. Gift Shop Report – See Appendix 3. Cressant reported that the gift shop Net Sales report has been updated from January to March to include on-line sales, and the update inclusion will continue in the future reports. In response to a question on the profit margin in the gift shop, it is reported that an average of a 40% margin holds for items sold, e.g., for a sale of \$20, the profit is \$8. Sharon Flaherty reported notes from Gift Shop Oversight Committee (Sharon, Jodie Nelson, and Gift Shop Manager Cressant Swarts) meeting of July 22, 2021. David thanked them for their efforts, and thanks were expressed for Cressant and Holly Gant for completion of the audit. Cressant requested that members send her any recommendations of good light station websites that address online gift items.
4. BLM Update - See Appendix 4. Ryan thanked Cressant for her efforts in the gift shop. Ryan stated that he was looking for more docents, and guides (folks to assist during tours, but not required to present). He noted that the tours are limited to 30 visitors on Mondays and to 40 visitors on Tuesdays, Thursdays, Fridays and Saturdays, and that they are reviewing the limits. For the August 27th meeting with the Coast Guard on the Lens, Dan Murphy is preparing a proposal with estimated cost to restore for five more years the present lens enclosure on San Luis Obispo county land. Zale recommended that Bob Lane be given recognition for his initial efforts to build the Lens enclosure.
5. Tower Report – See Appendix 5. Zale requested that he attend the meeting with Shoreline Engineering next week.
6. Underground Utilities Report – See Appendix 6.
7. Capital Campaign/Grants Report – See Appendix 7. Jim and Harry will continue to coordinate their Chamber of Commerce visitations.
8. Membership Committee Report – No report.

Old Business:

1. Fresnel Lens Update – Zale will try to contact Jim Woodward.
2. Recognition for Holly Gant – David stated that the plan is to give recognition to Holly at the August PBLSA Board meeting.

New Business:

1. Rep. Carbajal GAOA Update – David reported that he has been in contact with Representative Carbajal's local staff and his office staff in Washington DC regarding educating them on the Great America Outdoors Act (GAOA) and the opportunity to restore the light station tower. He has briefed them on the light station restoration

history, relating it to the issue of infrastructure improvement, and emphasized the role of the PBLSA in these activities. It was noted that Representative Carbajal is visiting the light station on another matter on September 15, and this will be a good opportunity to further educate him on the restoration effort and the GAOA opportunity.

Discussion Items:

None

Board meeting adjourned at 7:31.

Minutes recorded by Jim Harris.

Appendix 1: Secretary's Report 7/28/21 – Jim Harris

Piedras Blancas Light Station Association
Minutes
Zoom Meeting at 6:00pm
June 23, 2021

Board Members in attendance: David Cooper (Chair), Harry Thorpe (Treasurer), Sharon Flaherty (Secretary), John Brass, Jim Harris, Gary O'Neill, Zale Schuster
Others present: Ryan Cooper (BLM)

David Cooper called the meeting to order at 6:08. He thanked Harry, Sharon, and Ryan for their effort to address the gift shop situation. David suggested that it would be probably two to three months before the Program Associate will be replaced after the resignation of Carole Brooks. David also thanked Jim for preparing the agenda and minutes for this meeting.

Approval of the Agenda: Agenda was approved by consensus.

Reports:

