

Board Meeting Agenda
Friends of the Lower Suwannee & Cedar Keys National Wildlife Refuges
Tuesday February 19, 2013

Board Members Present: Peg Hall, Richard Herman, Mark Gluckman , Jay Bushnell, Jerry Salamon, Ed DeHann, John Thalacker, Bob Hudson, Russ Hall, John McPherson.
Attending by phone: Carmelo Echeverria.

Staff Present: Andrew Gude.

Others Present: Roger McDaniels, Jane Conners.

Call to Order.

Meeting convened at 10:00 a.m. by Peg Hall, Chair.

Approval Items:

1. Minutes from January 14, 2013 Board Meeting

Motion to Accept: Bob Hudson. Second: Jerry Salamon. Passed unanimously.

2. Treasurer's Report

Jerry Salamon presented report which is attached. Reported that many new memberships have arrived, and included in the report. Membership number will need to be corrected due to donations being included with memberships. Long-term reserve increased to \$2000 per recommendation of budget committee. Board agree with new budget report format suggested by Jerry.

Motion to Accept: Ed Dehann. Second: Richard Herman. Passed unanimously.

Jerry will not be able to help with silent auction at annual meeting; John McPherson agreed to help.

3. Next meeting set for Tuesday, March 19, 2013.

Discussion and Decision Items

1. Annual Meeting, Silent Auction, and Refuge Open House.

Peg discussed program for the annual meeting on March 16 (attached), and who will be helping out with various parts of the meeting. Discussion ensued about how the meeting will be organized and run. Set up will begin Friday at 10 a.m. and Saturday at 9 a.m. Board members should bring a dessert, but other potluck items not required. Bios will be available at the annual meeting.

2. Budget Committee.

Russ reported that budget categories now shown on the Treasurer's report, and that the restoration initiative was added to the list. Russ reported other updates on the initiatives, and that these initiatives have created a more decentralized organization based on members participating in the various initiatives. Peg will report on the initiatives at the annual meeting.

3. Membership Renewal Report.

Kirby was not able to call in, so Peg reported that at end of 2012 there were 239 members; we now have 146. More will sign up at the annual meeting, and the mailing went to everyone who is or has ever been a member. Picked up 10 -15 members that had shown some interest or had been members in the past, and 8 new members. Peg reported that many send in \$50 even though there is not a \$50 category, and suggested that a new \$50 category be created.

Motion by Peg: New membership category of \$50 be created. Second: Bob Hudson. Discussion ensued. Vote: Unanimous.

4. Report of Legacy Amendment.

Jay described the purpose of the amendment-permanent funding of Florida Forever, and that 660,000 signatures are needed. Jay described petition procedure, and that if it passes the funds might be helpful in acquiring the Caber property. It was noted that a 501 (c)(3) organization can endorse a cause, not candidate. A broad discussion ensued as to the amendment itself and what role Friends might play in this amendment process. No action was taken.

5. The Florida Big Bend Science Symposium.

Russ reported on dates of March 20 -21; not sure if open to the public; Friends previously agreed to provide lunch; Russ is getting bids. Need volunteers to help with registration, setting up chairs, etc.

6. Trail Guide Initiative.

Donna Thalacker will be the champion of this initiative. She reported that she is excited about working on the trail guides, with ideas to include River Trail and Barnett Creek. She also wants to work with Andrew on other circular trails. Her idea is to start with general guides and the move to specific seasons. Peg suggested this could be like the paddling project.

7. Paddling.

Mark Gluckman reported that the paddling panels are in the Cedar Key and Suwannee libraries. Russ and Mark will be working on the 13th panel. With regard to the Hidden Coast Paddling Festival: Organizational meeting on February 7th-not much got done. John McPherson reported on meetings held in Cedar Key and the problems that are being encountered. The Board agreed that the situation should be monitored so that the festival might be held at the Refuge or Suwannee if it is decided not to move ahead in Cedar Key.

8. Other action reports:

Art - Ed DeHann reported on the progress or the art initiative.

Dixie County Enhancements - Jane reported on progress.

Dixie County Refuge Expansion - Andrew reported on progress within Fish and Wildlife and the possible use of oil spill money. Andrew authorized to look into hiring consultant.

Nature Coast Conservancy Cedar Key Marshes - Jerry reported on Section 29; Andrew is working on the MOU. Jerry reported that the annual meeting of the Nature Coast Conservancy is on Sunday.

