

**Minutes**  
**Board Meeting**  
**Friends of the Lower Suwannee & Cedar Keys National Wildlife Refuges**  
**Thursday, January 15, 2015**

**Present:**

**Board Members:** Ed DeHaan, John Thalacker, Bob Hudson, Sherry Beauchamp, John McPherson, Kit Lane, Jay Bushnell, Bill Kilborn, Maria Sgambati, Greg Lang, Libby Cagle, Roger McDaniels, Carmelo Echevarria, Peg Hall, Debbie Meeks, Jaime Jerrels

**Staff:** Andrew Gude, Pam Darty

**Guest:** Bill Dummitt; Kit Lane.

1. The meeting was convened at 10:00 a.m. by Bob Hudson, President.
2. Approval of Minutes. **Motion** by Jay Bushnell to approve the minutes of the November 20, 2014, with the following changes: Add that Bruce Goss was the last person to work on the Vista houseboat. **Second** by John Thalacker. Passed by unanimous vote.
3. Refuge Update. Andrew Gude reported the following:
  - A. Refuge staff will work with Friends on the annual meeting.
  - B. The Big Bend Conservation Area project is moving ahead. The biggest hurdle is the political atmosphere and reluctance to spend money on land conservation. This may change with the passage of Amendment 1. Andrew is continuing to work with DEP on this issue, and another meeting of stakeholders will be held. Bob Hudson suggested that Florida Taxwatch might be willing to do a study on the benefit of the project.
  - C. The burn crew has been burning various sites, including 400 acres on the nature drive, and will be continuing this work.
  - D. The Refuge is getting rock for various trails, especially the new tram line trail, while the River Trail remains the priority.
  - E. Refuge staff is coordinating with the City of Cedar Key to move the kiosk to its new location at the marina.
  - F. Andrew continues to work on determining whether Pam Darty's position will be filled. Pam's retirement day is in June.

- G. Andrew reported that the in-holding near the center of the Lukens tract has been sold to the Topping family which has built a house there. This has created some problems with encroachment on lands managed by the Refuge so that the Refuge may not be interested in managing the property in the future. There was discussion about this and who would be a good manager in place of the Refuge.
- H. The State is looking to buy the southern part of Caber Tract, north of Shell Mound road.
4. Discussion Session. Greg Lang led the discussion and asked Board members to say what motivates them to serve on the Friends Board, and what are the key interests and drivers in that regard. He suggested that it is a good idea to revisit why members are serving on the Board, and that perhaps the Board could make use of this information over the next few meetings. Several Board members gave the following responses:
- Greg Lang: Love for wilderness, hunting, fishing, and photography, and the urge to serve the community.
- Libby Cagle: Pained by loss of wild spaces to human encroachment; loves the respite of coming out; strolling trails is favorite activity; Seahorse Key camps have been fun. Goals: Improved trails, viewing scopes at Shell Mound.
- Peg Hall: Really believe in building support for refuges as a refuge for wildlife and habitat, not so much for human activity; an opportunity to build political and social support for Refuges; enjoy meeting like-minded people.
- Maria Sgambati: Reminds her of why she moved here; wanted to be in a coastal place where nature is the dominant feature; the Refuge is for wildlife, but humans can be on the refuge as part of the wildlife; enjoys the opportunity to serve on a board relating to open spaces.
- John Thalacker: Humans have been here a long time; there can be thoughtful human activities that allow wildlife to thrive; don't want it to be open only to biologists; want to provide activities for common man: short trails, common names for trees, etc; human impact is small on this refuge so OK; need to make it as accessible as possible; likes the diversity of views on the Board; need to promote and market birding—people will come from all over, which will help local economy.
- Bob Hudson: Three things: Diversity of group, likes that, and ability to come together for benefit of refuge; to be a good steward of the refuge; and danger of having a society of couch potatoes—need to support getting them out into nature.
- Jaime Jerrels: Husband is professional cowboy for whom outdoors is church; a native of the area so has a sense of pride in the land, but has lost touch with wilderness; wants to

give back and have something to stay the same for children; need to use education to get kids off the couch and into the woods; need advocacy which is a pleasure to do for the Refuge; getting to meet people who are different from her and broaden her scope from usual Levy County group.

