

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.
- 11 Posts since the last report. Libby, Maria, Russ, Roger, and Peg posted.
- 753 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
 - Fishbone Creek paddling panel
 - Bill Kilborn Photo Contest
 - Ibis
 - Maps and Trails on the refuges
 - List of Board members

Friends of the Lower Suwannee and Cedar Keys National Wildlife Refuges Transaction 2016

Date	type trans	payee	Members (P)	Members (D)	Donations (D)	Sales	Debit (D)	Debit (P)	MO Total	Balance
12/31/15		Carry forward Drummond (D)								\$28,042.94
12/31/15		Carry Forward Paypal (P)								1693.30
1/4/16	Xfer	from PP to D	-1,000.00	1,000.00						
1/11/16	DEP	memberships		570.00						
1/13/16	DEP	Donations			120.00					
1/7/16	271	Florida Department of Revenue (sales tax)					-30.03			
1/20/16	272	Debbie Meeks (scanned photos)					-22.00			
1/20/16	273	Peg Hall (domain name)					-18.17			
1/20/16	274	Debbie Meeks (display holders)					-181.54			
1/22/16	PPDC	FL Dept of State, (Div of Corp)						-61.25		
1/27/16	275	Bake My Day (Big Bend Sym dinner)					-535.00			
1/28/16	DEP	memberships			100.00					
1/31/16	PP	Transaction fees						-28.44		
1-31 Jan 2016	PP	memberships	1,070.00							
		Jan totals	70.00	1,570.00	220.00		-786.74	-89.69	983.57	30,719.81
2/1/16	276	Print Shop (IBIS)					-98.00			
2/1/16	277	Friends of CK Library					-100.00			
2/2/16	PPDC	Winn Dixie (chicken Okee)						-35.93		
2/4/16	DEP	memberships		140.00						
2/10/2016	DEP	memberships		210.00						
2/18/2016	279	UF Foundation (H/S Crab)					-1,006.07			
2/23/2016	DEP	memberships		140.00						
2/23/2016	PPDC	Atlas Screenprinting (shirts)						-100.00		
2/25/2016	280	Jay Bushnell (Postage IBIS)					-29.40			
2/27/2016	281	Joe Hand (benches)					-236.76			
2/28/2016	PPDC	Atlas Screenprinting (shirts)						-110.00		
2/29/2016	282	Jay Bushnell (Big Bend Study)					-84.00			
1-29 Feb	PP	memberships	330							
1-29 Feb	PP	Transaction fees						-8.46		
			330	490.00			-1,554.23	-254.39		29,731.19
		29064.37	Drummond							
		1749.22	Paypal							
		30813.59	Total							
		-988.62	This month							
		29824.97	Total							
		-7330	Vista set aside							
		22494.97	Available							