River Trail - John Thalacker asked about road surfacing. Andrew said permits, etc. have been submitted. Should move ahead summer or fall with bids and construction.

Information Items

1. Refuge Update.

Andrew reported on the following:

- Planting of pines went well. 18,000 stems in the ground.
- Burning has been ongoing and is going well, with the focus on 3,000 to 4,000 acres of high priority land.
- Dixie Mainline: Dixie volunteers are keeping it clean, along with Shired Island. Will be looking into taking trees out of right of way due to safety concerns and high maintenance costs of the 600 to 700 trees. Andrew acknowledged that this may be controversial and so he will be having meetings and issuing press releases. The main line would have to be closed for 2-3 weeks for the tree work.

2. Nature Walks and Library Talks. Peg reported that there is a need to work on getting the projector to work at the library. John Thalacker reported on upcoming talks.

3. Inventory Committee: Carmelo reported that he thinks the quantity of items is sufficient for annual meeting. Report attached. Will make estimate of replenishing stock after the annual meeting. Peg asked whether the price should be lowered for the teddy bears and water bottles? Carmelo agreed with that they should. Jay suggested that may not have enough inventory for art festival. It was agreed that this could be checked after the annual meeting and that there will be enough time to order before the festival. Peg provided sales numbers from the previous year. Carmelo was given authority to price items to make them move.

4. Communication Report: Peg's presented a written report which is attached. She also reported that the website is getting lots of hits and is doing well. She also reported on the ability to send out targeted emails based on interests that people indicate.

Old Business

1. Jay reported that the butterfly garden needs work, and it was agreed that work should be done before the annual meeting.
2. Jay reported that it is time to re-do the kiosk, and he will be working on this.

The meeting was adjourned at 12:04 p.m.

**Lower Suwannee and Cedar Keys National Wildlife Refuges
Friends' Annual Meeting
Refuge Open House
Saturday, March 16, 2013**

9:30 **Sign-in.** Renew membership for 2013. Get your tickets.
Friends Booth and Silent Auction --- Open for Business

10:30 **Welcome**
Peg Hall, President of the Friends
Andrew Gude, Refuge Manager

10:45 **Overview of Friends 2013 Initiatives**

11:00 **Friends Annual Business Meeting**
Brief Reports: Bylaws, Financial Review, Treasurer
Nomination, election, installation of board members
Slate: President—Jay Bushnell
President Elect – Bob Hudson
Past President – Peg Hall
Treasurer – Jerry Salamon
For Directors – Jane Connors, Ed DeHaan,
Richard Herman, Greg Lang, Roger McDaniels,
Jennifer Seavey

11:30 ***Oysters and Oystercatchers in the Big Bend: Past and Future***
Our featured presenter: **Peter Frederick**, Research Professor,
University of Florida Department of Wildlife Ecology and
Conservation

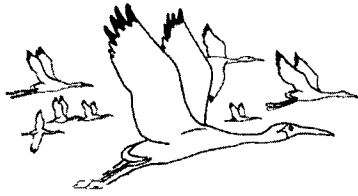
12:30 **Lunch and Pot Luck Dessert Buffet** – BBQ pork, ribs, chicken, & ice
tea provided Friends Board and other members please bring dessert
or other dishes
Free for members -- \$10 for others

1:00 **Silent Auction ends**

1:30 **Silent Auction Pick Up available**

1:45 **Afternoon Events begin**





*Friends of Lower Suwannee
& Cedar Keys NWRs*



Afternoon Events

1. **Boat Ride on the Suwannee River**
Trip 1 at 2:00 and Trip 2 at 3:00.
Meet on the dock in front of the Treasure Camp at the Fowlers Bluff boat ramp. Space is limited. Get a free ticket at the welcome table in front of the refuge log cabin building.
2. **Paddling on Sandfly Creek**
Meet at 2:00 with your kayak and car in the parking lot for the River Trail. You will follow the group leader Mark Gluckman to the launch site.
Limited to 10 boats. Email friends@friendsofrefuges.com to reserve a spot.
3. **Hayrides**
Trip 1 at 2:00 and Trip 2 at 3:00.
Meet at the hay wagon in the parking area. A Naturalist will be on each hayride to help you note features of the refuges as you drive through.
4. **Self-guided Walk River Trail**
Anytime, brochures are available in the kiosk at the parking lot for the trail.
5. **Environmental Classroom**
Anytime, open for exploration.
6. **Fire Equipment Demonstration & Marsh Master Ride**
Meet the Refuge Fire Crew by pole barn.
7. **Visit the Special Operations Response Team trailer**
Meet at the trailer in the parking area, anytime.

