

Board Meeting Minutes
Friends of the Lower Suwanee and Cedar Keys Wildlife Refuges
5/19/2016
Submitted by William Dummitt

Board Members Present: Libby Cagle, Roger McDaniels, Debbie Meeks, Bill Dummitt, Greg Lang, Peg Hall, Maria Sgambati, Greg Lang, John McPherson, Russ Hall (by phone)

The meeting was opened at 10 am. A motion was made by Greg Lang, seconded by Bill Dummitt to accept the minutes of the previous meeting, passed by acclamation.

John McPherson explained the new format of treasurer's report, using Quickbooks. Complete treasurer's reports are attached.

A discussion followed regarding how to best utilize the accounts and debit cards and to minimize the risk of the account being emptied if the debit card was compromised. A motion was made by Greg Lang and seconded by Peg Hall to:

Create a savings account,
Tie the debit card only to checking,
Destroy the Paypal debit card

The motion was passed by acclamation.

Highlights of the Communications Team report by Peg Hall (complete report attached):

The Print Shop does not yet have brochures for the Tram Ridge Trail. A discussion ensued regarding service by the Print Shop and an agreement to let them know we need the service to improve.

5000 cycling brochures were printed

A Kayak to Atsena Otie brochure is in evaluation. Samples were available.

Peg noted that she wants to drop the hosting of the paddling website and redirect that link to the Friends website.

The committee is moving forward with upgrading the Friends panel on the kiosk at the Cedar Key Marina.

The Ibis went out and was opened by 43% of the 500 recipients.

The use of the Neon CRM (Customer Relationship Manager) was discussed. We would have a button on the website that would take a user to Neon, where they could join, upgrade membership, etc. Debby Meeks reported that it is easy to administer once set up, but has a significant learning curve. Should it be under communications or membership? The group agreed that it should be under membership. There was a discussion of how membership and donations are handled.

A motion was made by Maria Sgambati, seconded by Debbie Meeks to authorize the \$50/month cost of Neon and to increase the membership budget accordingly. The motion passed by acclamation.

Advocacy:

The thank you letter to the Water Board was send. No feedback has been received as yet. Greg Lang reported that the state Department of Environmental Protection has issued a water quality planning report that includes consideration of the Lower Suwanee watershed. There is, for a change, actually money available to implement improvements.

Russ Hall reported by phone on attempts so far to connect with Friends leadership at other refuges. Efforts are still in early stages.

Science initiatives:

Roger McDaniels reported that pepper busting next year will include more activity on islands. Peppers are present near Nature's Landing and Fenimore Mill.

Vista Property:

John McPherson visited with one of the sisters that own the property and toured the buildings. He is taking the first steps toward getting the property listed on the National Register of Historic Places. After seeing the interior of the house, it was clear that it should be preserved in its present condition. Other buildings on the property could be used as a visitor center.

Debbie Meeks urged more use of the Dropbox account. A motion was made by Peg Hall, seconded by John McPherson to upgrade the Dropbox account to the \$99/year level, which would give us 1 terabyte of storage. The motion passed by acclamation.

A short discussion took place regarding the board meeting in Suwanee in October. Maria suggested using a tour boat to take members to the meeting.

Board members were reminded to sign the Conflict of Interest document.

Larry Woodard arrived in time to give a refuge report:

Tram Trail brochures will be placed in a box by the trail.

The refuge will have 4 interns. Recruiting has not been well organized. Pam's presence is missed. A forestry intern started this week, paid by F&W. His name is Aaron Johnson. He will also work at St. Marks. The Nature Coast Biological Station also provided a biologist for six weeks.

Some nesting Cormorants have showed up at Seahorse Key. New rookeries have been noted at Rocky Key and Pepper Fish Key. Large numbers of nesting birds of many species still present on Snake Key.

FWC is doing acoustic research on big-eared bats on the refuge.

The refuge has backed away from any plans to manage the Lukens Tract.

July 2 will be open house at Seahorse Key.

