

Piedras Blancas Light Station Association
Minutes
Mechanics Bank Conference Room - Cambria, CA
October 28, 2019

Board Members in attendance: David Cooper, Harry Thorpe, Jim Harris, Zale Schuster, John Brass, Sharon Flaherty Ryan Cooper, Holly Gant
Board Members absent: Gary O'Neill

Start: 6:00 pm

Announcements: Sharon agreed to be secretary. There are two openings available- nominating committee and membership committee. Zale will draft someone for nominating committee and Harry will draft one for the membership. Bylaws state a chair and two other members for each committee.

Approval of agenda: Agenda was approved with consensus.

Reports:

1. Secretary Report - *M/S/P minutes of September 25, 2019, approved.*
2. Financial Status and Treasurer's Report - See report.
3. Gift Shop Report- GS report- See report. Low income in September seems attributable to low tour attendance.
4. BLM Update- BLM report- See report. Ryan got a call from the hydrogeologist who worked with Jim Boucher with drilling. Ryan's going to work with him. Harry suggested we dedicate the FSB on the LH birthday February 15th. Ryan mentioned we might have living history docents and an extra afternoon tour that day as well. Zale proposed creating an informative video for tours, perhaps when we have the Victorian. David will flesh out grant possibilities to create a film, possibly using Cal Poly film students, etc.
5. Fog Signal Building Restoration- See report. Concrete floor work and lighting are the last things to complete.
6. Fog Signal Building Report - See report.
7. Tower Report - See report. David suggested we have a public display of the proposed tower restoration for the LH birthday.
8. Power Line Report - See report. Jim spoke with Brian French and Connected Energy to move forward on the microgrid idea.
9. Capital Campaign/Grants Report - See report.

Old Business:

1. Fresnel Lens Update: Zale reported the windward side of the structure is missing welds and there are holes in the roof structure. Floor lights are in poor shape and need replacement.
2. Libations for the station summary - David encouraged Holly to boost the event to a higher caliber and she will follow up with Harmony Cellars. The profits will be deposited into the tower restoration account.
3. Hiring firm for capital campaign - See report. December 4th meeting is tentative date for rough drafts from Ryan and Holly and SPOKES recommendations of firms.

New Business:

None

Discussion Items:

None.

Board meeting adjourned at 7:28 pm

Minutes recorded by Holly Gant

Appendix 1: Treasurer's Report 10/23/19 – Harry Thorpe

TREASURER'S REPORT for September 2019

1. OPERATIONS INCOME: Last Month: \$2,012.00 YTD: \$41,884.50
PROFIT: Last Month: <\$1,270.11> YTD: <\$396.03>
TOWER RESTORATION FUND BALANCE: \$6,538
BLM SUPPORT EXPENSE: Last Month: \$8,000.00 YTD: \$109,807.22
BALANCES: PP Bank: \$5,846.49 ASAP: \$45,934.12

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>
Sept 2019	561,432.36	3,645.71	933.80	--	--	566,011.87
Aug 2019	561,099.22	<834.03>	1,167.17	--	--	561,432.36
July 2019	558,902.05	1,070.46	1,126.71	--	--	561,099.22

3. OTHER:

- Reviewed August/September transactions – made adjustments.
- Completed Pacific Premier signature cards.
- Began audit of ASAP funds in preparation of annual co-op agreement.
- Submitted SF270 to BLM for \$10,000 for maintenance and operations.
- Continued monitoring of FSB project. See status report.

Harry M. Thorpe, Jr.
Treasurer

Appendix 2: Gift Shop Report 10/23/19 – 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

	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			

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

*Government shutdown effected Dec 2018 and Jan 2019

Appendix 3: BLM Report 10/23/19 – Ryan Cooper

Past Events

Tour Refresher

Tour refresher went great. There was a good turn out and lots of good information shared.

Harmony Cellars Event

Event went off with out a hitch. Over 100 people but did not feel crowded.

Projects

Fog Signal Bldg. (FSB):

FSB is looking great. Just waiting for Dan to heal up. In the mean time we are getting interpretive stuff slowly put back in.

Lens

I emailed Arlyn and am waiting for a reply.

Victorian

No Progress this month

Water

No progress this month.