**Friends of Lower Suwannee & Cedar Keys NWRs
2013 Budget**

Assumptions

1. The Budget shall give preference to expenditures for activities that engage Friends members and members of our communities, over expenditures for capital purchases.
2. Monies budgeted for expenditures in one year's Operating Fund but not used in that year will carry over and be placed in the Operating Fund for the subsequent year.
3. Friends shall establish a Long-Term Reserve Fund. (See purpose statement below.)
4. Matching money for grants shall be provided, when permitted by the granting agency, in the form of contributed volunteer work rather than from the Operating Fund.

Long-Term Reserve Fund

Purpose: To recognize the work that has gone into accumulating monies currently held by the Friends Group and build on them to enable support for significant future projects.

Authority to Spend: Money in the Long-Term Reserve Fund may only be spent upon 2/3 affirmative vote of the board of directors.

Accounting: The Long-Term Reserve Fund shall be accounted for separately, and dollars in the fund may be placed into a fixed-income, interest bearing account.

2013 Projected Revenues

Memberships	\$2,500
Donations	\$2,500
Sales	\$1,000
Expected Cash Receipts*	\$6,000
2012 Carryover	\$4,000
Available Funds for Planning Purposes	\$10,000

*Note: in 2012 we projected \$5,000 in receipts and took in over \$8,000.

2013 Proposed Expenditures

Building Public & Political Support for the Refuges	\$4,500	
Annual Meeting	500	
Communications	800	
Great Suwannee River Cleanup	150	
Butterfly Garden maintenance	50	
Festival Fees	100	
Other: e.g. Membership renewal & recruitment; Talks at Library;	300	
Information Kiosk updates		
2013 Friends Initiatives		
Art Initiative	250	
Dixie County Friends Initiative	250	
Education Initiative	100	
Paddling Project	1,500	
Florida Big Bend Science Symposium	500	
Supporting Refuge-Initiated Activities	\$3,150	
Interagency cooperators meeting	500	
Refuge Summer Youth Program	250	
2013 Friends Initiatives		
Dixie County Refuge Expansion	50	
Nature Coast Conservancy Cedar Key Marshes	250	
Inventories and Surveys of Refuge Biota	50	
Shell Mound Visitor Enhancements	750	
River Trail Accessibility Enhancements	100	
Refuge Restoration Projects		
Refuge Trail Guides	200	
Vista Property Conservation Planning	1,000	
Supporting the National Wildlife Refuge System	\$150	
Participation in NWR Association	150	
Administration & Fund-raising	\$200	
FL Department of Revenue taxes & fees	100	
Annual FL Registration fee	100	
Transfer to the Long Term Reserve Fund	\$2,000	\$2,000
Grand Total Projected Expenditures		\$10,000

Project or Initiative	Actions Needed in 2013	2013 Budget Allocation	Friends Champion(s)	LSCKNWR Champion(s)
Art: work with local artists to highlight artistic values of the refuges (exhibition? competition?)	Develop an art day at refuges including inducements for artists' participation	\$250	Ann Kamzelski, Ed, Mark	1. Pam 2. Andrew
Dixie County Enhancements – improve visibility of refuges and participation of locals in refuge activities	Membership drive; activities (e.g. Dixie Mainline cleanup); engage officials re: information kiosk	\$250	Jane	1. Pam 2. Larry
Dixie County Refuge Expansion – planning; negotiating easements with large landowners	Work with Andrew to identify, approach, and negotiate with key stakeholders	\$50	Greg, Jane, Carol West	Andrew
Education Enhancements – improve outreach to schools; bring students to the refuges	Develop a series of educational events at the refuges targeted at families with children	\$100	Donna B.	1. Pam 2. Kenny (CK)
Nature Coast Conservancy Cedar Key Marshes – help with outreach to visitors/community	Work with community leaders to develop signage highlighting key asset role of refuges	\$250	Jerry, John M	Andrew
Paddling Project – Bring Nature Coast Paddling Festival to Cedar Key; develop new routes; panels	Work with organizers of the NCPF; keep friends informed of needs; develop Cedar Key guides	\$1,500	Mark, Jane	1. Andrew 2. Larry
Refuge Restoration Projects: invasive species removal, tree planting, etc.	Identify projects; coordinate volunteers; disseminate information.	TBD	Roger ²	1. Daniel 2. Kenny
River Trail Enhancements – Friends may be able to leverage significant funds for ADA compliance	Identify potential sources of outside funding; develop conceptual plan	\$100	John T.	Kenny
Science – Florida's Big Bend Science Symposia – serve as host organization and sponsor	Work with the symposium planning group; identify volunteers; make arrangements with caterer	\$500	Russ	Andrew
Science – Inventories and Surveys of Refuge Biota – conducted in collaboration with scientists ¹	With marine lab, USGS, and UF staff identify needs; develop storage & retrieval system for inventory data	\$50	Russ	1. Larry; 2. Daniel or Vic
Shell Mound Visitor Enhancements – improve access/interpretation at archaeological site	Secure approval and clear village site; develop information for kiosk	\$750	Ron, Ken Sassaman	1. Larry 2. Andrew
Trail Guides Initiative - highlight refuge recreational activities in Levy and Dixie	Conceive, research, design content and flyers	\$200	Donna T.	1. Pam 2. Andrew
Vista Property Conservation Planning – collect data for conservation of historic structures and property	Work with the family to learn of their wishes; identify conservation priorities	\$1,000	Kirby ³	Andrew

