

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

Board Members Present: Peg Hall, Mark Gluckman , Jay Bushnell, Ed DeHann, John Thalacker, Bob Hudson, Russ Hall, John McPherson, Roger McDaniel, Jane Connors, Carmelo Echeverria, Greg Lang. Attending by phone: Jennifer Seavey.

Staff Present: Andrew Gude.

Call to Order. Meeting convened at 10:00 a.m. by Jay Bushnell, Chair.

1. Jay welcomed the new members. Each member was asked to introduce themselves and say what is most important about the refuges.

2. Minutes from February 19, 2013 Board Meeting.

Motion to Accept: Bob Hudson. **Second:** Peg Hall. Passed unanimously.

3. Treasurer's annual report.

Jerry Salamon presented the report which is attached. **Motion** to Accept: Bob Hudson. **Second:** Carmelo Echeverria. Passed unanimously.

4. Annual audit report.

Bob Hudson reported that the audit committee met and found no problems with the way the finances are being handled. A written report was provided and is attached. **Motion** to Accept: Bob Hudson. **Second:** Peg Hall. Passed unanimously.

5. Membership report. Peg Hall reported on the new members that signed up at the annual meeting. Peg noted that a membership list is available and will be posted on the website. Total current membership is at 258. A written report is attached.

6. Annual meeting summary/evaluation.

a. General evaluation.

John Thalacker: Registration process went well; he'll provide some written suggestions for improvements.

Carmelo Echeverria reported on sales and provided a written report on sales and inventory which is attached. Sales were not as good this year because we did not have new items as we did last year. We do have enough items on hand for the art festival. Carmelo thanked those who helped with the sales booth, and the Board thanked Carmelo for all his efforts. Teddy Bears: Sold 2 at the meeting. It was asked whether Friends may sell the extra paddling panels that no federal money went into, and Andrew Gude stated yes.

Motion to sell laminated panels without the grommet at \$5 per panel: John Thalacker. **Second:** Bob Hudson. Passed unanimously.

The question was raised whether to place the panels at other than the two libraries. Mark Gluckman reported that he had provided sets to a number of other locations, and Carmelo Echeverria requested information about where the sets have been placed. Mark asked that the committee be allowed to meet and determine a plan for where to go from here with the panels. He'll report back in April. It was agreed that the website should state where the sets are available, and Peg Hall will add this information.

Carmelo stated his opinion that sales should be to promote the refuges, not to make a profit, and suggested a 30% mark up so things move faster. He noted that sales are not a big part of the budget. Russ Hall stated that we need to work with Fish and Wildlife to make sure we're not duplicating or competing on sales items. Bob Hudson agreed that we need a pricing philosophy, and that the committee should work on this and report back to the Board.

Carmelo requested authorization to purchase storage containers for inventory. **Motion** to authorize the expenditure of up to \$150 for this purpose: Peg Hall. **Second:** Bob Hudson. Passed by a unanimous vote.

- b. It was agreed that Peter Frederick would be given an annual membership at no charge, and that he should be sent a thank you note.
- c. It was suggested that we should have a PA system for the annual meeting, and Jennifer Seavey agreed to look into this and report back on the options.
- d. With regard to the meal, it was stated that there needs to be more plates, drinks and baked beans.
- e. The attendance was over 150, which is a record for an annual meeting. John Thalacker suggested that we should have advance registration so we will know how many are coming.

- f. Barbara Hudson and Donna Bushnell were thanked for all the time and effort they put into the silent auction. **Motion** to reimburse Barbara for the ads placed in the Beacon: John Thalacker. **Second:** Peg Hall. Passed by a unanimous vote. John McPherson suggested that the timing needed to be worked on so people are not in line for lunch during the end of bidding. It was agreed that Bob Hudson would be reimbursed for postage for thank-you letters.

7. Special Project Initiative

- a. Russ Hall discussed the vision of how the special project initiatives will work, and emphasized that it will be the champions who will take the lead. Andrew Gude suggested the need for a progress report each month.
- b. Peg Hall passed out sign-up sheets from the annual meeting, and said that she will send to the champions the names of the members who have expressed interest in the area. Jennifer Seavey said she would like to see the list of projects and who are assigned so that she can check for possibilities for joint work with the marine lab. Russ Hall stated that it is important to follow through with those that signed up and give them something to do, and that the champions should be sure to get in touch and decide how to use the volunteers. Mark Gluckman stated that it is important to figure out how to use the volunteers.
- c. Jay Bushnell suggested the need for a special designation for advocacy.
- d. Progress reports from champions.