Flag Pole

Area is cleared and there has been some research done on types of flagpoles to use and their installation. I will be scoping NEPA in the beginning of November.

Painting the LH

Jodie has contacted Pete and Charlie and is waiting for a response. Next month we will put out some feelers and see if we can get a few painters to give us a bid.

Bathroom / Parking Lot

I have done some design work on the parking lot and will scope the project for NEPA at the same time as the flagpole

Special Event:

Native American Presentation	October 30
Holiday Party	December 7
Light House Birthday	Feb 15
Meet the Scientists	April 26 (tentative)

Educational Outreach:

Cambria Elementary	October 11 & 18
Monarch Elementary	December 6 & 13
Vineyard Elementary	January 10, 17, 24, 31

Tour Numbers

Month	2014	2015	2016	2017	2018	2019	2020
October	637	605	516	500	506	441	417*
November	622	503	474	357	523	433	
December	404	464	426	273	829	251	
January	661	731	623	266	608	0	
February	573	570	572	284	780	318	
March	696	754	560	502	662	784	
April	663	616	581	666	684	790	
May	432	629	352	572	362	555	
June	658	916	521	787	732	698	
July	1178	990	850	1125	1169	1085	
August	985	809	693	836	1001	819	
September	601	481	442	437	591	374	
Total	8110	8068	6610	6605	8447	6548	

*Partial month

Appendix 4: FSB Report 10/23/19 - Harry Thorpe

Status Report for August/September 2019

August 26:

Wellsona plans to power wash the inside of the FSB and begin stripping of stains on beams and ceiling. New stain will then be applied.

September 23:

The inside of the FSB was power washed and dirt/grime and insects were removed. Old stain was stripped off beams/ceiling and fresh stain was applied. All surfaces were coated with sealant.

Phase 4, Item 2 is now complete.

Dan will take a short break for shoulder surgery.

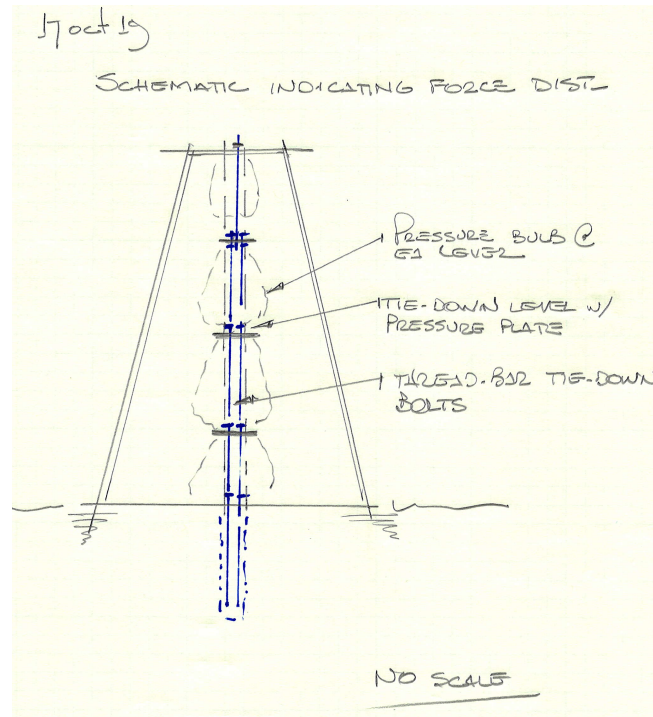
October 22:

Project is on hold until Dan Murphy recovers from shoulder surgery. Current estimate to resume work is late November.

Harry M. Thorpe, Jr.
Treasurer

Appendix 5: Tower Report 10/23/19 – Jim Harris

Bruce has continued his design work on the restoration of the tower, and discussions with Dan Murphy have led to an enhancement of the current design approach. Each of the eight tendon columns will be constructed in four levels with pressure plates separating each level – see figure below from Bruce for a graphic of approach. So this is the current baseline design. Bruce has produced a rough draft of the document identified in the meeting on September 18, 2019 as a proposal for the Design Level Engineering Evaluation phase of activity. He will continue to refine the document with the idea to deliver it to the PBLSA Board in November and to discuss it with the Board at the December 4 meeting. In the meantime, I will be working with him to get the document in final form for the Board.