1. Secretary Report – See Appendix 1. The minutes for May 26, 2021 with one editorial revision is approved by consensus. The minutes of April 28, 2021 with one deletion is approved by consensus. The minutes of March 24, 2021 revised by Jim Harris on 6/18/21 is approved by consensus. Jim will archive the three minutes until a new Program Associate is appointed, after which they will be displayed on the PBLSA website.
2. Financial Status and Treasurer's Report - See Appendix 2. Harry noted that the May gift shop income is the highest May recorded, which indicates that the tour format appears to improve sales. He is still looking for BLM reimbursement of \$30K to reimburse Wellsona Iron and Engineering.
3. Gift Shop Report – See Appendix 3. Sharon Flaherty reported notes from gift shop oversight committee (Sharon, Jodie Nelson, and to be designated Gift Shop Manager) meeting of June 9, 2021. David requested that they continue their leadership for the gift shop. One point discussed in the notes is under "action items" that the inventory be performed in incremental clusters each month, rather than as a whole.
4. BLM Update - See Appendix 4. Ryan stated that he was looking for more docents. Discussion followed with some ideas: provide added signage, introductory video presented in watch room, and use of technology for visitors. Ryan led discussion on lens relocation pointing to further negotiations with Coast Guard in September. David stated that he sent the BLM the report from Jim Woodward on the condition of the lens and the Shoreline Engineering report on the condition of the present enclosure. David requested that Dan Murphy provide a proposal with cost to restore present lens enclosure on San Luis Obispo county land, and Zale provide a proposal to relocate the lens to the Fog Signal Building; the proposals are to include both plans and estimated costs. Ryan mentioned that Maddy is new intern and will be at the light station for a couple of months; say hello if you see her.
5. Tower Report – See Appendix 5. See report.
6. Underground Utilities Report – See Appendix 6. Because of priority of getting the gift shop manager and eventually Program Associate replacement, David recommended that we delay presentation of Connected Energy to the Board until September; he reiterated that the PBLSA is still interested in the project proposal, but there are high priority issues that need to be addressed first. The delivery of their white paper proposal to the Board will be delayed commensurately.
7. Capital Campaign/Grants Report – See Appendix 7. It was emphasized that Jim and Harry encourage other Board members to participate in the Chamber visitation – just contact either Jim or Harry for assistance.

8. Membership Committee Report – No report.

Old Business:

1. Fresnel Lens Update – Defer to BLM report.
2. Recognition for Holly Gant – On hold as Holly is still working for PBLSA.

New Business:

1. PBLSA Employment Plan – See Appendix 8. After discussion of the PBLSA Employment Plan and following the recommendation of the hiring committee based upon their interview with Cressant Swarts in the morning, the following two motions were passed by the Board:
M/S/P David Cooper offer the position of Gift Shop Manager at an annual salary of \$14,000 to Cressant Swarts.
M/S/P The PBLSA Board moves to approve a one-time budget of \$1,640 (\$250/day @ 5 days and travel expenses of \$390) to cover Holly Gant's consulting services for training the new Gift Shop Manager.

Discussion Items:

None

Board meeting adjourned at 7:37.

Minutes recorded by Jim Harris.

Appendix 2: Treasurer's Report 7/28/2021 – Harry Thorpe

TREASURER'S REPORT for June 2021

1. OPERATIONS INCOME: Last Month: \$5,5728.39 YTD: \$24,216.65

PROFIT: Last Month: <\$2,630.31>* YTD: <\$6,494.72>**

TOWER RESTORATION FUND BALANCE: \$12,662.03

BLM SUPPORT EXPENSE: Last Month: none YTD: none

BALANCES: P.P. Bank: \$2,924.14 ASAP: \$63,317.82***

* Payroll: \$2,697.05, Amort/Deprec: \$883.50
** Payroll: \$11,903.63, excludes \$28,772.15 (BLM)
*** Under review

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>
June 2021	572,188.25	5,961.23	750.72	--	--	578,900.20
May 2021	566,006.89	5,540.68	640.68	--	--	572,188.25
Apr 2021	554,360.04	10,888.31	758.54	--	--	566,006.89

3. OTHER:

- Reviewed all March, April, May and June transactions -- made adjustments to all months.
- Project Administrator resigned. Gift shop manager was hired.
- Holly Gant returned to assist in training new gift shop manager.
- Expanded office procedures to include additional gift shop items.
- Utilized local computer consultant support to fix Square terminal software.
- PBLSA reimbursement for 2020 Fog Signal Building expenses is still pending with BLM.

Harry M. Thorpe, Jr.
Treasurer

**Appendix 3: Gift Shop Report 7/27/21 – Cressant Swarts,
Gift Shop Oversight Committee Meeting Notes July 22, 2021 – Sharon Flaherty**

With the light station open for the full schedule of summer tours, the gift shop has done very well so far this summer. Weekly sales have averaged over \$1,500 in June and July, and July sales are \$7,436 as of July 27.

