# Board Meeting Minutes Friends of the Lower Suwanee and Cedar Keys Wildlife Refuges 3/17/2016

Board Members Present: Libby Cagle, Roger McDaniel, Debbie Meeks, John Thalacker, Kit Lane, Peg Hall, Ed DeHaan, Maria Sgambati, Greg Lang, Bob McKinstry, Carmelo Echevarria, John McPherson

Members and Guests: Russ Hall, Jay Bushnell, Cathy Allen- Ottawa NWR (Ohio)

The meeting was called to order by Maria Sgambati at 10:00 am. A motion was made by Bill Dummitt, seconded by Maria Sgambati to approve the agenda, passed by acclamation.

A motion was made by John Thalacker, seconded by Libby Cagle to approve the minutes of the previous meeting, passed by acclamation.

Plans for the annual meeting were reviewed in detail. The discussion included:

Members were reminded to bring checkbooks or cash.

Members were encouraged to bring desserts.

Refuge staff would set up for the meeting and lunch. Friends would set up registration and the items for sale booth.

It was noted that there was a 60% chance of rain and that we should prepare accordingly.

Bill Dummitt agreed to print out forms for registration.

Carmelo would run Friends for sale table as usual. Kenny McCain's participation was reconfirmed. A broccoli casserole from Adablue was ordered by Maria. Jay was providing baked beans. Bob Hudson was providing cole slaw and drinks. The refuge was providing water and ice.

Activities- photo contest as previously announced. Walks were still on, weather permitting. The paddle was off because of lack of interest.

Larry Woodard gave the refuge update-

Dan Frisk has been hired as new project leader and will start in May. The refuge is now officially part of a complex including St. Marks, St. Vincent, and Cedar Keys.

3500-4000 acres have been burned this year. The fire complex is different from the administrative complex of the refuge.

13000 longleaf pines have been planted.

95 first graders have visited, led by Daniel Barrand.

Cornell Ornithological Laboratory will attach a device to the refuge antenna tower which will detect tagged migrating birds.

225 people attended an open house at Seahorse Key.

Despite decoys in trees, nesting birds have not returned to Seahorse. Some birds are present, but not nesting. On Snake Key, there are lots of cormorants, a few great blue herons, egrets, and reddish egrets.

Libby Cagle reported no issues from the treasury. (Report attached) Still no candidate for treasurer as of the meeting date.

A motion was made by John Thalacker, seconded by Greg Lang to accept the treasurer's report.

Peg Hall gave a communications team update. (attached) New team members included Jennifer and Paul Raney. A discussion over whether to have a second, simpler logo in addition to the newly selected logo led to the conclusion that one logo was sufficient.

There were 787 opens on the newsbrief. There are now over 400 fans on Facebook. There were 2000 visits to the webpage and 9000 page views.

The meeting was adjourned at 12pm.

## **Communications Team Report March 2016**

# Team Meeting March 17.

#### **New Team Members**

- Jennifer Kolinek, incoming board member from Suwannee has agreed to join Communications Team, at least initially.
- Paul Ramey, new life member of Friends and assistant director of the Florida Natural History Museum has agreed to join Communications Team.

#### **Press Stories**

- The Gainesville Sun reporter Cindy Swirko after visiting the Refuge with a photographer and interviewing Maria, Peg, and Ron, published a story on March 4 about Friends efforts to avert and discourage vandalism and other disrespect of the Refuge lands. http://www.gainesville.com/article/20160304/ARTICLES/160309837/0
- TV20 out of Gainesville ran a follow-up on March 5 to the *Gainesville Sun* story after visiting the Refuges and interviewing Larry and Maria. http://www.wcjb.com/local-news/2016/03/vandalism-and-dumping-national-wildlife-refuge

# **Logo Initiative**

Design of a new logo is completed. Paul has suggested an alternative that can be used when a smaller image is needed. The Team will discuss the idea.

#### **Tram Trail Panels**

Completed by Debbie after our last meeting with input from Jaime, Peg, Paul

# **March News Brief**

Sent March 9. Received by 486. As of March 11, opened by 187 (39%)

Topics – Board Meeting, Annual Meeting, reminder to renew membership, student survey of the Cedar Keys Refuge islands, Refuge update, press stories, nature walk, pepper busting, CK Library Talk re rookery abandonment, Advocacy and Information links. The links most often opened were, in order of opens –

- Membership renewal
- Bill Kilborn Photo Contest
- Rookery abandonment talk
- Annual Meeting

- Gaiensville Sun article
- Student survey
- TV20 story
- Photos from last year's Annual Meeting
- Advocacy and Info

#### **Facebook Page**

- 6 New fans. Total now is 402.
- Posts since the last report. Libby, Maria, Russ, Roger, and Peg posted.
- Number of people to whom our posts were "served" by Facebook in since the last report. That compares to 1200 the previous month and 2200 the month before.

