

Friends of GTM NERR

Minutes of Board Meeting: Tuesday, October 10, 2006

Members present: Bill Coleman, Bonnie Goldsmith, Barb Starck, Carl Hampp, Sheryl Aycock-Anderson, Peter Difatta, Carol Travis, Triss Padgett, Frank Pixler and Irene Kaufman.

Staff Present:

Janet Zimmerman, Andy Flajole and Katie Flynn

Meeting called to order at 5:05 p.m. by Bill Coleman at the EEC

Minutes to September 11, 2006 meeting were brought to the floor. Motion by Triss to approve. Second by Bonnie. Motion passed.

Bill introduced new board member Irene Kaufman and welcomed her.

Treasurer's Report by Bonnie Goldsmith

Treasurer's Report reflected (through August):

Checking Account Balance	14,151
Money Market Account	35,717
Nature Store Checking	17,636
Friends CD	35,000
Total	102,505

Bonnie indicated she expects more from recent solicitation mailing. Finance committee has not met recently and there is nothing further to report.

Executive Board Report by Bill Coleman

Bill requested that because of lengthy agenda, all committee reports to be kept at five minutes or less. Further discussion, if necessary, should be outside of meeting.

Bill hopes all board members have paid up their dues and should to be on board.

Bill expressed need to update website and asked Irene who agreed.

Nature Store Report by Katie Flynn

There was a good week since National Estuaries Day. Price drop approved from last meeting has helped reduce inventory. Publicity for the National Estuaries Day upped daily visitation, plus participation of private schools brought in more children. So far income for October looks good.

Development Committee Report by Frank Pixler

The mass mailing is hoping to be in the mail in 10 days, now waiting on a piece of art. Committee had given Frank the directive to mail as many names as possible with approved \$10,000 budget. Frank detailed the mailing areas which would take in about 20,000 households. Frank presented data on price breaks on printing costs if we upped our budget indicating we couldn't mail entire 20K without upping the budget. After general discussion Carl made a motion to up budget for mass mailing to \$15,000, and Frank will use his discretion for areas to mail, but will include Marsh Landing. Bonnie seconded and it passed. (Note: an additional \$679 previously approved was discussed for general letterhead stationary, etc.)

Education Committee Report by Triss Padgett

Next education committee meeting will be Tuesday, October 24, 4PM at ECC. The class that is being developed has been put on the back burner, but is still simmering.

Career days at high schools will be soon and Triss is seeking a bank of people available to speak at career day to call upon when requested by the schools. So, anyone who knows of someone that could speak, please email Triss with information including the person's general topic area, phone number, etc. and Triss will compile into the speaker bank.

Other Committee Report by Barb Starck

So far we have 104 people that have paid dues. Includes renewals and 13 new members. Barb requested exact cut off date on new members that would be next billed in 2007. It was agreed that if new members signed up July 1 and later, they would not be asked to renew until October, 2007.

Frank discussed the follow up reminder postcard to be mailed somewhere in the second week of November to those that had been mailed a renewal letter.

Bonnie raised question as to what would be an ideal membership base. Some discussion followed with the possibility stated of getting 300 new members from our mass mailing.

Aquarium Update by Carl Hampp

The aquarium that had been donated by Tony Bracken to the Friends is being sold to Marineland Gift Shop and will be accompanied by Friends brochures and NERR brochures. \$3,000 will be given to Friends group in exchange. This is a workable solution that will still give recognition to NERR and the Friends group.

Annual Meeting Report by Bill Coleman

Head count for the whole day was a little over 200 including participation for the National Esuaries Day. For Annual Meeting there were seven to ten members and the rest were staff and board members. Bill indicated that for next year we should see what we can do to bring in more members and when we get closer to that date, form a committee to handle that. Bill encourage all to personally seek new membership.

Also, Bill said we should stress to people that we want people to join committees. They don't have to be on the board to be on a committee.

Upcoming Events and NERR Update by Janet Zimmerman

Janet extended invitation to the Scenic Byway A1A Dedication Ceremony on Saturday, November 4 at 10:00-2:00 at the River to Sea Preserve (Marineland).

NERR annual meeting will be next week and will have individual public scoping meetings to receive public input. Public Meetings flyers were passed around. The dates for public input are Novemeber 1, 6 p. m. at Whitney Laboratory and November 2, 6 p. m. at EEC. Comments can also be made in writing.

As part of the NERR meeting there will be the annual auction with funds going to NERA for lobbying efforts.

There are 70 applications for the manager position at GTM NERR and phone interviews are being conducted now. Later there will be face to face interviews hoping for an early November deadline for final decision.

Janet spoke to Sawgrass Women's Club and received a \$150 donation.

Last month Janet spoke to Ponte Vedra Women's Club.

Andy indicated that as part of the management planning process the NERR is required to reach out to governing bodies and he contacted the municipalities and county commission meetings and has done presentations in front of organizations that requested it and Friends are featured there.

Janet indicated Yoga starts tomorrow and is held every Wednesday at 5:30 p. m. at the EEC.

Bill asked who could be at meeting at Marineland, Novemeber 1 and Novemeber 2 and got two board volunteers.

Other Business

Andy raised point of concern about Friends obligating the use of the ECC without going through DEP procedures. Point of contact would be Janet, Katie, Andy or Diana (Events

Planner). Diana can be emailed at Diana.Eissing@dep.state.fl.us.

Frank updated board on the Florida Sportsman event project he is working on to get the fishing community more involve in the NERR. The event would possibly be on a Saturday morning and have live broadcast of the Florida Sportsman Magazine talk show from 7-9 a.m. It has been cleared through the state by Janet. There would be various fishing exhibitions and it would be promoted on the show for weeks. Need to find a common open date. The Friends would be the sponsor. No financial responsibility from Friends.

Andy indicated that Folio Weekly designated Guana River as best place to Kayak.

Triss raised issue of horse people wanting to plow through an access to the beach at one of the three access points instead of using their regular place at Mickler because of complaints at Mickler. Andy indicated he was directed to come up with a recommendation for access. Triss asked if the opening of a beach access point for horses was a real possibility and Andy answered in the affirmative. Triss wanted to take a proactive stance before this moved too far along. A committee was formed of Pierre, Carl and Triss with Carl as chair to establish details on the situation and to come back to the executive committee with recommendations.

Katie updated board on Costa Rica trip. Six have signed up and they need a minimum 14 persons, so everyone was encouraged to talk to people about it.

Katie thanked board for sponsoring sea turtle volunteer appreciation dinner.

Meeting adjourned at 6:17 p.m.