

**Friends of Arthur R. Marshall Loxahatchee National Wildlife Refuge**  
**Board of Directors Meeting Minutes**  
**November 3, 2009**

The Board of Directors of the Friends of Arthur R. Marshall Loxahatchee National Wildlife Refuge ("Friends Board") met on Tuesday, November 3, 2009 at 2:00 p.m. in the Conference Room at the Arthur R. Marshall Loxahatchee National Wildlife Refuge ("Refuge").

Attendees: President Steve Horowitz, Treasurer Herb Teitler, Director Cynthia Plockelman, Director Joan Davis, Director George Berman, Director David Lurie, and Director Elinor Williams. Sylvia Pelizza and Rolf Olson attended representing the Refuge.

Absent were Vice-President John Marshall, Director Stephanie Wright, Director Tom Poulson, Director Lance Warley, Director Judy Colvard, Director Mitch Rosenheim, Director Jay Brenner and Secretary Kim Edoff.

**The meeting opened at 2:00 pm. There was no quorum.**

President Horowitz opened the meeting by reading a thank you letter from Evan Hirsche thanking us for our contribution to the National Wildlife Refuge Association. Announcements from Lance Warley included an update on the upcoming Gator Tales which is at the printer. Thanks to Cynthia Plockelman on her fantastic article on the butterfly garden. Kudos to all the other contributing writers for the great articles including the biography of Cindy Fury written by Lance Warley. We will be inserting a calendar in all the Gator Tales issues prior to mailing. The photo contest is underway.

Sylvia Pelizza, representing the Refuge, has written a letter that will be posted on the staff section of our website. The exhibits continue to be fine-tuned. Rolf Olson reported on the grand opening. Both events went well with the VIP event hosting 95 people and the public opening hosting approximately 1,000 people. They will be doing a prescribed fire on November 10. A couple of new employees have come on board recently as well. September 20, the Refuge hosted the National Academy of Sciences for a tour. They will be doing some promotional filming of the Refuge for some partnership ventures. We are about 6-9 inches below schedule on our water. George Berman indicated he would like to get some promotional material on our website for some of the recent activities at the Refuge to get some PR attention out of it. Mr. Horowitz asked about media coverage for the Gala and public opening. We had some print coverage from both local newspapers (the Post pre-event and the Sun Sentinel post-event) and some TV coverage post event.

Some discussion occurred over the transition of Treasurer to David Lurie and whether or not we should post our financial information on our website to show donors where we get our money from and how we spend our money (no paid staff, low donation volume). Possibly we could create a simplified balance sheet, income statement, and annual budget. The discussion was tabled until we have a quorum.

Joan Davis reported on the latest committee meeting to discuss plans for the Annual Meeting on January 24, 2009. The proposal of the committee is to move the meeting offsite to the South County Civic Center due to space and inclement weather considerations. Board discussion followed both for and against the proposal. Steve will confer with other Board members and come up with a recommendation shortly.

Herb Teitler reported on the finances. We currently have around \$4,000 in our checking account at the bank. We do have some invoices still to be paid. We also have some expenses still to be paid from the Gala. We are in our third year of deficit spending but we hope that with the new exhibit and the winter season coming, our sales will continue to grow and rebuild our accounts.

George Berman reported on the Photo Corps. We are too dependent on freelance people, so we have started

to recruit photographers from last year's photo contest to work events and take photos for us. Our new PhotoMaster, Arnold Dubin, is working on preparing our first slide show of the visitor center Grand Opening events based on the photos submitted by our corps. On the website, we have a page called The Gallery. In addition to events and photo contests, we are developing a collection of Refuge photos from all sources.

Sylvia Pelizza reported that on November 19, the Refuge is hosting the Palm Beach County Water Resource Task Force.

Cynthia Plockelman reported on the recently EVCO meeting. They admitted another new member to the organization (another Audubon group). There are several teams who are working on a variety of long term visions for the organization and the Everglades.

Future Board meeting dates include:

- Saturday, December 5, 2009 at 9:00 a.m.
- Tuesday, January 5, 2009 at 2:00 p.m.
- Tuesday, February 2, 2010 at 2:00 p.m.

Mr. Horowitz reported that the newsletter is out, photo contest is underway and the gift shop is starting to see new business.

Promotion and advertising of the Refuge was discussed and the need for more of it in the local newspapers. George and Steve will discuss future promotion opportunities with Stephanie.

The meeting was adjourned at 3:15 p.m.

Respectfully submitted,  
Kim Edoff  
November 3, 2009