Communications Team Report May 2016

Team Meeting was held May 19

Achievements during the past month –

- The River Trail - Tram Ridge Trail brochure was completed and went to the printer
- Refuge Cycling brochure was printed
- Design of an Atsena Otie by Kayak brochure was begun
- Recommendation drafted for Board consideration regarding the Paddling website

In the works –

- Design of an upgrade to the Cedar Key Kiosk Friends panels before the Seafood Festival
- Determination of communication functions need from the potential database system
- May News Brief. Target publication date May 23

The Ibis

Sent digitally on May 5, via News Brief. Received by 500. As of May 17, opened by 215 (43%)

Facebook Page

4 New fans. Total now is 414.

4 Posts and 1 Share since the last report. Peg, Maria, Libby, Bob, and Alan Hatcher.

950 Number of people to whom our posts were “served” by Facebook in since the last report.

Most viewed posts

- Roger and Libby’s posts about visiting the Dixie county side
- Think Water, think Cedar Key announcement

Friends Website

- About 1850 visitors in the past month compared to about 2300 last month and 2000 each of the previous 4 months
- About 9,000 pageviews in the past month (compared to 11,000 last month and 9800, 9000, and 9400 the previous 3 months)
- Bill added the Minutes -- Thank you Bill

Treasurer’s Reports are below:

Friends of Refuges
Profit & Loss Budget vs. Actual
 January 1 through May 17, 2016

	Jan 1 - May 17, 16	Budget
Income		
Carry Forward	0.00	2,800.00
Dues and Donations	4,814.00 6,262.13	7,500.00
Miscellaneous	0.00	0.00
Sales	863.00	2,000.00
Total Income	5,477.00 7,125.13	12,300.00
Expense		
Outreach and Advocacy		
Art and Refuge Program	0.00	300.00
Communications	433.11 677.99	1,800.00
Educational Support Program	0.00	500.00
Science Programs	1,541.07	1,600.00
Outreach and Advocacy - Other	0.00	0.00
Total Outreach and Advocacy	1,974.18 2,219.06	4,200.00
Physical-Infrastructure Support		
Butterfly Garden	0.00	100.00
Friends-Refuge Partnership	0.00	1,000.00
Signage	0.00	500.00
Trail Building and Enhancement	243.44 566.88	1,500.00
Physical-Infrastructure Support - Ot...	0.00	0.00
Total Physical-Infrastructure Support	243.44 566.88	3,100.00
Recurring Organizational		
Administrative Costs	50.00 111.25	500.00
Annual Meeting	694.25	1,500.00
Donation--Friends of CK Library	100.00	100.00
Donation-Cooperator Mtg	0.00	250.00
Donation-NWRA	0.00	150.00
Events	0.00 35.93	300.00
Inventory	0.00 859.48	1,500.00
Membership Renewal Mailing	0.00 123.15	200.00
Miscellaneous	61.03	500.00
Recurring Organizational - Other	0.00	0.00
Total Recurring Organizational	805.28 1,985.09	5,000.00
Total Expense	3,122.90 4,771.03	12,300.00
Net Income	2,354.10 2,354.10	0.00