Jay Bushnell: Outdoors may be part of our genetic makeup—evolved in the outdoors; helps humans to get outdoors; grew up in Florida and always felt comfortable out in the woods—a spiritual refuge; wants to promote whole Refuge system, and likes the outdoor activities, fishing, hunting, etc.; emphasis should be to attract people to the refuge.

Debbie Meeks: Refuge preserves a piece of old Florida.

Sherry Beauchamp: Loves the activities like kayaking and biking and the spiritual qualities; wants it to be here for children and beyond; there may be a failure to appreciate the need to preserve wild places by people who have been around it for a long time—need outreach to such people; legacy is important.

Ed DeHaan: Gave him, a northerner, chance to get involved with and get perspective on southerners; likes the outdoor aspects of the Refuge.

Kit Lane: Education about what's here, learning through nature walks, etc.

Bill Dummitt: Relationship between management and locals is very good, which is not always the case.

Greg Lang: Experienced the loss of favorite outdoor places as a child—wants to make sure that doesn't happen to the Refuge.

Greg concluded the discussion by saying the next part of the discussion will relate to how we can put all this all into Friends action and, given our limited resources, how do we fund these interests and initiatives.

5. Update of 2014 Initiatives (written report attached)
  - A. Vista: Andrew Gude reported that Mark Gluckman is going to help with developing a vision for the property with the family.
  - B. Benches: Andrew reported that the Refuge will find creative ways to use donated benches.
  - C. Invasive species: Andrew Gude reported that he wants the program to include non-Refuge lands that are seeding the Refuge. Roger McDaniels reported that he has continued to work on the Andrews property where it is very dense with very

large trees. There is still a lot of work to do—each 9 a.m. on Tuesdays for two hours.

- D. Political Support: Andrew Gude reported the he would like to take political leaders and staff on a tour of the Refuge and educate as to what's here and why it's important. Need to plan this over the next few months and determine the best time of year in light of the Congressional calendar.
6. Report Suwannee River Clean Up. Jay Bushnell and Pam Darty reported that the cleanup which took place on December 6 attracted 20 people who collected 1740 pounds of trash.
7. 2015 Financial Review Committee The Financial Review Committee, consisting of Greg Lang, Maria Sgambati, and Allan Pither, worked with treasurer Libby Cagle to go over the Friends financial procedures. The Committee found that Libby is doing a good job with no problems or irregularities. It is an improvement that the Request for Reimbursement form is being used, and the transition to PayPal is working well with up to \$800 in new memberships through PayPal. Libby reported that she doesn't know of any problems and appreciates people using the reimbursement form. Libby was thanked for her good work. It was noted that Paypal allows international folks to join and we have new member one from Belgium. Greg will prepare minutes of the committee meeting.
8. 2015 Planning:
- A. 2015 Annual Meeting. A tentative schedule of events was presented and approved by the Board. The date is February 28, at Refuge Headquarters, and there should be about 130 people in attendance based on past events. The speaker will be Coleman Sheehy, III., PhD., Assoc. Director, Seahorse Key Marine Lab. Barbara Hudson has agreed to chair the silent auction, with Donna Bushnell agreeing to help. Debbie Meeks from Suwannee and Jay from Fowler's Bluff agreed to look for contributors. It was agreed that the auction should be held in a suitable location. Kenny McCain will provide food. Larry Woodward will be working on activities after lunch. Registration will be done the same as last year and John Thalacker will organize. The sales tent will be in the same location.
- B. 2015 Budget Committee Recommendations. Peg Hall presented the proposed budget as recommended by the Budget committee (attached). She noted that the budget shows a \$4,000 drawdown in reserves to support ongoing initiatives. There was discussion as to whether auction receipts should be shown as sales or donations. This is important due to sales tax implications. John McPherson said he would do some research on this. It was agreed that budget requests could be made during the year for new ideas and initiatives. **Motion** by Peg Hall to accept the budget as presented. **Second** Ed DeHaan. Passed by unanimous vote.

