

# **Friends of the GTM NERR**

## **Minutes of Board Meeting: Tuesday, November 13, 2007**

### **Members Present:**

**Pierre Pierce, Anita Pierce, Chris Rich, Carl Hampp, Barb Starck,  
Craig O'Neal, Nancy Schachnovsky, Frank Pixler, Jonathan Katzen,  
Peter Difatta, Irene Kaufman**

### **Staff Present:**

Teri Webley, Mike Shirley, Janet Zimmerman

### **Meeting called to order at 5 pm by Pierre Pierce at the EEC**

### **October Meeting Minutes Approval by Pierre Pierce**

Motion to approve the October meeting minutes by Frank. Seconded by Craig.  
All in favor, October meeting minutes approved.

### **Membership Renewal Update by Barb Starck**

Barb and Teri sent out membership renewal letters for the months of September, October, and November totaling 324 pieces. The renewal letters were mailed November 1<sup>st</sup>.

To date 90 renewals have been received from the November 1<sup>st</sup> mailing.  
\$5085 has been raised to date from the November 1<sup>st</sup> mailing.

There are still 241 members that have not renewed in 2 years. To date 21 from a mailing of 265 inactive members have renewed for a total of \$885 raised from that mailing.

Frank asked if the totals from the inactive member mailing were combined with the totals from the September, October, November mailing to reach \$5085 quoted. Teri told him that those numbers were not combined in that total. But there are some inactive renewals that may have been included in the standard renewal numbers. The renewal form does not identify which mailing it went out with.

Frank pointed out that the Friends of the GTMNERR spent about \$300 and raised over \$800 in the inactive member mailing.

Frank explained that all the Friends of the GTMNERR Board members were included in the bulk mailing that just went out so they could see what the potential members get.

### Membership cont.

Barb announced that the membership renewals will be sent monthly on or about the 15<sup>th</sup> for memberships that expire that month.

Pierre asked if the Brick program would continue until all the “plain” bricks on the entry walk to the EEC are inscribed.

He was told that that is the plan. Pierre suggested a renewed effort to sell the prick program to the public. Possibly a Christmas program.

Frank told him that the bulk mailing includes a brick brochure.

Frank went on to describe the contents of the bulk mailing.

### **Nature Store Holiday Discount by Carl Hampp**

Carl said that the Nature Store Committee members received an email concerning a Holiday Discount for Volunteers, Staff, and Board members.

The Nature Store Committee is in agreement that a Nature Store discount is appropriate and recommends that the board approve a 25% discount for the aforementioned groups. This discount is a continuation of the Holiday discount offered last year.

The discount is 25% off a one time purchase in the Nature Store between December 5, 07 and January 5, 08. Consignment items are not included in this offer.

Anita asked if the Board currently gets a discount in the Nature Store. She was told that no one currently gets a discount.

Janet offered to do an email to volunteers as a means of informing them of the Holiday discount. Janet also suggested that only volunteers with over 20 hours service for the year be eligible for the Holiday Discount. The Board approved this.

Janet will provide a list of volunteers with over 20 hours service to Teri.

Anita moved to approve the Holiday Discount as presented to the Board.

Jonathan seconded, all in favor, approved.

### **H A S Update and Volunteer Request by Teri Webley**

Teri announced that the Holiday Artist Showcase is at maximum capacity for Artists.

Teri passed out the sign up sheet to members present so that they could fill in times they are available to man the Friends table and fill in where needed during the event.

Chris suggested that an instrument for accepting payment at or in close proximity to the Friends table would increase the number of memberships purchased at the event.

HAS cont.

The Friends table will be placed next to the cashier at the Holiday Artist Showcase.

Mike and Janet were asked if there was a problem selling baked items at the H A S. They said that there was no issue to their knowledge.

After discussion among the Board about selling donated baked items at the Friends table it was agreed to sell baked items. Janet offered to contact staff and volunteers about donating baked items for the sale.

**Management Plan Update by Mike Shirley**

Mike announced that the public meetings for the management plan went well with no real opposition to the plan. The next step is to send the draft to NOAH for editing. They will be able to make the draft more readable. Right now there is a lot of redundancy. NOAH will make suggestions and we will use what makes sense to us. Our goal is to be able to use the plan as a working document.

One of my goals moving forward is to have staff members representing different programs at the Research Reserve attend Friends of the GTM Reserve Board meetings. Possibly a different staff member each month. This way e staff will have a better understanding of what the Boards function is at the Research Reserve. And the Board members will get a better idea of the range of activities going on at the Research Reserve. Mike expects staff members to begin attending the Board meetings in January 08.