¹Priority for 2013 is to focus on Seahorse Key in collaboration with Drs. Silliman and Seavey.

²Jay's name was mentioned for the Refuge Restoration Projects, but the Committee recommended and the Board concurred that the President, Past President, and President Elect would not serve as champions, but are expected to participate in as many of them as possible.

³ Bob & Carol McKistry have photos

On Hand versus Sold at Annual Meeting 2012

Shirts	Price	Small	Med	Large	XL	XXL
		On Hand/Sold	On Hand/Sold	On Hand/Sold	On Hand/Sold	On Hand/Sold
Eagle	\$15	3 and 0	1 and 0	0	16 and 0	8 and 0
Heron	\$15	0	3 and 0	7 and 0	5 and 1	0
Wetland	\$15	0	3 and 1	1 and 0	6 and 0	0
Bobcat	\$15	0	4 and 1	0	2 and 0	0
Light Blue with Pocket	\$15	0	7 and 0	9 and 0	7 and 0	0
Dark Blue with Pocket	\$15	0	11 and 2	12 and 7	13 and 3	0
Light Blue no Pocket	\$15	4 and 0	8 and 3	7 and 4	2 and 0	0
Pink no Pocket	\$15	2 and 0	11 and 5	13 and 7	1 and 0	0
Carabiners	\$1			10 and 3		
Tick Tools	\$5			10 and 5		
Teddy Bears	\$7			46 and 0		
Water Bottles	\$12			23 and 3		
Earrings						
Bats	\$15			4 and 3		
D. Terrapins	\$15			3 and 1		
Pelicans	\$15			4 and 3		
Swallow Tails	\$15			5 and 4		
Manatees	\$15			6 and 3		
Dragonflies	\$15			0 and 1		
Eagles	\$15			5 and 0		
Butterfly	\$15			3 and 0		
Hats	\$15			16 and 7		
Visors	\$15			13 and 6		

Communications Committee Report February 2013

News Brief

- The **January News Brief** was emailed to 374 people on January 9 and **opened by 48%** of them.
 - The recipients were 29 life members, 111 current (2012) members, 52 former members, and 182 non-members.
 - It was opened by 23 life members, 52 current members, 38 former members, and 66 non-members.
- **Updated Information:** Donna Thalacker and Peg Hall updated the News Brief mailing list to reflect the membership renewals for 2013 and to add all the interest groups that members check on their renewal forms.
- A **special News Brief** was emailed on Feb 1 to 38 people...only those who marked an interest in Volunteering or in Flora/Fauna Identification. It requested volunteers for the Habitat Restoration Project.
 - It was **opened by 52%** of the recipients.
- The **February News Brief** was emailed to 385 people on February 11 and so far **opened by 40%** of them.
 - The recipients, reflecting the updated information, were 30 life members, 75 current (2013) members, 94 former members, and 185 non-members.
 - So far it has been opened by 15 life members, 48 current (2013) members, 44 former members, and 53 non-members.
- Since January 1 we've had **4 new unsolicited subscribers** and no un-subscribers.

Facebook

- **2 new fans since last report**
- **Fans as of February 13 = 152**
- **No intern identified yet**

Friends Website

- **Pageviews in January = 1,693**
- **Pageviews in December = 1,144**

Paddling Website

- **Pageviews in January = 336**
- **Pageviews in December = 312**