Paddling: Mark Gluckman: Mark reported that there are three initiatives underway: 1. Paddling Festival. 2. 13th panel. 3. Promoting paddling on an ongoing basis. Mark discussed the difficulty of this last goal, and that some Friends paddles should be scheduled during the Hidden Coast Paddling Festival. Jennifer Seavey offered to lead a paddle/citizens scientist idea. Lukens and Shell Mound will provide good locales for fresh/salt water interaction. Jennifer can provide many guides for the HCPF.

Trails: John Thalacker: John reported continuing work on signs, and the need to re-do the tri-fold.

Dixie initiative: Jane Connors: Jane stated that she is thrilled that she had people sign up. She is moving ahead with kiosks and wants to work with education in Dixie County. She also wants to explore the possibility of creating a new walking trail in Dixie County, and expanding existing ones.

Art: Ed DeHann: Ed reported that he is working on a photographic workshop to bring people out to the refuge to show them photogenic sites. Jennifer Seavey

suggested having photographers work with the scientists to provide photos for future programs, talks etc.

Education: Donna Bushnell: Ed DeHann reported on Donna's behalf that she has various ideas for possibilities, including Jennifer Seavey working on doing outreach and educational activities on Seahorse Key. She will continue working on this and would welcome Friends assistance.

Refuge Restoration: Roger McDaniels: Roger stated that he is working on a grant proposal to be reviewed by Jay Bushnell and Refuge staff. The purpose of the grant would be to remove invasive species at Lukens and Shell Mound, with the amount requested being \$9,850. The granting agency is Fish and Wildlife Services, and it was discussed whether the recipient should be Friends or the Refuge.

Jay Bushnell emphasized the need for advocacy, and Peg Hall stated that there is money in the budget for that purpose.

8. Cedar Key Art Festival-April 13-14.

Jay Bushnell will check to make sure we are signed up. Jay stated that he will be in charge of taking stuff down to the festival and setting up, and Carmelo Echeverria and John Thalacker offered to help. It was stated that the booth will need to be manned from 9:00 a.m. to 3:00 p.m. each day. John Thalacker offered his shop in Cedar Key for overnight storage.

9. Communications to members.

Jay Bushnell discussed the various ways in which communication takes place. There is the story board, the kiosk, and the Ibis, for which articles are needed for the April edition. Peg Hall reported on e-communications, and her written report is attached. She stated that all going well, except that the paddling website which she said needs improvement. Jay stated that Peg deserves congratulations for the improvements in e-communications, especially the number of people using the website.

10. Looking ahead.

a. Question of summer board meetings. Peg Hall suggested that it is good to continue because it is a good time to work on policies. She noted that the Board met every other month last summer. John Thalacker stated he liked meeting over the summer because he can keep up with the refuge activities. It was agreed that it should be an agenda item in April to finalize summer meetings.

- b. Developing a Visitors Center Plan. Jay Bushnell asked whether there was any way to move this along toward making Vista a visitors center. Andrew Gude said he would report back on this.
- c. Networking with other Friends Groups. Jay Bushnell stated that we should try to work more closely with other Friends groups. Each refuge is different and that it is fun to network and get to know the other people. He suggested the possibility of hosting people from other refuges. John Thalacker suggested creating an exchange program with other refuges. Jay said he would work on this and report back. Peg Hall noted that there used to be an association of Friends groups that once came to Cedar Key. She also noted the Friends Academy which she went to 2 years ago. She thinks someone should be nominated from our board to go this year. The deadline for nomination is April 15.
- d. Ed DeHann reported that Anne is working on a refuge photography exhibit at the Cedar Key Gallery.