Please note, all sales for 2021 have been adjusted to include Paypal revenue from the website, as the online gift shop sales have increased significantly this year.

NET SALES

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

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011	884	1,009	1,354	2,517	1,435	2,216	3,481	2,973	1,733	1,445	1,158	1,837
2012	862	922	1,497	1,812	1,366	2,121	3,718	3,725	1,951	2,653	1,207	1,344
2013	1,848	1,270	1,931	2,849	2,208	3,407	4,351	4,121	2,314	2,048	1,872	1,965
2014	1,853	3,263	3,072	2,447	2,186	2,697	3,838	4,283	3,045	2,528	1,412	1,635
2015	2,873	2,278	2,512	2,604	2,783	3,628	4,862	4,356	2,609	3,216	2,258	2,157
2016	1,798	2,609	2,830	1,988	2,142	2,586	4,861	3,410	2,716	2,647	1,930	2,103
2017	2,196	1,461	2,678	3,909	2,864	3,350	4,666	3,701	2,218	3,022	2,793	3,491
2018	3,077	3,094	3,104	3,316	3,133	3,707	6,225	4,157	3,383	2,552	1,597	1,730
2019	1,015	1,605	2,565	3,350	3,641	4,665	6,804	4,722	2,070	3,656	2,717	3,719
2020	2,202	2,764	1,653	215	164	189	524	244	136	56	220	376
2021	108	1,291	2,198	3,723	4,276	5,363						

Government shutdown affected Dec 2018 and *COVID-19 affected 2020/2021 beginning on March 19, 2020.

	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	\$7,187	\$8,743
2021	\$16,959	

GIFT SHOP OVERSIGHT COMMITTEE JULY 22, 2021 MEETING NOTES

Follow up to June 9, 2021 meeting action items:

Inventory

- Research and resolve redundancies and discrepancies in tracking.
Cressant to integrate Square with website sales so inventory does not have to be adjusted manually following online sales.
- Jodie will ask volunteers for ideas on how to keep gift shop inventory straight in spite of the new visitors' schedule.
Problem resolved. New manager handling.

Future follow-up:

- Establish dates for periodic review of existing inventory for possible disposal of items that don't sell.
- Treasurer recommended an initial system of perpetually inventoring six items each month.

Recording

- Research and resolve redundancies and discrepancies in financial data.
Harry handling all financial. No current issues for committee.
- Assure both change funds are maintained for gift shop. Balances to be at \$150 and \$100 levels at start of each day.
Problem resolved. New manager handling.

Audit

- Given BLM results, any changes to audit process?
Per Harry, no audit changes needed to current audit process as a result of report.

Inventory Control

- Complete baseline current inventory audit by June 30.
Cressant and Holly completed. Cressant to investigate Square capabilities to maintain more detailed inventory data. Timing of any changes to process to be discussed with Harry prior to implementation. May require volunteer training.

Proposing Board resolutions about support and needed resources

- Online opportunity to improve website to increase sales worth pursuing.
Cressant to develop recommendations, including resources required to implement.
- Should 10% discount apply to all members or just volunteers?
Committee recommends 10% discount for all members, but implementation only after an efficient method to identify membership status has been developed.

Appendix 4 BLM Update 7/28/21 – Ryan Cooper

Tour Status

Tours are going great. Jodie and I are looking are different options for tours including but not limited to:

- A short loop tour including LH, FSB and west overlook
- A short tour from Warf to FSB
- Scheduled talks
- Once a month fully guided tour.

Tours vs. Fund raising event

Future Projects

Lens

The Lions Club still is interested. I was asked by Art Chapman for an update for their meeting. They are still concerned about the electrical bill and would like to switch to LED bulbs.

There is still a meeting scheduled with the Coast Guard in late August. Those of you who were going to have something prepared for that meeting could you please get them to me by the 27th of August

Coast Guard Roofs

Contract was awarded and the contractor is acquiring supplies. We should see work here in the next few weeks. McDonnell Roofing was awarded the project.

Parking Lot Redesign / Restrooms

Our engineer has given me a few designs to explore. If you are interested just let me know and I can share them with you.