9. Reports and Updates:

- A. Friends/FWS Agreement. Andrew Gude reported that the national Friends organization has hired an attorney to work with FWS on the agreement.
- B. Treasurer's Report. Libby Cagle presented the financial reports (attached) and noted that Friends has \$5,000 more at the end of this year than at the beginning. With regard to memberships, we are right on target for what we thought would come in. **Motion** by John Thalacker to accept report. **Second** by Jay Bushnell. Passed by a unanimous vote.

Peg Hall requested that the Board clarify the policy with regard to the distinction between membership fees and donations.

- C. Communications and Publications. Peg Hall submitted a written report (attached) and presented the following information:

- 198 people opened the November Newsbrief, 92 clicked on the Ibis in that publication.
- Mail Chimp ranks people with 1 to 5 stars depending on how often they open an email.
- 155 people opened the January Newsbrief within first 12 hours.
- New website has been online for 1 month and there has been a dramatic increase in the number of visits, and getting good comments on the website.
- Maria's bat video was very popular on Facebook; everyone needs to remember to "share."

Jay Bushnell requested that Board members submit items for the next Ibis which he wants to get out by the last week in January.

- D. Inventory Report. Carmelo Echevarria reported that he had a lot of T shirts that need to be sold. There was discussion about whether to lower the price on some or all to boost sales. **Motion** by Greg Lang to give Carmelo discretion to set prices as he sees fit. **Second** by Peg Hall. Passed by a unanimous vote.

Sherry Beauchamp suggested that maybe something like a raffle would be good to lure people into the Friends sales tent.

- E. Membership Update and Tracking. Marci Wilcox reported by email that she will be updating the database with information from Libby Cagle.

- F. Vista Boat: John Thalacker reported that he has 3 Cedar Key boatbuilders who are interested in working on the Vista houseboat. Andrew Gude said it was OK for them to take a look at the boat.
- G. River Trail: John Thalacker reported that work is continuing on the rock and benches.
- H. I-Naturalist: Peg Hall asked that those interested in this project should meet after the meeting. Maria Sgambati noted that this project is similar to one being undertaken by the Whitney Lab on east coast.
- I. Crystal River Meeting: Jay Bushnell asked that someone be designated to be our representative at the meeting in May.

The next meeting was set for February 19.

The meeting was adjourned at noon.

2014 Projects/Initiatives – As of Oct. 16, 2014 (Note: Updates per Nov 20, 2014. board meeting are shown in red font)	Actions Needed in 2014	2013 Budget Allocation	Friends Champion(s)	LSCKNWR Champion(s)
<p><b>Art:</b> work with local artists to highlight artistic values of the refuges (exhibition? competition?)</p>	<p><b>Develop an art day at refuges including inducements for artists’ participation?</b></p> <p>Maria is planning another “Artists in Residence” experience at Seahorse Key Marine Lab to help create an interface between science and art. An announcement about the artist will be made October.</p>	\$250	Ann Kamzelski, Ed DeHaan	<ol style="list-style-type: none"> <li>1. Pam Darty</li> <li>2. Andrew Gude</li> </ol>
<p><b>Dixie County Enhancements</b> – improve visibility of refuges and participation of locals in refuge activities</p>	<p><b>Membership drive; activities (e.g. Dixie Mainline cleanup); , etc.</b></p> <p>The kiosks at both ends of the Dixie Mainline have been turned and the new panels have been installed.</p>	\$250	Debbie Meeks	<ol style="list-style-type: none"> <li>1. Pam Darty</li> <li>2. Larry Woodward</li> </ol>
<p><b>Dixie County Refuge Expansion</b> – planning; negotiating easements with large landowners</p>	<p><b>Work with Andrew to identify, approach, and negotiate with key stakeholders.</b></p> <p>Andrew reported that the lead agency is SRWMD Larry reported that work is progressing.</p>	\$50	Greg Lang	Andrew Gude
<p><b>Education Enhancements</b> – improve outreach to schools; bring students to the refuges</p>	<p><b>Develop a series of educational events at the refuges targeted at children, families, and seniors.</b></p> <ul style="list-style-type: none"> <li>• <b>Children’s paddling grant proposal?</b></li> </ul> <p>Maria hosted a Levy County teacher science initiative at SK Marine Lab on May 9. Purpose was to introduce middle and high school biology teachers to the Marine Lab so they will build the lab into their curriculum. Maria is working on a grant proposal for children’s educational programs at the Marine Lab. Discussion w/Larry of possible Friends support of a 4H clubs partnership that is being developed.</p> <p><b>Maria reported on grant funding from Federal EPA to State of Florida, which could “jump start” education in Levy County for the Marine Science Program at Seahorse Key Marine Lab.</b></p>	\$100	Sherry Beauchamp, Maria Sgambati	Pam Darty
<p><b>Gateway Signage</b></p>	<p><b>Work with community leaders to develop signage highlighting the key asset role of refuges.</b></p>	\$250	John McPherson	Andrew Gude