# Most viewed posts

- TV20 report, by Maria
- Tram Ridge Trail walk, by Russ
- Dennis Creek Trail walk, by Roger and Libby
- Annual Meeting, by Peg

#### **Friends Website**

- About 1960 visitors in the past month compared to 2000 each of the previous two 2 months
- About 9800 pageviews in the past month (compared to 9000 and 9400 the previous two months)
- 8 new posts, by Peg, Donna T, Russ, Debbie, Jay (compared to 12 last month)
- Updates to the Membership pages (and the MailChimp database for News Brief) as people join or renew by Kit
- Pages most viewed
  - Membership pages and renew forms
  - o Fishbone Creek paddling panel
  - o Bill Kilborn Photo Contest
  - o Ibis
  - o Maps and Trails on the refuges
  - List of Board members

		Friends of the Lower S	uwannee and Co	dar Keys Natio	onal Wildlife Re	ansaction 20	16				
	1744		Members (P)	Members (D)	Donations (D)	Sales	Debit (D)	Debit (P)	MO Total	Balance	
Date 12/31/15	type trans	Carry forward Drummond (D)	Members (F)	Wichibera (b)	2011					\$28,042.94	
12/31/19		Carry Forward Paypal (P)								1693.30	
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1/11/16		memberships	-1,000.00	570.00							
1/13/16		Donations			120.00						-
1/7/16		Florida Department of Revenu	e (cales tay)			199	-30.03				
1/20/16		Debbie Meeks (scanned photos)					-22.00				
1/20/16		Peg Hall (domain name)					-18.17				
1/20/16		Debbie Meeks (display holders)					-181.54				
	2/16 PPDC FL Dept of State, (Div of Corp)							-61.25			
		Bake My Day (Big Bend Sym dinner)				12 40	-535.00				
1/28/16		memberships			100.00						
1/31/16		Transaction fees	100000000000000000000000000000000000000					-28.44			
1-31 Jan 201 2/1/16		memberships	1,070.00						132111		
		Jan totals	70.00	1,570,00	220.00		-786.74	-89.69	983.5	7 30,719.81	
	276	Print Shop (IBIS)	, 0.00				-98.00				
2/1/16		Friends of CK Library					-100.00				
	PPDC	Winn Dixie (chicken Okee)						-35.93	3		
2/4/16		memberships		140.00				13.00			
2/10/2016		memberships		210.00				100000	100000		
2/18/2016		UF Foundation (H/S Crab)					-1,006.0	7			
2/23/2016		memberships		140.00							
		Atlas Screenprinting (shirts)		140.00				-100.0	0		
2/23/2016						1000	-29.4	1021000000			
2/25/2016		Jay Bushnell (Postage IBIS)					-236.7				
2/27/2016		Joe Hand (benches)					200.1	-110.0	10	1	
2/28/2016		Atlas Screenprinting (shirts)					-84.0		,0	1	1
2/29/2016		Jay Bushnell (Big Bend Study	330				-04.0				
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Frie	Friends of the Lower Suwannee & Cedar Keys NWRs 2016 Budget vs Actual									
	Annual	Annual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual
	Actual	Budget	As of	As of	As of	As of	As of	As of	As of	As of
	2015	2016	31 Jan	28 Feb	31 Mar	30 Apr	30 Sep	31 Oct	30 Nov	31 Dec
Projected Revenue	-		-	-						
Memberships	5,455	5000	1640	2460						
Donations	2.590	2500	220	220						
Sales	1.299	2000								
Subtotal	9.344	9500								
Transfer from Reserves (as needed)		2800								
Total Revenue	9,344	12300	1,860.00	2,680.00						
Projected Expenses										
Recurring Organizational Expenses										
Administrative costs (USPS March)	230	500	120.00	128.00						
Inventory	202			210.00						
Friends of the Cedar Key Library (Feb)	100			100.00						
Interagency Cooperators Meeting	200									
NWRA Donation (June)	150									
Membership recruitment and retention	130	1.00								
—Annual meeting (Mar)	939	1500								
Renewal Mailing	0	1								
Events	0			36.00						
Miscellaneous	0									
Total Recurring Org Expenses	1821		120	474						
2016 Priorities										
Outreach and Advocacv										
Communications	1.018	1800								
Communications —Electronic Presentations	1.010	1800								
			18.00	18						
— Ibis printing and mailing			10.00	127						
—Trail Guides				100						
Non-trail brochures										
Kiosks in Cedar Key and Dixie County			204	204						
Educational Support Program		500								
Art and Refuge Program		300								
Science Programs		1600								
Big Bend Symposium		1000	535.00	619.00						
iNaturalist Biodiversity Inventory			000.00	010.00						
—Participation in USGS Sea Turtle Study										
				1006						
Horseshoe Crab study		4200	757							
Total Outreach and Advocacy Expense		4200	101	1374						
Physical Support/Infrastructure Projects										
Trail Building and Enhancement-	(	1500		237						
Butterfly Garden (Feb/Mar)	84	100	)							
Signage near Cedar Key and Suwannee		500	)							
Friends/Refuge Partnership		1000	)							
Total Phys sup/infrastructure expense	84			237						
Total Proiected Expenses		12300	)							
Total Projected Expenses		1200								
	4000	12300	877	2685			0	0		
Total Expenses	4,828	12300	011	2060	1	0	0	0	0	