11. Refuge update.

Andrew Gude reported on the following:

- a. Nine percent budget cuts are coming and that he will try not to lay people off, but there will be other cutbacks, such as in travel. He stated that he may ultimately lose 25% of his budget.
- b. Pamela has moved to Okeefenokee.
- c. A timber harvest is coming, and the fire program is moving ahead but will be limited due to budget cuts. There was discussion about whether volunteers can help with burns, with staff suggesting that due to qualifications requirements there is not much that volunteers can do. Jennifer Seavey suggested use of UF graduate students with qualifications. Jennifer and Vic Doig will work together on this.
- d. David Riker enjoyed his visit, and is very interested in the Dixie conservation easement. Russ Hall stated that it was good to hear George Wilson, with the Conservation Fund, at the annual meeting. Russ stated that George joined the Friends and that we should endeavor to work with him.
- e. Oil spill funds should be very helpful with accomplishing land and easement purchases.

12. Fall Meeting

Jane Connors suggested that a butterfly festival would be good, and other ideas were discussed.

13. Next Board Meeting: Set for April 16 at 10 a.m.

The meeting was adjourned at 12:05 p.m.

Friends of the Lower Suwannee & Cedar Keys NWRs
Treasurer's Report
For the Period January 1 thru February 18, 2013

| | Year to date |
|---|---------------------|
| Cash Receipts | |
| Memberships | 2,246.54 |
| Donations | 220.00 |
| Sales (includes paddling panel sales \$291) | |
| Total cash receipts | 2,466.54 |
| Cash Disbursements | |
| support lower suwannee & cedar key nwrs | |
| Communications | 10.59 |
| sub-total | 10.59 |
| support refuge-initiated activities | |
| Interagency Cooperators Meeting | 263.84 |
| administrative & fundraising support | |
| Florida Department of Revenue | 40.89 |
| Florida Department of State | 61.25 |
| sub-total | 102.14 |
| Total cash disbursements | 376.57 |
| Excess of receipts over disbursements | 2,089.97 |
| Cash Balance 12/31/2012 | 14,731.09 |
| Cash Balance 2/18/2013 | 16,821.06 |
| The cash balance consists of two components | |
| Operating fund | 6,086.77 |
| Long term reserve | 10,734.29 |
| Total | 16,821.06 |
| Note: Long term reserve at 12/31/2012 | |
| Budget committee recommended transfer | 8,734.29 |
| Long term reserve at 2/18/2013 | 2,000.00 |
| | 10,734.29 |

Financial Review Committee Report
February 19, 2013

The Financial Review Committee of the Friends of the Lower Suwannee and Cedar Keys National Wildlife Refuges met on February 19, 2013, at the Treasure Camp on the Suwannee River. The following individuals were present:

Richard Herman, Chairman, Jay Bushnell and Bob Hudson, Members. Jerry Salamon, Treasurer was also present. The meeting was called to order by Chairman Herman at 12:30 pm.

The Committee's task was to review the procedures and records used to account for the Friends finances. The internal control of finances are as follows:

Monthly receipts, deposits and disbursements are reconciled with the bank statements.

Sales taxes are recorded and reported as appropriate. It should be noted that sales tax is calculated by dividing sales by 1.07, because the sales prices include sales tax. Quarterly sales taxes are paid as appropriate.

Donations are recorded as such

An annual filing fee paid to the State

Following discussion and review by the Committee, it was concluded that appropriate records and controls are in place for the Friends group.

The meeting was adjourned at 2:30 pm

FRIENDS OF THE LOWER SUWANNEE AND CEDAR KEY NWR

INVENTORY REPORT MARCH 19, 2013

| EARRINGS INVENTORY AND VALUE | | | DATE: 18 Mar 2013 | |
|------------------------------|-----|------|-------------------|-----------------|
| TYPE | QTY | NOTE | Unit Value | Qty Value |
| PELICAN | 4 | | \$15.00 | \$60.00 |
| BAT | 2 | | \$15.00 | \$30.00 |
| MANATEE | 6 | | \$15.00 | \$90.00 |
| EAGLE | 4 | | \$15.00 | \$60.00 |
| BUTTERFLY | 1 | | \$15.00 | \$15.00 |
| SWALLOW TAIL K | 2 | | \$15.00 | \$30.00 |
| TURTLE | 3 | | \$15.00 | \$45.00 |
| DRAGONFLY | 0 | | \$15.00 | \$0.00 |
| | 0 | | \$0.00 | \$0.00 |
| INVENTORY VALUE | | | | \$330.00 |