	John reported that work is continuing to finalize an Interagency Agreement between the Nature Coast Conservancy and the LSNWR. The Agreement would bring Section 29 within the Refuge and arrange for appropriate signage.			
<b>Paddling Project</b> – Develop new paddling routes; panels	<p><b>Keep friends informed of needs; develop Cedar Key guides, distribute guides to community outlets.</b></p> <p>Debbie reported that Jane Connors at the Suwannee Tech Center has received tear sheets for the 7 paddles near Suwannee. She is advertising around Suwannee that they are available. John reported that he will talk to Millie about developing paddling maps for Cedar Key paddles.</p>	\$1,500	Russ & Peg Hall	<ol style="list-style-type: none"> <li>1. Andrew Gude</li> <li>2. Larry Woodward</li> </ol>
<b>Refuge Restoration Projects:</b> invasive species removal, tree planting, etc.	<p><b>Identify projects; coordinate volunteers; disseminate information.</b></p> <p>Roger reported that a huge number of Brazilian Pepper bushes have been removed from the Refuge, with many volunteers participating. Roger submitted a grant proposal to FWS. Larry reported that a State of Florida grant is possible. Eradication work will resume this fall. (Note: It was subsequently reported on May 15 that \$8,000 in grant funds had been awarded by FWS.)</p> <p>Larry reported that restoration of long leaf pine and possibly red cedars will be undertaken in large areas using machine planting. Roger reported that the tools and trailer purchased with grant funds is working out well and additional volunteers are being sought for pepper busting.</p>	TBD	Roger McDaniels	?
<b>River Trail Enhancements</b> – Friends may be able to leverage significant funds for ADA compliance.	<p><b>Identify potential sources of outside funding; develop conceptual plan</b></p> <p>Andrew reported that a former tram road is under construction as a trail that will run from the River Trail to Fowler’s Bluff, and will loop back to the River Trail. Refuge will be acquiring a skid steer loader soon that is</p>	\$100	John Thalacker	<p>?</p> <p>A Refuge staff champion to work with John is needed. Larry will follow up.</p>



	<p>expected to assist with trail construction and maintenance.</p> <p>John reported that he is working with Refuge staff to cut out Cypress knees and roots invading the trail.</p>			
<p><b>Science – Inventories and Surveys of Refuge Biota</b> – conducted in collaboration with scientists<sup>1</sup></p>	<p><b>With Refuge staff, marine lab, USGS, and UF staff identify needs; develop storage &amp; retrieval system for inventory data.</b></p> <p>Russ submitted a Science Initiative proposal that will be reviewed in detail at the June board meeting of the Friends of Refuges. Maria reported that the FWS is considering designating the Cedar Key area as a critical wildlife habitat area and a new group may be forming called the Big Bend Conservation Area Partnership. Larry reported that he would like to see a Science Symposium held in Cedar Key.</p> <p>Maria and Russ Hall are working together to move forward on the Science initiative to inventory flora and fauna on Seahorse Key.</p>	\$50	Russ Hall Maria Sgambati	Vic
<p><b>Shell Mound Visitor Enhancements</b> – improve access/interpretation at archaeological site?</p>	<p><b>Develop information for kiosk.</b></p>	\$750	Ron Black? Ken Sassaman?	<ol style="list-style-type: none"> <li>Larry Woodward</li> <li>Andrew Gude</li> </ol>
<p><b>Trail Guides Initiative</b> - highlight refuge recreational activities in Levy and Dixie</p>	<p><b>Conceive, research, design content and flyers</b></p> <p>Bill reported that the Barnett Creek trail guide is at the printer (500 copies). The Turkey Foot Trail brochure, which is near Pond 5, is almost finished. Larry reported that Refuge staff have discovered an old tram road running between Refuge HQ and Fowler’s Bluff that ultimately will be developed into a trail. Bill also reported that a Butterfly Trail, highlighting butterflies throughout the Refuge, is in early stages of development. Dixie County Trail Initiative: Debbie reported that she and Pam briefly discussed developing a new hiking trail off the Dixie Mainline which is marked in the Refuge's Dixie Mainline Trail Guide as the "Natural Pine Forest". It would not take much trail work to shape it up. They also discussed a kiosk panel that highlights Longleaf pines at the trail head.</p> <p>It was reported that Barbara Woodmansee is</p>	\$200	Donna Thalacker	<ol style="list-style-type: none"> <li>Pam Darty</li> <li>Andrew Gude</li> </ol>

