

Communications Committee Report December 2012

Facebook

New Fans since last report = 2
Fans as of November 26 = 150

Friends Website

Pageviews in October = 1,170
Pageviews in September = 1,093

Paddling Website

Pageviews in October = 253
Pageviews in September = 281

News Brief

Two News Briefs were emailed in November to 375 people.
Of those, 27 are life members, 111 current members, 51 former members, and 186 non-members.

Number of new unsolicited subscribers since October 1 = 8

Number of un-subscribes since October 1 = 4

Signed up at events = 15 at Cedar Key Seafood Festival & 6 at HCPF

	November 9 – River Cleanup, Nature Walk, Refuge Classroom, Nominations	November 14 – Cedar Key Birding Event Announcement
It was opened by	43% opened it	39% opened it
	19 Life	14 Life
	66 Current	54 Current
	10 Former	14 Former
	55 Non-members	65 Non-members

The following 10 possible Friends projects for 2013 were developed by Andrew and the Budget Committee. We're open to additional proposals. We are tentatively committed to bringing the Nature Coast Paddling Festival to Cedar Key, with Mark as the Friends' champion. Aside from constraints dictated by financial realities, an overarching reason for priority should be the willingness of a Friends member to serve as champion, taking the lead and having overall responsibility for the success of the project.

Project	Immediacy	Dollar Investment by Friends*	Actions Needed	Responsibility	Friends Champion(s)
Art: work with local artists to highlight artistic values of the refuges (exhibition? competition?)		Minor to Moderate (prizes?)	Identify champion(s) for the Friends	Friends Board	
Dixie County Refuge Expansion – planning; negotiating easements with large landowners		Moderate?	Identify contacts with decision-makers	Andrew; Friends Board	
Education Enhancements – improve outreach to schools		Unknown	Identify champion(s) for the Friends	Friends Board	
Nature Coast Conservancy Cedar Key Marshes – help with outreach to visitors/community	Contingent on negotiations	Minor to Moderate (signage)	Stand by for management decisions	Andrew; Friends Board	
Paddling Project – Bring Nature Coast Paddling Festival to Cedar Key; develop new routes; panels	October 2013	Moderate	Planning; panels?; financial support	Mark; volunteers	Mark, Jane?
River Trail Enhancements – Friends may be able to leverage significant funds	Pending outcome of initial contacts	Moderate to Significant	Identify fund sources; pre-proposal planning	Andrew; Friends Board	John T
Science – LSCK Annual Science Conferences – serve as host organization	January 2013	Minor to Moderate	Identify champion(s) for the Friends	Friends Board	Russ
Science – Inventories and Surveys of Refuge Biota – conducted by Friends with help of experts		Negligible	Identify champion(s) for the Friends	Friends Board	
Shell Mound Visitor Enhancements – improve access/interpretation at archaeological site		Negligible to Moderate	Identify champion(s) for the Friends	Andrew; Friends Board	Ron Black?
Vista Property Conservation Planning – collect data for conservation of historic structures and property	Immediate	Moderate?	Consult with family and others	Andrew; Peg	

*Negligible = < \$50; Minor = \$50 - \$200; Moderate = \$200 - \$1,000; Significant = >\$1,000

Friends of the Lower Suwannee & Cedar Keys NWRs
Treasurer's Report
For the Period January 1 thru December 31, 2012

	Year to date
Cash Receipts	
Memberships	3,802.06
Donations	1,950.00
Sales (includes paddling panel sales \$406)	2,512.00
Total cash receipts	<u>8,264.06</u>
 Cash Disbursements	
support lower suwannee & cedar key nwrs	
Communications	622.05
Annual meeting (food, supplies, honorarium)	591.09
Butterfly garden	19.13
River trail identification	40.31
Paddling panel mailing cost	9.51
Paddling breakfast	130.54
sub-total	<u>1,412.63</u>
 support refuge-initiated activities	
Refuge summer program (2011)	78.72
Refuge summer program (2012)	100.00
sub-total	<u>178.72</u>
 administrative & fundraising support	
Florida Department of Revenue	192.36
Purchase of inventory	<u>2,278.55</u>

sub-total		<u>2,470.91</u>
Total cash disbursements		<u>4,062.26</u>
Excess of receipts over disbursements		4,201.80
Cash Balance January 1, 2012		<u>10,529.29</u>
Cash Balance 12/31/2012		<u><u>14,731.09</u></u>
The cash balance consists of two components		
Operating fund	5,996.80	
Long term reserve	<u>8,734.29</u>	
Total	<u><u>14,731.09</u></u>	

Friends of the Lower Suwannee & Cedar Key NWRs
Actual Versus Budget
For the Year Ended 12/31/2012

	2012 actual	Annual Budget
Cash Receipts		
Memberships	3,802.06	2,000.00
Donations	1,950.00	2,000.00
Sales (\$406 in paddling panel sales)	<u>2,512.00</u>	1,000.00

Total cash receipts	8,264.06	5,000.00
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Cash Disbursements

support lower suwannee & cedar key nwrs

Allocated Items

Communications	622.05	800.00
Annual meeting (food, supplies, honorarium)	591.09	500.00
Butterfly garden	19.13	50.00
River trail identification	40.31	100.00
Other Allocated items		400.00

Unallocated items

Paddling Breakfast	130.54	
Paddling panel postage	9.51	
sub-total	1,412.63	3,550.00

support refuge-initiated activities

Allocated Items

Refuge summer program (2011)	78.72	
Refuge summer program (2012)	100.00	200.00
Other allocated items		400.00

Unallocated items

sub-total	178.72	1,100.00
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support national wildlife system

<i>Allocated</i> (NWR Association Membership)		150.00
sub-total		150.00

administrative & fundraising support

Allocated Items

Florida Department of Revenue	192.36	200.00
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Purchase of inventory	<u>2,278.55</u>	<u>1,800.00</u>
sub-total	<u>2,470.91</u>	<u>2,000.00</u>
Total cash disbursements	<u><u>4,062.26</u></u>	<u><u>6,800.00</u></u>