Mike told the Board about The Summit on beach erosion. The Summit will take place on Monday November 19, 07 from 11am to 12; 30pm at the EEC.

Congressman Mica will speak at the summit. There will be a lot of press present. This is a public meeting. Friends Board members were encouraged to attend.

Mike just attended the National Research Reserve meeting. He explained that there were several Friends groups represented at this meeting. Mike suggested that the Friends consider sending a representative to next years meeting. This would be a good opportunity to network.

Mike said that the GTM Research Reserve would be donating some items soon. In addition to the standard passes they would also donate items from the Nature Store. The two mentioned were silent auctions at Gamble Rogers and a local 4H group. The donations to these groups are part of the outreach and community involvement goals at the GTM Research Reserve.

**Research Reserve Update by Janet Zimmerman**

Janet gave an update on the LIFE program. The program had 150 students visit the EEC in October and November. The Friends of the GTM Research Reserve provide funding for bus transportation for this program. The students were very appreciative and the program is deemed a success.

Research Reserve cont.

The Education staff at the EEC would like to work with the Friends in obtaining corporate sponsorship for the LIFE program. The program could then be expanded.

Pierre voiced his approval of corporate sponsorship of the LIFE program.

Janet announced that the Turtle Patrol appreciation dinner was a success. The books provided by the Friends of the GTM Reserve were greatly appreciated by the volunteers.

Janet said that they were approved for an additional Environmental Educator at the Marineland office. This will enable them to have more activities and increase visibility in the southern region.

Janet spoke about the Velano Beach Fest. The Friends will have a table there. Board members are needed to help at the table during the event. The event will take place on November 16, 07. Set up is at 2-5pm and the event runs from 5pm to 8pm.

Frank said he would provide complete membership packages to hand out at the Friends table.

Irene said she would be there as event staff and would act as liaison between the Friends and event organizers.

The event will be held at the Velano Pier.

**Other Business**

The subject of the Visit Florida video was brought up. All of the Board members were forwarded an email explaining the campaign.

Janet explained that the program was to produce some video clips about the GTM Research Reserve that would be played at the visitor's centers.

Mike asked if the tourist market was the best place to put advertising dollars.

Irene suggested that there are less expensive forms of advertising offered by Visit Florida that might be considered.

Pierre said that he was not comfortable jumping into something as costly as the video.

On the subject of marketing to tourists Janet said that there will be a ½ page add in the Best Read Guide for the GTM Research Reserve.

Nancy discussed the expense statement that she is working on. She expects to have an income statement in the not to distant future.

Nancy will then work on expenses.

She said she will be asking the committees for actual budget requests. If a committee needs the costs from last year she can provide those.

Pierre brought up his vision for an eagle cam. The cam could be used as a sales tool.

Nancy will have her husband look into the equipment needed for the project because he is familiar with the technology.

There was discussion about mounting cameras on animals.

Other cont.

Peter asked for Mike's input.

Mike said that the project would need to have research credentials attached to it for legitimacy in the state's view.

Janet pointed out that the Dec. 7 brown bag lecture at the EEC would have an Audubon member present. This would be a good place to start investigating the plausibility of getting research backing for the eagle cam.

Peter pointed out the educational benefit of the eagle cam.

Mike said that research is the better primary focus for the eagle cam project when looking for state approval.

Carl pointed out the need for a loop to play when there is no activity to be seen by the camera or when the camera is down.

Pierre asked about the possibility of incorporating with other Friends groups with similar missions.

Mike agreed that starting a dialog with other similar groups would be a positive step forward.

The Executive Committee will approach local groups about getting together on projects.

Pierre said he will bring up partnering at the MAG meeting.

Pierre mentioned the need for an alternate Friends representative to attend MAG meetings when he is out of town.

Pierre passed out the MAG letter concerning the road expansion on 210.

Mike announced that the issue of using GTM Research Reserve property for the 210 expansion is no longer being seriously considered. They are looking into alternative plans. The next MAG meeting will be at the EEC on the second Wednesday of December at 6pm.

Pierre asked who should get the letter concerning the Friends position about using GTM Research Reserve property in the 210 expansion.

Mike said he would send the letter.

Carl asked if the Friends should send a letter in addition to the one Mike is sending. After discussion among the Board about the letter Carl motioned to send a Friends letter in addition to the MAG letter Mike is sending to the Governor. Carl will draft a Friends letter to be voted on at the next Board meeting on December 11, 07.

**Meeting Adjourned at 6:05 by Pierre Pierce**

The next monthly board meeting will be Tuesday, December 11.