| GENERAL ITEMS INVENTORY AND VALUE | | | DATE: 18 Mar 2013 | |
|-----------------------------------|-----|------|-------------------|-------------------|
| TYPE | QTY | NOTE | Unit Value | Qty Value |
| HAT / MEN | 15 | | \$15.00 | \$225.00 |
| VISOR | 13 | | \$15.00 | \$195.00 |
| PINS | 303 | | \$5.00 | \$1,515.00 |
| TICK TOOLS | 7 | | \$5.00 | \$35.00 |
| WATER BOTTLE | 23 | | \$12.00 | \$276.00 |
| CARABINER | 8 | | \$1.00 | \$8.00 |
| TEDDY BEAR | 44 | | \$7.00 | \$308.00 |
| PHOTOS | 19 | | \$2.00 | \$38.00 |
| | 0 | | \$0.00 | \$0.00 |
| | 0 | | \$0.00 | \$0.00 |
| INVENTORY VALUE | | | | \$2,600.00 |

| T-SHIRTS INVENTORY AND VALUE | | | | | | | DATE: 18 Mar 2013 | |
|---------------------------------|---|----|----|----|-----|-------|-------------------|-------------------|
| TYPE | S | M | L | XL | 2XL | TOTAL | Unit Value | Qty Value |
| EAGLE | 0 | 1 | 0 | 15 | 8 | 24 | \$15.00 | \$360.00 |
| HERON | 0 | 3 | 0 | 7 | 0 | 10 | \$15.00 | \$150.00 |
| WETLAND | 0 | 3 | 0 | 6 | 0 | 9 | \$15.00 | \$135.00 |
| BOBCAT | 0 | 3 | 0 | 1 | 0 | 4 | \$15.00 | \$60.00 |
| SWALLOW TAIL / LIGHT BLUE / MEN | 0 | 7 | 9 | 7 | 0 | 23 | \$15.00 | \$345.00 |
| SWALLOW TAIL / DARK BLUE / MEN | 0 | 11 | 10 | 12 | 0 | 33 | \$15.00 | \$495.00 |
| SWALLOW TAIL / PINK / FEM | 4 | 8 | 6 | 1 | 0 | 19 | \$15.00 | \$285.00 |
| SWALLOW TAIL / LIGHT BLUE / FEM | 1 | 10 | 11 | 1 | 0 | 23 | \$15.00 | \$345.00 |
| | | | | | | 0 | \$0.00 | \$0.00 |
| INVENTORY VALUE | | | | | | | | \$2,175.00 |

| PADDLING PANEL (WATER PROOF) INVENTORY (SEE NOTE) | | | | DATE: 18 Mar 2013 | |
|---|---------|---------|--------------|-------------------|---------------|
| PANEL NAME | PANEL # | INV QTY | | Unit Value | Qty Value |
| FISHBONE CREEK | 1 | 9 | Not for sale | \$0.00 | \$0.00 |
| SHIRED CREEK | 2 | 9 | Not for sale | \$0.00 | \$0.00 |
| SANDERS CREEK | 3 | 9 | Not for sale | \$0.00 | \$0.00 |
| CAT ISLAND | 4 | 9 | Not for sale | \$0.00 | \$0.00 |
| LOCK CREEK | 5 | 9 | Not for sale | \$0.00 | \$0.00 |
| LOCK SHINGLE CREEK | 6 | 9 | Not for sale | \$0.00 | \$0.00 |
| GOPHER RIVER | 7 | 9 | Not for sale | \$0.00 | \$0.00 |
| SANDFLY CREEK | 8 | 9 | Not for sale | \$0.00 | \$0.00 |
| BARNETT MACCORMICK CREEK | 9 | 9 | Not for sale | \$0.00 | \$0.00 |
| SHELL MOUNT | 10 | 7 | Not for sale | \$0.00 | \$0.00 |
| SHELL MOUNT AND CABBAGE ISLANDS | 11 | 0 | Not for sale | \$0.00 | \$0.00 |
| ATSENA OTIE | 12 | 0 | Not for sale | \$0.00 | \$0.00 |
| INVENTORY VALUE | | | | | \$0.00 |

