

Friends of Arthur R. Marshall Loxahatchee National Wildlife Refuge
Board of Directors Meeting Minutes
February 27, 2010

Attendees: Judy Colvard, Joan Davis, Steve Horowitz, David Lurie, John Marshall, Cynthia Plockelman, Tom Poulson, Mitch Rosenheim, Lance Warley, Elinor Williams (absent George Berman, Jeff Kramer)

Resignations: The resignations from the Board of Kim Edoff and Stephanie Wright have been accepted, with deep regret.

Approval of Minutes: The minutes were unanimously approved for the January 5th Board meeting (Cynthia-move/David-2nd) and for the January 24 annual meeting (Tom/Cynthia).

Photo Contest: Lance has received 100 photos from a total of 30 entrants so far, with the deadline tomorrow. We are hoping for more, as we had 46 entrants last year. We don't have many entrants in the Youth and Photo Essay categories. Any category with fewer than 10 entrants can be eliminated, with no prize awarded. The new point & shoot category has attracted 14 entries so far. [Update: Now that the contest deadline has expired, we have 223 photos from 48 entrants, surpassing last year. The Photo Essay category has been eliminated.] The Everglades Photographic Society will perform the judging next Saturday, March 6. After the judging, Lance will crop the winning photos to 8" x 10", print them, frame them, label them, and create a slide show. The photo contest presentation/reception is Sunday, March 21. Lance needs help with hanging the framed photos March 19 - 21. They will be covered until after the winners have been announced. Mitch, Steve, and Judy offered to help. Lynn Dorsey will be catering.

Everglades Coalition: John reported that the board of the Everglades Coalition has openings for 4 of its 9 members. John would like to have a good representative (one or more) for the northern Everglades. He is concerned that the next annual meeting is only 10 months away, with no host or site selected. Clewiston is being considered, but the lack of hotel space there is problematic. He fears that this year's lack of coordination between the EVCO planning committee and the host committee will continue. Tom is our voting member for EVCO, with Steve as the alternate. Steve designated John as a 2nd alternate, to make sure we will have a representative for the upcoming meetings.

Marshall Foundation Sunset Safari: The Marshall Foundation is sponsoring a Sunset Safari field trip to the Refuge on Saturday, March 27, from 3:00 p.m. - 7:00 p.m. Judy will arrange to keep the gift shop open late. She will find 2 people to work from 4:00 - 7:00, after the usual shift leaves for the day.

Everglades Day Committee: Steve asked Kay Larche to join the Everglades Day committee to replace Tom, who was concerned that many of his suggestions were not taken. The committee meets monthly, usually at one of the members' homes, at 4:00 on a Thursday. This year's Everglades Day was considered a great success, with 4,400 attendees, many sales, and a good flow of people throughout the day. Lance expressed the concern that the two keynote speakers were scheduled only an hour apart at different venues, precluding attending both. This should be added to lessons learned for next year.

Upcoming Events:

- Thursday, March 4 - monthly staff meeting; Steve attends; follow-up to Everglades Day - evaluation by Serena
- Saturday, March 6, 10:00 a.m. - Speakers Bureau meeting; Steve will meet with Harvey Eisen, Hal Albertson and some new members of the Speakers Bureau; more advertising needed because many are still unaware of the Speakers Bureau
- Tuesday-Wednesday, March 9-10 - Sheila Calderon will represent us at the National Wildlife Refuge Association's Rally-on-the-Hill fly-in in Washington, D.C. (Nancy Marshall is an NWRA board

member)

- Wednesday, March 17, 11:00 a.m. - 1:00 p.m. - David Underwood is hosting the annual volunteer awards luncheon
- Tuesday, March 23, 2:00 p.m. - Friends Board meeting in the auditorium
- Monday, March 29 - Passover begins
- Thursday, April 8 - Envirothon here at the Refuge; Tom is supporting this 1-day event for high school students
- Friday-Sunday, April 9-11 - USFWS Southeast Region conference in Crystal River; Mitch, Marta Isaacson, and Harvey Eisen are our representatives with all expenses paid (We were allowed two representatives plus Stacey Armitage personally requested Harvey's presence for his gift shop experience)
- Saturday, April 24, 9:00 a.m. - Friends Board meeting in usual conference room

Everglades Restoration Course: Unfortunately, Tom's 4-day course on Everglades Restoration has been cancelled due to the low number of registrations.

Potential Fundraising T-Shirt: Mitch displayed a yellow T-shirt with a lovely Everglades-themed logo of birds and sawgrass and the slogan, "I'm Bustin My Ass To Save the River of Grass". He feels it has potential for sale to members of non-profits and possibly in our own gift shop. The cost is \$8/per shirt, or \$7 if bought in higher volumes. He plans to take some with him to the Southeast Region Conference in Crystal River in April to show to the other Friends groups. He plans to underwrite a small number himself and is looking for more underwriters so that it can be marketed on a larger scale, and possibly given free for membership renewals at certain levels.

