



**Point Lobos Foundation
Annual Member Meeting
Merrill Hall – Asilomar Conference Center
January 10, 2015
Minutes**

A. CALL TO ORDER

The meeting was called to order by President Augie Louis at 9:40 a.m.

B. APPROVAL OF MINUTES

Louis welcomed the members, then called for approval of the Minutes of the January 11, 2014 Annual Point Lobos Foundation Member Meeting. Upon motion made, seconded and unanimously carried, the Minutes of that meeting were approved.

C. PRESIDENT'S COMMENTS

In his opening comments, Louis spoke about the Reserve as a place where nature and people come together, and where people represent an important component of the Reserve.

He then listed accomplishments of the Foundation during 2014:

- The acquisition and launch of the Mobile Interpretive (MINT) Van full of exhibit material that can be moved around the Reserve to the places it is most useful to the public.
- The Underwater Topographical Model near the boat launch at Whalers Cove.
- The Lace Lichen Trail extension, to be completed in 2015, is intended to improve safety and the visitor experience by moving pedestrian traffic off the main road.
- The “Discover Point Lobos” iPad app, geared toward fourth and fifth graders, is currently under development.
- The Lobos Corona Parklands Project was formed in May as a joint venture between the Foundation, State Parks, the Big Sur Land Trust, and the Monterey Peninsula Regional Park District. The first project is expected to be the opening of San Jose Creek to hiking.
- Volunteer Trail Work Days in the Reserve, allowing members to work alongside State Parks trail crews.
- Invasive plant control, including, beginning in December, providing funding a contractor.
- Social media initiatives and representation at Parks Advocacy Day in Sacramento by Anna Patterson, the Foundation’s Director of Development and Communications.
- Progress on the General Plan, including a new consultant firm that is moving the process forward.
- Melissa Gobell reported that Docents donated more than 30,000 hours of volunteer time in 2014. Fifty-one Docents put in more than 200 hours.

Louis remembered those who we lost in 2014, including June Banks, Curt Cureton, and Stephanie Drum. *(Note added after the Meeting – President Louis also wishes to recognize the passing of Ken Gray.)*

Finally, Louis lauded the state of the Foundation itself and the relationship between the Foundation, the Docent Organization, and State Parks.

C. TREASURER'S REPORT

The President called upon Patty Parker, Assistant Treasurer of the Foundation, who provided the Treasurer's Report. She reported that the Foundation has approximately \$1.2M in cash and investments. Target revenue for 2014 was \$360K. Actual revenue is expected to exceed that by about \$125K, due primarily to grants received for the Lace Lichen Trail and the Discover Point Lobos app.

Spending during 2014 included approximately \$130K for the Docent Organization, \$115K for trails, invasive plant control, and the General Plan, and \$20K for member programs.

The financial audit and tax return will be posted on the website as soon as they are available.

D. DIRECTOR OF DEVELOPMENT AND COMMUNICATIONS' REPORT

Anna Patterson reported that from 2013 to 2014, fundraising by the Foundation increased from \$234K to \$424K. The average gift increased from \$89 to \$351. Giving by Docents reached \$45K.

The Foundation received its largest grant ever, \$100K from the Monterey Peninsula Foundation for the Lace Lichen Trail expansion project. Grant requests in 2014 were overwhelmingly successful.

She described new gift memberships and business memberships. Collaboration with the Elkhorn Slough Foundation resulted in increased giving for both groups. Participation in Monterey County Gives resulted in \$15K for the Discover Point Lobos iPad app, which is now fully funded. The Lace Lichen Extension is also fully funded after receiving \$165K from individuals and grantors.

Pointlobos.org gets 15,000 visitors each month. Each email blast reaches 2000 people. Each Facebook post reaches approximately 10,000 people within one hour.

Patterson concluded by stating that people are ready and willing to support Point Lobos. She thanked everyone present for their contributions of time and donations.

E. GUEST SPEAKER

Louis introduced Julie Packard, Executive Director of the Monterey Bay Aquarium and Member of the Parks Forward Commission.

Packard discussed the work of the Commission, enumerating the six main ideas that are driving their work:

- Transforming the Organization – breaking through the bureaucracy to allow the best people and ideas to advance.
- A New Statewide Non-Profit Enterprise – to help raise significant funding and to facilitate revenue raising partnerships.
- Protection and Stewardship of Natural Areas – properly caring for California's iconic natural and cultural assets.
- Access – understanding who is using parks now and how to encourage use by others in the future, so that the public continues to support State Parks.
- Environmental Education – including healthy and active lifestyles.

- Funding – it is best to have a diversified funding base including earned revenue, partnerships, and state-provide funds

F. FAREWELL TO RETIRING BOARD MEMBERS

Louis thanked Sandy Hale for his seven years of dedicated service on the Board, including two years as President. He then thanked Karen Bernstein, especially for her excellent work on the Merchandise Committee. Each was presented a framed photograph taken by former Ranger Chuck Bancroft, as a token of the Foundation's gratitude.

G. ELECTION OF DIRECTORS

Louis said that the following persons have been nominated for election to the Board of Directors of the Foundation for two-year terms expiring January, 2017:

Nominees for Third Term Directors

Augie Louis – At-large

Bill Eckert – At-large

Nominees for Second Term Directors

Patty Parker – At-large

Nominee for First Term Directors

Diana Nichols – Docent

Upon motions made, seconded and unanimously carried, each of the foregoing nominees for Director of the Point Lobos Foundation was elected to the term stated.

H. PRESENTATION OF THE JUD VANDEREVERE LIFETIME ACHIEVEMENT AWARD

Docent Administrator Judd Perry presented to Carol Bloner the Jud Vandervere Lifetime Achievement Award, recognizing outstanding devotion and contribution to the Point Lobos State Natural Reserve. Bloner spoke briefly, thanking the Foundation and the Docent Community.

Following this presentation, there being no further business to come before the meeting, it was adjourned at 11:35 a.m.

Respectfully submitted,



Bill Eckert, Secretary

Provisionally approved by the Board of Directors on January 21, 2015 subject to final approval at the next Annual Member Meeting