	developing a Butterfly Trail.			
<b>Butterfly Garden at Refuge HQ</b>	<p><b>Enhance, enlarge and maintain the butterfly garden at Refuge headquarters.</b></p> <p>Larry reported that the garden is being enjoyed by visitors and suggested adding a water feature.</p>	<p><del>\$200</del> \$500</p>	Donna Thalacker	Larry Woodward
<b>Advocacy &amp; Networking (Outreach)</b>	<p><b>Supporting causes, legislation, etc. and build mutually supportive relationships with other groups, agencies, etc. that forward the goals and mission of the Friends.</b></p> <p>Based on Jay's follow up, the Friends board agreed to participate in the November Sturgeon Conference in Live Oak with a booth/table of information items and merchandise. Jay sent an excellent letter to Congress on behalf of the Friends group asking for support of funding for the Refuges.</p> <p>Refuge Mgr. Andrew suggested getting together with other Friends groups in our "super complex), Jay will be developing ideas /proposals.</p> <p>Jay presented and discussed a draft proposal for engaging other Friends groups with mutual visits. The board concurred with Jay's proposal.</p>	\$500	Jay Bushnell	?

**Friends of the Lower Suwannee & Cedar Key NWRs**

**2015 Budget Recommendation**

		<b>Annual Budget 2014</b>	<b>Annual Budget 2015</b>	<b>NOTES</b>
<b>Projected Revenue</b>				
Memberships		3,000	3,000	Projection includes all membership fees, regardless of level
Donations		2,500	1,000	Projection does not include revenue from silent auction or membership fees
Sales		<u>1,500</u>	<u>3,000</u>	Projection includes revenue from the silent auction
	Subtotal	7,000	7,000	
Transfer from Reserves			4,125	Transfer is needed to balance the budget. Otherwise projected expenses exceed projected revenues.
<b>Total Revenue</b>		<b>7,000</b>	<b>11,125</b>	
<b>Projected Expenses</b>				
<b>Recurring Organizational Expenses</b>				
Administrative costs		100	400	P.O. Box, paper, stamps, envelopes, corporate fees, paypal fees etc.
Annual meeting		675	675	
Communications Team functions + Ibis		1,200	2,000	Ibis, brochures, trail guides, kiosk panel design-printing, websites, News Brief etc.
Festival fees		100	100	
Inventory		2,000	2,000	
Membership recruitment and retention		0	500	Budgeted directly instead of covered as an administrative cost as in the past
<b>Recurring Support</b>				
Friends of the Cedar Key Library		100	100	To be paid to Friends of Library in January
Great Suwannee River Cleanup		150	150	
Interagency Cooperators Meeting		500	500	
Outreach/Advocacy		500	500	
Refuge Restoration Projects		50	0	Funding not needed, grants in hand
Refuge Trail and Wildlife Guides		200	200	
Refuge Summer Program		250	0	Summer 2015 programs not planned
Vista Property Fund		1,000	1,000	To be set aside in special fund
Volunteer Luncheon		150	150	
NWRA Donation		150	150	
<b>Champion-Led Initiatives</b>				
Art		250	0	No plans are in hand, to be revisited when a champion is identified
Butterfly Garden		200	100	Donna T - projected work requires this funding
Cedar Key Kiosk		500	500	Bob H - projected work requires this funding
Dixie County Enhancement		250	600	Debbie - projected work requires this funding
Dixie County Refuge Expansion		200	0	No funding requirement foreseen
Education		100	100	Donna B - projected work requires this funding
Gateway Signage		1,000	1,000	John M - projected work requires this funding

