

**FRIENDS OF THE ARTHUR R. MARSHALL
LOXAHATCHEE NATIONAL WILDLIFE REFUGE**

The meeting of the Board of Directors held on December 14, 2010, Steve Horowitz presiding. Attenders: Joan Davis, Cynthia Plockelman, Harvey Eisen, Kay Larche, Mitch Rosenheim, Elinor Williams, Pauline Stacy, David Lurie, Tom Poulson. Quorum present. Attending from LNWR: Rolf Olson, David Underwood and an intern.

Minutes of prior meeting, taken by Joan Davis, were approved as presented. Elinor Williams asked who has the list of membership, broken down. It is missing. Discussion on the importance of having a file of all meeting minutes ensued. Prior officers had complete sets of minutes, which are critical to FLR operations. It was agreed that we should have same and that we can reconstitute the file, to at least 2007 --Elinor has electronic and Mitch has hard copies back to 2007-2008.

Treasurer reported about \$25,000.00 in cd's, including Jay Brenner Fund. There are checks totalling \$1,300 to be deposited. Everything is now in 1 checking account. Store committee has stocked the sales area for the season and Everglades Day.

Harvey Eisen discussed "Bedner's" and need to develop further relationship and do something to bring people in. They are running tours on LNWR property --question if they have the state "special use permit to bring groups in--and yes, Refuge had to approve. Rolf is concerned over a "consistent message" and Bedner's brings people here for education. A flyer to encourage sale of Everglades related merchandise and maybe a coupon for 10% discount. Rolf noted that we have to call the sales area a "bookstore", not "gift shop".

Serena Rinker handles the "special use permits", per Rolf, and contact at Bedner's is "Charlie" who does the tours from Bedner's. Latter has a contract with school board for referrals from "home school" users.

Steve H. introduced Brian Hopper, grant writer for such as the upcoming Florida Master Naturalist class. Steve Bass will be teaching in the Fall, on the "Everglades Experience". This will be offered to Friends and volunteers. Also, "THE LAST EGRET" program is being brought to LNWR and staff will need help. There is a need to seek funding from grants/outside sources for buses, etc. FLR is encouraged to contribute : ideas and opportunities to seek grants.

Pauline Stacy did not attend the Everglades Coalition retreat in Everglades City -- weather not propitious. Training offered was mostly applicable to environmentalists. She has registered for the Everglades Coalition Conference to be held in Weston, Fla, Jan. 6-10. It was announced that Nancy Marshall will get an award at the banquet, for her contributions to last year's EVCO, held at PGA National.

Mitch Rosenheim wrote a letter to our CPA, Mimi Walling, thanking her for her continued efforts on

FLR's behalf. A copy was circulated.

It was announced PB County has accepted the offer of FLR to adopt Lee Rd and get it cleaned up. County is to provide training, trash bags, safety vests. County owns the road from 441 to the LNWR gate. Rolf wants clean up all the way to the water in CA 1. Elinor and Steve will sign the agreement/contract on behalf of FLR.

Discussion on the new calendars ensued, with Elinor stating that these were not meant to be "free" and were to promote contributions to us. She has done a sign to help define or NOT limit amount of \$\$\$. Harvey Eisen said they are selling calendars at \$1.00 each and doing well and customer is still putting extra money in the donation box. Since they took the Gulf Oil sign away, donations have gone up.

Steve had asked Joan Davis to do the Everglades Coalition Survey and she could not -- turns out a "password": Everglades was needed. Her opinion: "good survey".

David Underwood mentioned the display case, which Marta Isaacson and Serena Rinker will change in January to promote the Everglades Festival. Also, a workshop: "Birds in Motion" by Michael Rosenbaum is coming in 2011. Flyers are out and 9 have signed up already. He said it is a "high level course for free". For the Jan 23, 2011 FLR annual meeting, speaker is Tom Poulson, 1 Pm.

