

**Friends of Arthur R. Marshall Loxahatchee National Wildlife Refuge  
Board of Directors Meeting Minutes  
September 8, 2009**

The Board of Directors of the Friends of Arthur R. Marshall Loxahatchee National Wildlife Refuge (“Friends Board”) met on Tuesday, September 8, 2009 in the Conference Room at the Arthur R. Marshall Loxahatchee National Wildlife Refuge (“Refuge”).

**Attendees:** President Steve Horowitz, Vice-President John Marshall, Director Tom Poulson, Director Joan Davis, Director Cynthia Plockelman, Director Jay Brenner, Director Stephanie Wright, Director David Lurie, Director George Berman, Director Mitch Rosenheim, Director Elinor Williams and Secretary Kim Edoff. Absent were Director Judy Colvard, Director Lance Warley, and Treasurer Herb Teitler.

**The meeting opened at 2:00 pm. A quorum was established**

Steve Horowitz opened the meeting by introducing the three new Friends Board members: David Lurie, Stephanie Wright, and George Berman. He also reported on the end-of-summer intern reception that he recently attended.

John Marshall spoke about the new Refuge brochure. He is working with Tom Poulson and Sylvia Pelizza on this project.

Jay Brenner reported that he will be back on Sundays in October for swamp strolls.

Cynthia Plockelman reported on the recent Everglades Day (“ED”) planning meeting and added that they are searching for additional funding as it is a strong possibility that they will not receive any funding from the Palm Beach County Cultural Arts Council. An invasive exotics (plants, animals) track has been added to the day’s program. Everglades Day is February 6, 2010. She reported that the Cultural Arts Council will be meeting this evening to review program funding and encouraged all who could attend to please do so or to contact County Commissioners directly to appeal recent decisions not to support ED funding.

Stephanie Wright reported on our Public Relations Initiative. She is working on press releases for Public Lands Day (September 26) and the public exhibit opening (October 17).

Steve Horowitz reported that the inspection team was in Alabama recently and that the exhibits are on schedule. As soon as installation is complete, we will be starting volunteer and staff training.

A three week minimum notification to her is required for any event to be adequately advertised. She will be doing a pre-event release for the VIP opening night gala. We are now on [serve.gov](http://serve.gov), a national initiative to connect volunteers and she has also connected with more parenting sites who can then put our events on their on-line calendars. We are also on local site for canoers and kayakers. We currently have 12 Facebook fans – 2 of our fans are artists (magazine/design layout) who are willing to volunteer their time to help us. Questions arose regarding National Wildlife Refuge Week and the upcoming Youth photo contest and whether or not we need press releases for these events. We will also be contacting reporters and allowing them to set-up appointments to go through the exhibits individually before hand so that we can get coverage before our opening Saturday event.

The Friends Board discussed opportunities for additional outreach including national organizations such as Boy Scouts or local universities such as FAU, alumni groups, etc.

Tom Poulson reported on the ED green initiatives the committee is working on including adding green

vendors, recyclable products (cups/plates) and possibly eliminating bottled water and using cooling dispensers instead. The committee will also be publicizing the greenness of the event. The t-shirt is still in process. The theme this year is Art in the Everglades and every year, the t-shirt is a significant source of income for the Friends. Tom also reported that the color visitor's guide is in process. He is also working with Elinor on the tri-fold brochure. The goal for the two publications (tri-fold brochure and visitor's guide) will be to complement what the Refuge did in their new brochure.

Kim Edoff presented the minutes from the last Board meeting, July 25, 2009. **Joan Davis moved to approve the minutes of the July 25, 2009 Friends Board meeting. Cynthia Plockelman seconded the motion. A vote was taken and the motion carried.** Kim also reported on recent work with David Underwood on game preparation for the exhibit opening on October 17.

David Lurie reported that he is researching new water fountains for the main lobby. We need to have one that is handicap accessible. Research continues.

George Berman reported on several of his projects:

- Arnold Dubin is a new volunteer who will be helping him with photographic projects on the website.
- He is developing the idea of an open general photo gallery on our website for all types of submitted photos of the Refuge.
- He is working to make changes on our site to bring on our new logo. Due to technical issues, it is becoming a time consuming project and will be completed as time allows
- We now have a slideshow on our site of Everglades Day.

Question arose as to whether we can add an article in the Gator Tales about our website.

Joan Davis reported on her work with the South Florida Water Management District and Water Resources Advisory Commission. The River of Grass Phase I is complete. Plans for Phase II are being developed and should be ready by November. There have been some recent Governing Board changes with one still empty position. There has been a lot of discussion recently about the Kissimmee Valley developments (44,000 houses) which will affect the Kissimmee Basin water quality, Lake Okeechobee, and therefore the Everglades further down the flowpaths.

Mitch Rosenheim reported that the canoe trips will resume in October most likely starting the day of the exhibit opening. Jeff Kramer will most likely be in charge of the trips.

Elinor Williams reported that the calendar is at the printer. George Berman discussed the website and timeliness of event information coming to him for addition onto the site. More coordination is needed with David Underwood about events and getting them not only into our email blasts but also onto the website in a timely fashion.

Steve reported that the Turtle River Times is at the printer and the same distribution list is used for this publication as the one we use for the Gator Tales.

Elinor discussed two new funding requests coming from the Gala planning committee:

- Providing funding in the amount of \$250 to Loxahatchee Canoeing to cover the costs of the canoes for the exhibit opening event on October 17.
- Providing funding in the amount of \$400 to the Refuge to cover the cost of postage for mailing the invitations for the exhibit opening

**Cynthia Plockelman moved to provide funding to Loxahatchee Canoeing in the amount of \$250 and to provide funding in the amount of \$400 to the Refuge. John Marshall seconded the motion. Board**

**discussion followed. A vote was taken and the motion was unanimously approved.**

Tom Poulson questioned how our promotional materials get distributed. We currently use CTM Media Group who prints our materials and then distributes them locally in hundreds of kiosks in the Palm Beach/Broward area. Steve and Elinor will follow up on our distribution networks.

Gator Tales deadlines are as follows: Feature articles due by October 1, other articles due by October 15.

The next Friends Board meeting is October 3.

Mitch Rosenheim moved to adjourn. Meeting was adjourned at 3:40 pm

Respectfully submitted,

Kim Edoff  
September 8, 2009