

Friends of the GTM NERR

Minutes of Board Meeting: Tuesday, July 8, 2008

Members Present:

Carl Hampp, Anita Pierce, Jonathan Katzen, Frank Pixler, Pierre Pierce, Bill Coleman, Christine Rich, Irene Kaufman, Peter Difatta

Staff Present:

Teri Webley, Mike Shirley, Angel Gonzales

Excused Absence:

Nancy Schachnovsky

Meeting called to order at 5:00 pm by Pierre Pierce at the EEC

June Meeting Minutes Approval by Pierre Pierce

Carl motioned to approve the June meeting minutes

Bill seconded, all approved none objected, June meeting minutes approved.

Riverkeeper by Pierre Pierce

Pierre expressed his concerns about the inaction of local government on the matter of the depletion of the St Johns River. He asked if the Friends of the GTM Reserve could get involved.

Mike S explained the politics of the situation and that officially the DEP is staying out of the matter for the time being and leaving it to the Water Management District.

Mike S suggested that the Friends could express concern over water taken from the St Johns River.

There is not a direct relationship with the Research Reserve at this time according to Mike S

Writing a letter to the DEP may influence the future DEP stand on water withdrawals from the St Johns River.

Pierre will follow up with a letter to the DEP voicing the Friends concerns about water withdrawals from the St Johns River.

Pierre announced that Vince Philips “the satellite guy” will be at the Research Reserve on the 14th of July to demonstrate his technology and explore how it can possibly be used to see habitat conditions via satellite.

Development update by Jonathan Katzen

Jonathan said that the Development Committee is working on a budget to present to the Board. One goal is to organize a calendar so that funds requests can be made by the Development Committee 60 days in advance.

Jonathan said that the Development Committee has been exploring different options for mailing such as window envelopes and wallet flap envelopes to reduce mailing costs. They expect to have a final recommendation soon.

Jonathan announced that the May mailing netted just under \$3000 in renewals and new memberships.

Frank talked about the information the Development Committee has been gathering in order to identify where the donations are coming from.

Frank also explained that the Development Committee is getting 3 bids to re-do the brochure.

Development Committee Advertising by Frank Pixler

Frank explained the process used to decide how best to use a post it sticker on a local newspaper for maximum value.

Mike S suggested instead of a free admission as previously discussed the sticker should offer free admission with a paid admission.

St Augustine and the St Augustine Record was chosen as the most desirable place to do the post it sticker on a Sunday paper.

August is the target month for the coupon on the post it sticker.

Peter asked how benefit to the EEC would be measured.

Frank said that addresses could be collected from guests using the post it sticker and used in future mailings. A follow up letter to the visit was discussed

The Board agreed that the core goal in using the post it sticker is to raise public awareness of the EEC.

Bill motioned to approve spending \$600 for the sticker to appear on a Sunday edition of the St Augustine Record.

Carl seconded all in favor none opposed passed.

Frank announced that Rick Riles will broadcast his radio show from the Research Reserve early in the morning on the day of the National Estuaries Day event.

Education and Communications Committee Banner Update by Chris Rich

Chris said that the Education and Communications Committee has collected all the suggestions for changes to the banner since the June meeting. They will proceed with the project as agreed on by Board vote at the June meeting.

Irene told the Board about an offer the Education and Communications Committee received by email. An original painting will be auctioned at a local art show July 20th and the seller has offered the proceeds to the Friends of the GTM Reserve to be designated for the Turtle patrol.

There was some discussion about accepting the donation and the Board agreed to accept the donation for the Turtle patrol.

Research Reserve Update Request for Letter of Support by Mike Shirley

Mike S told the Board about a parcel of land that is adjacent to Research Reserve property that has come up for sale.

The property known as Rogers Parcel is 18.6 acres of uplands that the owner wants to sell to the state.

Mike S sent a letter up the chain to DEP in support of purchasing the property.

Mike S asked that the Friends do the same.

Mike S will send Teri a digital copy of his letter to be edited for the Friends.

Mike S explained that if the property went to someone other than the state a right of way situation could arise. Rogers Parcel crosses some of the Research Reserve trails.

Mike S informed the Board that a new draft of the management plan is on the web now.

They are waiting for NOAA comments, expected in September. Mike S expects that in late fall to early spring the management plan will go to state for approval and to have a signed document by this time next year.

National Estuaries Day by Teri Webley and Angel Gonzales

Teri told the Board that the NED committees lists were sent to Board members and offered to supply one to any Board member that did not have one. Teri invited any Board members interested to join a committee.

Teri described the addition of the Food and Beverage Committee. The food tent has been run by the Board members in the past. The Food and Beverage Committee was formed to assist the Friends with that task. The options discussed by the Food and Beverage Committee includes bringing in a vendor to handle the food and beverages. This would free the Board members time so they could concentrate on the Friends table and recruiting new Friends of the GTM Reserve members.

Angel explained that the vendor would have a permit and would provide their own supplies and man their own tent. They would donate a portion of their proceeds to the Friends of the GTM Reserve. Angel said that 30% is the normal donation.

NED cont.

Pierre asked of the Friends made money from the food and beverage tent in the past.

Bill explained that they did not charge for food and that the total donated was \$200 to \$300 those days.

After some discussion the Board agreed that a vendor was a good way to go. The Board assigned the project to the Food and Beverage Committee and did not feel the Board needed to make the decision about which vendor to bring in for NED. Angel told the Board that the Food and Beverage Committee meets once a month and invited the Board members to participate.

Pierre asked Teri to look into creating a DVD that would play as a loop to be used as a recruitment tool for the Friends and Volunteer programs at the Research Reserve.

Other Business

Bill handed out a flyer about National Marina Day. He explained that the mission of the event to be held August 9, 2008 is to introduce the non-boating public to what marinas do.

Bill said that he hoped to have a Friends table at the event. And an activity like the touch tank provided by the EEC.

Angel said that he was already working on the EEC participation in the event.

Angel suggested that the Friends and EEC share a table.

Chris said that she expects the banner to be ready for the event.

Peter suggested that the Board discuss the policy change that Janet prepared.

All Board members read the Request for funds: Money in/Money out Approval When asked if they understood the proposal all Board members present did understand.

Bill motioned to approve the proposal

Frank seconded

All approved none opposed. The Request for funds: Money in/Money out was approved as policy as written.

Angel suggested holding a meet the Friends of the GTM Reserve social or some similar activity at the Marineland office. Angel feels that the Marineland office is not given enough attention.

Mike S said that he would like to wait until the Marineland office is fully staffed and a few changes have been made before holding an event like the one Angel suggests.

The meeting was adjourned at 6:00pm by Pierre

The next Friends of the GTM Reserve Board meeting will be August 12, 2008