Rolf Olson has found a "red tailed boa" on the refuge last week. Numbers of boa constrictors are "way down". There are lots of duck hunter this year--pintail are good, especially in the north end. Also, spraying for exotic pests continues. He will have a new intern in January. Tours for news media and county commissioners: Santamaria, Priscilla Taylor and Paulette Burdick, are picking up.

He also reported the Site I closing of L-40 next week. Staff will assist with a prescribed burn at Hobe Sound, west of the Intracoastal in January or February. There is a huge fuel load in the scrub and "blow down" from hurricanes. New benches are on order. The golf cart is to arrive on Friday and will not be used until Everglades day..essentially is for tours on marsh trail.

Steve H. is "transportation coordinator" for Everglades Day. There will be double decker 81 seat buses with front and back doors. We are replacing Molly's Trolley also. Strazulla tours will be only in the morning, due to the prescribed burn schedule.

Tom Poulson mentioned the Sherriff's office is contributing \$\$ to Everglades Day, in place of the Cultural Council --which did not receive adequate funding this year from the Board of County Commissioners.

Joan Davis reported that WRAC met last week in Key Largo and main subject was the 5 year work plan for 'FLORIDA FOREVER'. ACOE candidate projects for 2011 are mainly in southern part of Everglades (ex: Florida Keys). Also, Shannon Estenoz has left the SFWMD Governing Board for a Federal appointment, on Everglades projects. SFWMD still has "River of Grass" charette on

"hold".

Steve H. discussed advertisements received that might be pertinent to staff and committee. Also, the Sunday training for ADECPR was 3 hours non-stop. There will be a NWRA webinar on this Thursday afternoon, 3-4:15 PM. Evan Hirsche will be leading it. Pauline Stacy and Joan Davis will cover for us.

Elinor Williams discussed the finance and budget scenario: profit& loss statement that Mimi Walling prepares. Rolf Olson is proposing funding requests and what LWNR wants-- FLR to kick in more. We need summary of Mimi from last year and input from last months budget. FLR needs to agree on budget, especially for grant writing (examples of Everglades Day and master naturalist class). Financial statement should be available to members and use the newsletter to distribute it and budget. It would help encourage gifts to FLR. Also, info should be shared in next "Gator Tales" -- example of Ding Darling in last "Gator Tales", which received \$3.3million from their nature center. Discussion ensued as to why we are funding other groups and not our own groups -- need for better financial statements.

Most of our donations have been to photo contests. Discussion on use of \$3,000.00 on Everglades Day last year. Need "permanent" donations other than EVDAY. Examples of expenditures: benches, "discretionary fund for Refuge, Teacher Everglades Education plan, roof over visitor center porch; "needs" of staff --night vision goggles, wheelchair for visitors, etc. Therefore, think fundraising and "plan" --goals and objectives.

Long discussion followed, over need to "increase funds" (Harvey); separate out the long term projects, to contribute to bigger single events; Mitch agrees with Elinor on need for long range plan and committee. 2 Motions from Mitch: (1) to address annual budget at next Board meeting/specific recommendations (passed) and (2)add long range planning committee, with mission to develop visions for FLR on long term plans (passed). It was noted that it will be time consuming and impact staff as well. Elinor Williams was thanked for bringing up this important item.

Rolf reminded the FLR board that new exhibits were important to the Refuge and became a long range plan after the damage to stations facilities by the hurricanes. Another need: planning for construction of more fishing piers.

Other examples from Mitch: Merritt Island solicited material for an article, on what LNWR/FLR do. Ding Darling group is different situation, careful in what they say.

It is noted that we have to adhere to Refuge guidelines on grants, therefor send information to the new grant writer at LNWR. "Focus" is critical, including for our speaker's bureau. Three presentations are scheduled for January --should we pitch for funds at that time? Have to remember that not everything is a "fund raising" situation--so check with Serena. Can we use an envelope in the centerfold of GATOR TALES???

Meeting adjourned at 5 PM, with Rolf's comment: "we were long overdue for this discussion on fund raising".