Friends of Refuges Transaction Detail

January 1 through May 17, 2016

Type	Date	Name	Memo	Split	Amount
Regular Checking					
Deposit	1/4/2016	Deposit	Paypal	Dues and Donations	1,000.00
Check	1/7/2016	Florida DOR	Sale Tax	Miscellaneous	-30.03
Deposit	1/11/2016	Deposit	Membership Checks	Dues and Donations	570.00
Check	1/13/2016	Debbie Meeks	Membership Checks	Dues and Donations	120.00
Check	1/20/2016	Debbie Meeks	Scanned Photos	Communications	-22.00
Check	1/20/2016	Debbie Meeks	Outdoor Pocket Literature Holders	Communications	-181.54
Check	1/20/2016	Bake My Day	Big Bend Symposium Meals	Science Programs	-535.00
Check	1/20/2016	Peg Hall	Reimbursement for Web Domain	Communications	-18.17
Deposit	1/28/2016	Deposit	Membership Checks and Cash	Dues and Donations	100.00
Check	2/1/2016	The Print Shop	Newsletters	Communications	-98.00
Check	2/1/2016	Friends of Cedar Key Library	Annual Donation	Donation--Friends of CK Library	-100.00
Check	2/1/2016	Joe Hand	Benches	Trail Building and Enhancement	-236.76
Deposit	2/4/2016	Deposit	Membership Checks	Dues and Donations	140.00
Deposit	2/10/2016	Deposit	Membership Checks	Dues and Donations	210.00
Check	2/18/2016	UF Foundation	Horseshoe Crab Study	Science Programs	-1,006.07
Check	2/18/2016	Jay Bushnell	Postage for Ibis	Communications	-29.40
Deposit	2/23/2016	Deposit	Membership Checks	Dues and Donations	140.00
Check	2/29/2016	Jay Bushnell	Big Bend Study Copies	Communications	-84.00
Deposit	3/7/2016	Deposit	Membership Checks	Dues and Donations	70.00
Deposit	3/14/2016	Deposit	Membership Checks	Dues and Donations	50.00
Check	3/16/2016	USPS	Postage Box Rental	Administrative Costs	-50.00
Check	3/19/2016	Kenny McCain	Annual Meeting Food	Annual Meeting	-361.00
Check	3/20/2016	John Thalacker	Bench Supplies	Trail Building and Enhancement	-6.68
Deposit	3/21/2016	Deposit	Membership Checks and Cash	Dues and Donations	610.00
Deposit	3/21/2016	Deposit	VOID	Miscellaneous	0.00
Deposit	3/22/2016	Deposit	VOID	Dues and Donations	0.00
Deposit	3/22/2016	Deposit	VOID	Miscellaneous	0.00
Deposit	3/22/2016	Deposit	Donations: Photo Auction	Dues and Donations	472.00
Deposit	3/23/2016	Deposit	Donation Checks	Dues and Donations	280.00
Deposit	3/25/2016	Deposit	Annual Meeting Sales	Sales	471.00
Check	3/29/2016	Maria Sgambati	Paper Plates and Salad	Annual Meeting	-246.31
Deposit	3/31/2016	Deposit	Membership Check	Dues and Donations	10.00
Check	4/7/2016	Florida DOR	Sales Tax	Miscellaneous	-31.00
Deposit	4/18/2016	Deposit	Annual Meeting	Sales	392.00
Deposit	4/18/2016	Deposit	Annual Meeting	Dues and Donations	842.00
Check	4/26/2016	Bob McKinstry	Reimbursement for Food	Annual Meeting	-86.94
Total Regular Checking					2,354.10
TOTAL					2,354.10

Friends of Refuges Balance Sheet

As of May 17, 2016

	<u>May 17, 16</u>
ASSETS	
Current Assets	
Checking/Savings	
Regular Checking	30,397.04
Total Checking/Savings	<u>30,397.04</u>
Total Current Assets	<u>30,397.04</u>
TOTAL ASSETS	<u>30,397.04</u>
LIABILITIES & EQUITY	
Equity	
Opening Balance Equity	28,042.94
Net Income	2,354.10
Total Equity	<u>30,397.04</u>
TOTAL LIABILITIES & EQU...	<u>30,397.04</u>

**FOR COMPLETE BUDGET NUMBERS, ADD THE FOLLOWING PAYPAL
TRANSACTIONS TO:**

Recurring Organizational: Administrative Costs

1.26.16	Fla. Dept. of State	Corp Fee	61.25
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Total: \$61.25

Recurring Organizational: Inventory

2.28.16	Atlas Screenprinting	Shirts	110.00
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2.26.16	Atlas Screenprinting	Shirts	100.00
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3.18.16	Print Shop	Hats	425.48
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3.13.16	Wildlife Drawings	Shirts	224.00
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Total: \$859.48

Recurring Organizational: Membership Renewal Mailing

3.27.16	Alachua Printing	Thank-yous	123.15
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Total: \$123.15

Recurring Organizational: Events

2.2.16	Winn Dixie	Trip Food	35.93
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Total: \$35.93

Outreach and Advocacy: Communications

3.7.16	Adobe Cloud	Software	239.88
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3.6.16	TechSoup	Software	5.00
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Total: \$244.88

Physical-Infrastrure Support: Trail Building and Enhancement

3.6.16	Trophies Unlimited	Plaques	52.44
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4.13.16	ARC of GV	Signs	271.00
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Total: \$323.44

Income: Dues and Donations

Total: \$1,648.13