Appendix 6: Power Line Report 10/23/19 – Jim Harris

The schedule for the completion of the documentation required by both the BLM and State Parks before construction can begin remains unknown, but is at least multiple years from now. Both PG&E and MGE Underground are aware of the situation and will hold to their proposals for the interim, but will contact the PBLSA if there are changes on their part. Work continues on the cost estimate for a sustainable option to allow electric power for the light station with or without grid input using a microgrid system with solar and motor generator input and battery storage. While a preliminary cost estimate of the system is more expensive than the current approach of just putting the power lines underground, it can be said that the cost trends for the batteries, the microgrid controller, and the ancillary backup power is going down; it can be stated that within a few years the microgrid system for the light station electrical power requirements will be the most economical, both for capital and as well as operational expenses.

Appendix 7: Capital Campaign/Grants Report 10/23/19 – Jim Harris/Holly Gant

Holly Gant and Jim Harris attended the SPOKES workshop “Five Fast Fixes to Boost Your Fundraising” at the SPOKES office in San Luis Obispo on October 11. The workshop was facilitated by Kathy Wertheim and lasted from 9:00am to noon; there were about a dozen attendees. She passed out seven documents for the attendees: The Benevon Model (a four step process for non-profit fundraising), How to Find and Engage Great New Board Members, How to Ask for Money, Sample Pledge Form, How Board Members & Volunteers can raise Money by Hosting Events, Worksheet for the CATE Formula, and 101 Fundraising Tips; Holly has a set of them for your reference. We had two major points for the PBLSA: 1) for fundraising, the Board should have more than seven members with the concept of more is better, and 2) the amount of effort for a capital campaign really leads to the benefit of hiring a consultant to lead the effort.

David Cooper has called a capital campaign meeting at the PBLSA office at the light station on Tuesday October 22; the agenda is to organize the plan for this effort. An oral report will be given at the PBLSA board meeting on Wednesday October 23. Holly continues to work on the capital campaign brochure. Due to these planning efforts, there has not been any effort for preparing grant proposals for projects; preparing grant proposals will continue after the planning is completed.

Appendix 8: Libations for the Station Summary 10/23/19 – Holly Gant

Net Profit - Piedras Blancas Light Station 10-5-19

Income	Ticket Sales	Silent Auction	Auction Checks	Total Income
116 tickets	7410	630	1100	9140
Raffle			300	300
Total Income				9440
Expenses				
Torricella - Food for 114				2323.82
Music - Marcus DiMaggio				175
Chocolate Truffles				188
Glasses				0
Advertising				40
Water & Decorations				23.09
Paper Tickets				12.35
Posters				25.54
Honey Hut & Wash Station Rental				200.15
Event Brochure				28.02
Expense Total				3015.97
				0
Profit for Piedras Blancas Light Station				6424.03
Less Checks & Raffle				1400
Check for Piedras Blancas				5024.03

2018 event Income = \$9,888 Expenses = \$4,987 Profit = \$4,901

Appendix 9: Capital Campaign Work Group – David Cooper

October 22, 2019
Capital Campaign (CC) Work Group

CC Members present: Jim Harris, Harry Thorpe, David Cooper

CC Members absent: Sharon Flaherty

Others present: Ryan Cooper, John Brass, Holly Gant

At its meeting on October 22, 2019, the PBLSA Capital Campaign Work Group discussed and recommends to the Board the following **action plan**:

1. Jim and David will consult with SPOKES to identify three consulting firms who specialize in fund raising management for nonprofits. We will prepare profiles of those firms for the board to review.
2. Ryan will draft an updated PBLS Management Plan that includes (a) Shoreline Engineering's latest descriptions and cost estimates for tower stabilization and replication of the top three floors, (b) construction of the Victorian keepers cottages, and (c) our 2019 strategic planning projects priority list.
3. Holly will prepare a final draft of the PBLS accomplishments portfolio.

When the updated Management Plan and accomplishments portfolio are complete, we will contact and schedule presentations by the consulting firms. The Capital Campaign Work Group will then make a recommendation to the board.