Paddling Project		1,500	0	No plans are in hand, to be revisited when a champion is identified
River Trail Accessibility		100	200	John T - projected work requires the increase
Science		50	200	Russ - projected work requires the increase
Shell Mound Enhancements		750	0	No funding requirement foreseen
<b>Total Expenses</b>		<b>12,025</b>	<b>11,125</b>	

Friends of the Lower Suwanee and Cedar Keys National Wildlife Refuges

Transactions 2014

Date	ck no	payee	x	Membership	Donations	Sales	Ck Amt	MO Total	Balance
12/31/13									\$18,993.73
1/4/14	202	Marci Wilcox (envelopes/labels member mailing)	x				31.40		
1/4/14	203	Florida Department of Revenue (sales tax)	x				48.61		
1/5/14	dep	Panel sales from hardware store (dep in dec)	x			45.00			
1/10/14	204	Margarete Hall (197.7 commun; 26.19 suwan clnup)	x				223.89		
1/10/14	205	Gerald Salamon (FL Dept of State, Div of Corp)	x				61.25		
1/14/14	dep	Three deps (10+450+210)	x	620.00	50.00				
1/22/14	207	Jabebo LLC (inventory)	x				216.00		
1/28/14	dep	memberships	x	410.00					
1/28/14	dep	memberships	x	460.00	15.00				
1/28/14	dep	memberships	x	130.00					
		Jan totals		1,620.00	65.00	45.00	581.15	1,148.85	20,142.58
2/7/14	dep	memberships donations	x	380.00	20.00				
2/15/14	208	Margarete Hall (communications)	x				1.24		
2/15/14	211	Jay Bushnell (communications)	x				86.00		
2/19/14	212	Stacy Aasved (Graphic design .. Communication)	x				50.00		
2/19/14	213	Marci Wilcox (material for annual meeting)	x				39.92		
2/19/14	214	Jay Bushnell (multiple inventory purchases)	x				2,641.25		
2/22/14	dep	Annual meeting membership	x	730.00	600.00				
2/22/14	215	Jack Davis (speaker for meeting)	x				100.00		
2/22/14	216	Ken McCain (food for meeting (Sam's))	x				405.46		
2/27/14	dep	Annual meeting sales donations	x		1,803.00	938.00			
		Feb total		1,110.00	2,423.00	938.00	3,323.87	1,147.13	21,289.71
3/5/14	217	The Print Shop (communications - brochures)					150.00		
3/5/14	218	USPS (Box rental 1 year - 31 Mar 2015)					60.00		
3/6/14	dep	sales				75.00			
3/6/2014	dep	auction			270.00				
3/18/2014	dep	memberships		50.00					
3/20/2014	dep	sales				45.00			
3/20/2014	219	Plants for butterfly garden					74		
3/20/2014	220	Trail guides					32.10		
3/27/2014	222	CK PO Box					54.00		
3/29/2014	223	Florida Department of Revenue (sales tax)					65.29		
		March total		50.00	270.00	120.00	435.39	-4.61	21294.32
4/3/2014	224	USPS Stamps					19.60		
4/5/2014	225	Jay Bushnell (Print Shop annual mtg)					55.50		