NOTE: EXTRA WATER PROOF PANELS WITHOUT GROMMETS/LAMINATED AT N

| PADDLING PANEL (WATER PROOF) INVENTORY | | | | | | DATE: 18 Mar 2013 | |
|--|---------|---------|-------|-------|-------|-------------------|---------------|
| PANEL NAME | PANEL # | INV QTY | HR-01 | HR-02 | HR-03 | Deposit | Qty Value |
| FISHBONE CREEK | 1 | 41 | 4 | 4 | 4 | \$0.00 | \$0.00 |
| SHIRED CREEK | 2 | 42 | 4 | 4 | 4 | \$0.00 | \$0.00 |
| SANDERS CREEK | 3 | 44 | 4 | 4 | 4 | \$0.00 | \$0.00 |
| CAT ISLAND | 4 | 43 | 4 | 4 | 4 | \$0.00 | \$0.00 |
| LOCK CREEK | 5 | 41 | 4 | 4 | 4 | \$0.00 | \$0.00 |
| LOCK SHINGLE CREEK | 6 | 44 | 4 | 4 | 4 | \$0.00 | \$0.00 |
| GOPHER RIVER | 7 | 42 | 4 | 4 | 4 | \$0.00 | \$0.00 |
| SANDFLY CREEK | 8 | 43 | 4 | 4 | 4 | \$0.00 | \$0.00 |
| BARNETT MACCORMICK CREEK | 9 | 42 | 4 | 4 | 4 | \$0.00 | \$0.00 |
| SHELL MOUNT | 10 | 38 | 4 | 4 | 4 | \$0.00 | \$0.00 |
| SHELL MOUNT AND CABBAGE ISLANDS | 11 | 49 | 4 | 4 | 4 | \$0.00 | \$0.00 |
| ATSENA OTIE | 12 | 47 | 4 | 4 | 4 | \$0.00 | \$0.00 |
| INVENTORY VALUE | | | | | | | \$0.00 |

| PADDLING PANEL (NOT WATER PROOF) INVENTORY | | | | DATE: 18 Mar 2013 | |
|--|------------|-----------|----------------|-------------------|--|
| PANEL NAME | PANEL # | INV QTY | Unit Value | Qty Value | |
| OVERVIEW GUIDE | OVERVIEW | 119 | \$2.00 | \$238.00 | |
| FISHBONE CREEK | 1 | 7 | \$2.00 | \$14.00 | |
| SHIRED CREEK | 2 | 0 | \$2.00 | \$0.00 | |
| SANDERS CREEK | 3 | 1 | \$2.00 | \$2.00 | |
| CAT ISLAND | 4 | 8 | \$2.00 | \$16.00 | |
| LOCK CREEK | 5 | 0 | \$2.00 | \$0.00 | |
| LOCK SHINGLE CREEK | 6 | 20 | \$2.00 | \$40.00 | |
| GOPHER RIVER | 7 | 1 | \$2.00 | \$2.00 | |
| SANDFLY CREEK | 8 | 3 | \$2.00 | \$6.00 | |
| BARNETT MACCORMICK CREEK | 9 | 1 | \$2.00 | \$2.00 | |
| SHELL MOUNT | 10 | 1 | \$2.00 | \$2.00 | |
| SHELL MOUNT AND CABBAGE ISLANDS | 11 | 1 | \$2.00 | \$2.00 | |
| ATSENA OTIE | 12 | 18 | \$2.00 | \$36.00 | |
| PANEL SET 1-12 (NOT WATER PROOF) | SET | 37 | \$15.00 | \$555.00 | |
| INVENTORY VALUE | | | | \$915.00 | |

| TOTAL INVENTORY PROMOTIONAL SALE VALUE | | DATE: 18 Mar 2013 |
|--|--|-------------------|
| EARRINGS | | \$330.00 |
| GENERAL ITEMS | | \$2,600.00 |
| T-SHIRTS | | \$2,175.00 |
| PANEL WATER PROOF EXTRA (No grommets) | | \$0.00 |
| PANEL WATER PROOF | | \$0.00 |
| PANEL NOT WATER PROOF | | \$915.00 |
| TOTAL VALUE | | \$6,020.00 |