FSB Lighting

The Fog Signal Building is status quo.

Special Event:

National Public Lands Day September 25th 2021

-We are going to do a hike in event with activities for kids and adults. All help would be greatly appreciated.

Eroica is happening but they are not coming out to the LH

2021/2022 School tours

-Teachers are very excited to get back out here.

-We have lost a few of our school group tour volunteers so we could always use new ones.

Tour Numbers

Month	2014	2015	2016	2017	2018	2019	2020	2021
October	637	605	516	500	506	441	535	22
November	622	503	474	357	523	433	334	56
December	404	464	426	273	829	251	518	0
January	661	731	623	266	608	0	715	0
February	573	570	572	284	780	318	578	108
March	696	754	560	502	662	784	185	160
April	663	616	581	666	684	790	0	399
May	432	629	352	572	362	555	0	446
June	658	916	521	787	732	698	0	643
July	1178	990	850	1125	1169	1085	0	827*
August	985	809	693	836	1001	819	0	
September	601	481	442	437	591	374	0	
Total	8110	8068	6610	6605	8447	6548	2865	2662

*partial

Vol Hours since April 20th 1198 Hours

Appendix 5 Summary of tower top project 7/28/21 – Jim Harris

Bruce Elster has completed a computer model of the tower for the existing structure, for the designed reinforced existing structure, and the designed reinforced structure with the top three levels included, and is in the process of simulating the seismic forces on the models based upon the structural codes. Due to the recovery period for Dan Murphy's surgery, Bruce and Dan have yet to meet to discuss estimated costs for the design. Bruce appears confident that he will have a draft engineering document completed for the August board meeting. Bruce and I will meet next week at his office to review further the status of his effort.

Appendix 6 Summary of underground utilities project 7/28/21 – Jim Harris

The undergrounding of the PG&E electrical supply lines project remains on hold. Based upon the discussion at the June Board meeting, the planned meeting with Maxwell Muscarella and Sean Cassidy of Connected Energy along with Brian French will occur in the October timeframe; they have been contacted of the proposed schedule and look forward to the meeting. They will present their work on the design of a sustainable option 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. In preparation for that meeting with Connected Energy, their white paper will be send out via email to the PBLSA board members, including Ryan and John, after the September meeting.

Appendix 7 Capital Campaign/Grants Report 7/28/21 – Jim Harris/Harry Thorpe

Work continues on the project to meet with 11 chambers of commerce in the San Luis Obispo county to inform their members of the restoration progress at the light station. Jim met with Dusty Colver-Worth, the Visitor Center Manager of the San Luis Obispo Chamber of Commerce; the contact report is provided below. One point of interest is participating in a Good Morning SLO event in the future. Jim plans to meet with at least four more chambers in the coming month. While Harry and Jim have committed to meet with the chambers, they are willing to share with others who wish to participate in the project.

Contact Report with San Luis Obispo Chamber of Commerce
Dusty Colyer-Worth, Visitor Center Manager
May 20, 2021 Wednesday 10:00-10:30pm
By Jim Harris

After contacting Jim Dantona, President and CEO of the San Luis Obispo Chamber of Commerce, at his recommendation I made an appointment with Dusty Colyer-Worth, Visitor Center Manager to meet at their office at 895 Monterey Street in San Luis Obispo. I presented to him the bag of material prepared by the PBLSA, and our discussion lasted a little over one-half hour. I had sent the letter of transmittal from David Cooper to him previous to my visit, and so we went over each item in the bag, including the model of the light station tower. I also mentioned the fourth grade class visitations and some of the special events that the light station has hosted. Emphasis was on the fact that we are in the process of restoring the light station, and our purpose for the meeting was to introduce ourselves and explore areas of mutual interest in the tourism industry. Dusty mentioned that with covid-19 abating, they are starting again a 7am breakfast meeting "Good Morning SLO" with over a hundred of their most active members. He suggested that we could present around a five-minute presentation about the Piedras Blancas Light Station, and I responded that I was sure the PBLSA would be eager to participate. He will be in touch with either myself or David Cooper regarding the possibility.