Who gets the 10% Gift Store Discount: Judy asked for clarification as to whether volunteers who are not Friends members are eligible for the 10% gift store discount. The board agreed that only Friends members and Refuge staff are eligible for discounts and volunteers are not, with the exception of the temporary volunteers who reside on-site at the Refuge. Teachers are also not eligible for discounts, but they are encouraged to give us their contact information so that we can add them to our mailing lists. Volunteers who want a discount should be encouraged to join the Friends. One concern is that not all gift store volunteers know how to register a discount.

Treasurer's Report: David distributed copies of his Treasurer's Reports. The highlights of it are:

- Total Store Income: 2009 Actual = \$42,268.36 2010 Projected = \$50,238.87
- Total Cost of Merchandise: 2009 Actual = \$30,136.88 2010 Projected = \$33,707.64
- Gross Profit: 2009 Actual = \$12,131.48 2010 Projected = \$16,531.23
- Total Other Income (Dues, Interest, Donations): 2009 Actual = \$12,428.37 2010 Projected = \$14,187.78
- Total Income: 2009 Actual = \$24,559.85 2010 Projected = \$30,719.01
- Total Expense (including Outreach and Donations to Refuge): 2009 Actual = \$36,008.49 2010 Projected = \$28,776.60
- Net Income: 2009 Actual = -11,448.64 2010 Projected = \$ 1,942.41

Actually, the 2009 Net Income is not quite as bad as it appears and the 2010 Projected may be better due to an error in the cost of the calendars, which was listed as an expense of approximately \$8,350 in both 2009 and 2010. While actual sales and donations associated with the calendar were not closely tracked, the total cost for printing the calendars was only \$4,581, offset by \$2,000 in ad income and over \$500 in sales and donations, making the maximum possible calendar expense under \$2,000.

Kenn Kaufman's books: Author Kenn Kaufman donated his unsold books from Everglades Day for our gift store to sell on consignment, with the profits to go to the Everglades Day Committee, but it is not clear how

we or he are supposed to reimburse the publisher. We have a count of books sold in our store, but no count of the number he gave us originally.

Membership rewards: Steve has requested that we give rewards of T-shirts, discount store coupons, etc. for membership renewal at higher levels, and Marilyn Reich has the coupons in hand to start including with her renewal thank-you notes, but the promotional information is not yet on the website, so we will not ask her to start until it is. Mimi Walling has also not yet included the information in the renewal request letters. Lance will include the information in the next Gator Tales.

Friends Stationery, Envelopes, Membership Cards: Steve announced that we would be using Direct Mail Impressions in Boca for all our future printing needs. We are not sure who the printer is that we've used for membership materials in the past, or who handled it. With Jean Poleshuck leaving, we will need to make sure that at a minimum Marilyn Reich and Elinor know where these materials are kept, preferably in the Friends office since the upstairs storeroom is not as easily accessible.

Missing 1874 Atlas Map of Florida: Mitch asked for information on the whereabouts of his 18" x 24" blowup of an 1874 atlas page containing a map of Florida as it existed then. It is mounted on a white hardboard backing and was last seen in the auditorium area of the new Visitor Center some months ago.

Friends Art Contest: Steve is heading up the effort to restart the Friends art contest, similar to the one held in previous years. He met with Jean Poleshuck and Elinor and solicited input from Rolf Olson, Lois Chapman and an artist friend of his to come up with plans, rules, prizes, etc. The contest would run from March or April to October, concluding with a reception on October 24 at 2:00. Artwork could include any media with the exception of sculptures, inspired by the flora, fauna and scenery of the Refuge or the greater Everglades ecosystem. Artwork would be limited in size to 36" x 36" and could be hung using the hangers used for the photo contest. Information will be distributed through fliers, e-mail and the website. Two categories of cash prizes will be awarded, one for novices and one for adults. Artwork will be priced for sale by the artist, with 75% to the artist and 25% to our gift shop. Entry fees would be collected similar to the photo contest. The board voted unanimously to allocate \$1,000 to the contest (Mitch-move/David-2nd).

Memorial for Jay Brenner: Donations made to the Friends in memory of Jay Brenner will be used for an educational kiosk on or near the Cypress Swamp boardwalk, where he conducted so many swamp strolls. The Brenner family will provide whatever financing is necessary, after the total amount of the donations has been determined. Over \$3,000 in donations have been received so far.

Memorial Plaques for James Marshall and others: The Friends board needs to revisit the request to honor and memorialize longtime volunteers who devoted many hours over many years to the Refuge. After James Marshall's death in 2007, Ted Asch visited the Friends board to request some sort of memorial that would recognize his construction and maintenance of the Cypress Swamp boardwalk over so many years. The Friends board at that time compiled a short list of deserving volunteers and agreed to wait until the appointment of a permanent Project Manager for the Refuge to discuss the details of some kind of memorial, such as a board of commemorative plaques. After Sylvia Pelizza's appointment in 2008, the board felt that she needed time to get settled before broaching the subject. Perhaps now would be the time.

Cypress Swamp Boardwalk: Rolf Olson is soliciting bids to rebuild the Cypress Swamp boardwalk with safety railings. Tom expressed concerns that the design not preclude taking photos through the railings because, unlike Wakodahatchee and Green Cay wetlands, most of the action in the Cypress Swamp is up close and at ground level.

Elinor