4/10/2014	dep		membership			20.00						
4/8/14		226	Cash for cash box (OFCA)						100.00			
4/15/2014	dep		OFCA sales					535.00				
4/16/2014	dep		donations ( Sheila Templin \$25)				39.00					
4/17/2014	dep		membership			20.00						
4/17/2014		227	Debbie Meeks (Dixie Mainline sign proof)						25.68			
4/18/2014		228	Jay Bushnell (communications) Ibis postage						24.50			
4/20/2014	dep		Trail guides					60.00				
			April total			40.00	39.00	595.00	225.28	448.72		21743.04
5/13/2014		229	Peg Hall (communications - Weebly)						29.00			
5/13/2014		230	Mac Signs (Dixie Mainline)						305.00			
5/14/2014	dep		donation (Davidson)				20.00					
5/14/2014	dep		memberships donations ( honican)			25.00						
5/14/2014	dep		Chiefland PO Box refund					46.00				
5/20/2014	dep		membership (Connors)			20.00						
5/20/2014		231	Donna Thalacker (Butterfly Garden)						86.00			
5/28/2014	dep		donation (Davidson)					20.00				
			May total			45.00	86.00		420.00	203.00		21,454.04
6/15/2014		232	Peg Hall (communications - domain names)						47.47			
6/15/2014		233	National Wildlife Refuge Association						150.00			
6/16/2014	dep		New member			100.00						
6/28/2014		234	Florida Department of Revenue (sales tax)						38.92			
			June Total			100.00			236.39	136.39		21,317.65
7/1/2014	dep		donation (Davidson)				20.00					
7/7/2014	dep		Sales from Seahorse Key					261.06				
7/14/2014	dep		sales (trail guide) membership (Woodmanse)			20.00		15.00				
			July Total			20.00	20.00	276.06	-0-	316.06		21,633.71
8/20/2014	dep		sales (shirts)					60.00				
8/20/2014	dep		donation (Davidson)				120.00					
			August Total			0.00	120.00	60.00	-0-	180.00		21,813.71
9/5/2014	dep		membership (Joos)			10.00						
9/28/2014		235	Peg Hall (communications - Weebly)						29.00			
9/30/2014	dep		membership (Dunn)			20.00						
			September Total			30.00			29.00	1.00		21,814.71
10/1/2014		236	Bill Kilborne (Full color flyers)						219.03			
10/9/2014		237	Florida Department of Revenue (sales tax)						21.99			
10/14/2014		238	Friends of Cedar Key Library						100.00			
10/16/2014		239	Postage for Ibis						37.24			







## Communications Report January 2015

News Briefs went to about 475 subscribers

	# Opened		# Opened
<b>November 9 News Brief</b>	<b>213</b>	<b>January 11 News Brief</b>	<b>155 (in the 1<sup>st</sup> 24 hours)</b>
1. Science Camp photos, stories	36	1. Biota database	7
2. Suwanee River Cleanup – Dixie Co	26	2. Pepper busting	n/a
3. Pepper busting	n/a	3. Nature Walks	6
4. Bat house	n/a	4. Membership renewal	2
5. Seafood festival thank you	23	5. Annual Meeting and Slate	5
6. Fall beauty photos	15	6. Seeing Art in Nature	6
7. Our Facebook page	7	7. Archaeology	11
8. Advocacy and Info links	12	8. “New” fish	25
		9. Resident volunteers	2
		10. CKPL Lecture Series	16
		11. Hidden Coastlines	8
		Advocacy and info links	5
<b>November 20 News Brief</b>	<b>198</b>		
The Ibis	92		
<b>December 9 News Brief</b>	<b>197</b>		
1. Nature Walk	24		
2. Suwanee Cleanup Fowlers	24		
3. Seahorse Open House announcement	13		
4. Call for Membership renewal	10		
5. Save date for Annual Meeting	2		
6. Hunting, fishing story	13		
7. River Trail Call for volunteers	4		
8. New Website story	7		
9. Advocacy and Info links	5		

### Website

Pageviews in the last month = 4311  
 Pageviews in the previous month = 2876  
 16 posts since last board meeting by Peg and Donna T, with Maria, Greg, Debbie, Russ, Ann K, Molly, Bob providing text

### Facebook Page

8 new fans = 249

Posts since November 10	Reach	Clicks/Likes	Shared by
January News Brief (Peg)	84	7	Bob, CK Welcome Ctr
Fishing video (Bob)	162	20	CK Welcome Ctr
Fishing day (Bob)	82	15	CK Welcome Ctr
Bat house video (Maria)	311	64	Libby, CK Welcome Ctr
Beautiful refuge (Peg and Bob)	47	34	Carmelo, Peg, CK Welcome Ctr
Nature walk (Kit)	82	10	
Seahorse Key (Maria and Peg)	70	12	
Cedar Key mural (Libby and Peg)	114	19	
December News Brief (Peg)	182	9	