FRIENDS OF THE LOWER SUWANNEE AND CEDAR KEY NATIONAL WILDLIFE REFUGE

PROMOTIONAL SALE REPORT

ACTIVITY: Annual Meeting 2013

DATE: 16 Mar 2013

| ITEM: T-SHIRT | PRICE | SMALL | | MED | | LARGE | | X LARGE | | 2XL | | TOTAL O/H | TOTAL SOLD | INCOME |
|---------------------------------------|--------------|------------|------|------------|------|------------|------|------------|------|------------|------|-----------------|-------------------|-----------------|
| | | O/H | SOLD | O/H | SOLD | O/H | SOLD | O/H | SOLD | O/H | SOLD | | | |
| EAGLE | \$15.00 | 2 | 2 | 1 | | 0 | | 16 | 1 | 8 | | 27 | 3 | \$45.00 |
| HERON | \$15.00 | 0 | | 3 | | 0 | | 7 | | 0 | | 10 | 0 | \$0.00 |
| WETLAND | \$15.00 | 0 | | 3 | | 1 | 1 | 6 | | 0 | | 10 | 1 | \$15.00 |
| BOBCAT | \$15.00 | 0 | | 4 | 1 | 0 | | 2 | 1 | 0 | | 6 | 2 | \$30.00 |
| SWALLOW TAIL / LIGHT BLUE / MEN | \$15.00 | 0 | | 7 | | 9 | | 7 | | 0 | | 23 | 0 | \$0.00 |
| SWALLOW TAIL / DARK BLUE / MEN | \$15.00 | 0 | | 11 | | 11 | 1 | 13 | 1 | 0 | | 35 | 2 | \$30.00 |
| SWALLOW TAIL / PINK / FEM | \$15.00 | 4 | | 8 | | 7 | 1 | 2 | 1 | 0 | | 21 | 2 | \$30.00 |
| SWALLOW TAIL / LIGHT BLUE / FEM | \$15.00 | 2 | 1 | 11 | 1 | 13 | 2 | 1 | | 0 | | 27 | 4 | \$60.00 |
| ITEM: EARRINGS (Price \$15.00) | PRICE | QTY | | QTY | | QTY | | QTY | | QTY | | NOT SOLD | TOTAL SOLD | INCOME |
| PELICAN | \$10.00 | 4 | 0 | | | | | | | | | 4 | 0 | \$0.00 |
| BAT | \$10.00 | 4 | 2 | | | | | | | | | 2 | 2 | \$20.00 |
| MANATEE | \$10.00 | 6 | | | | | | | | | | 6 | 0 | \$0.00 |
| EAGLE | \$10.00 | 6 | 2 | | | | | | | | | 4 | 2 | \$20.00 |
| BUTTERFLY | \$10.00 | 2 | 1 | | | | | | | | | 1 | 1 | \$10.00 |
| SWALLOW TAIL KITE | \$10.00 | 5 | 3 | | | | | | | | | 2 | 3 | \$30.00 |
| TURTLE | \$10.00 | 3 | | | | | | | | | | 3 | 0 | \$0.00 |
| DRAGONFLY | \$10.00 | 0 | | | | | | | | | | 0 | 0 | \$0.00 |
| ITEM: GENERAL | PRICE | QTY | | QTY | | QTY | | QTY | | QTY | | NOT SOLD | TOTAL SOLD | INCOME |
| HAT / MEN | \$15.00 | 16 | 1 | | | | | | | | | 15 | 1 | \$15.00 |
| VISOR | \$15.00 | 13 | | | | | | | | | | 13 | 0 | \$0.00 |
| PIN | \$5.00 | 306 | 3 | | | | | | | | | 303 | 3 | \$15.00 |
| TICK TOOL | \$5.00 | 11 | 4 | | | | | | | | | 7 | 4 | \$20.00 |
| WATER BOTTLE | \$12.00 | 23 | | | | | | | | | | 23 | 0 | \$0.00 |
| CARABINER | \$1.00 | 10 | 3 | | | | | | | | | 7 | 3 | \$3.00 |
| TEDDY BEAR (Price \$7.00) | \$5.00 | 46 | 2 | | | | | | | | | 44 | 2 | \$10.00 |
| PADDLING PANEL SET NWP | \$15.00 | 38 | 1 | | | | | | | | | 37 | 1 | \$15.00 |
| OVERVIEW PADDLING PANEL NWP | \$2.00 | 119 | | | | | | | | | | 119 | 0 | \$0.00 |
| PADDLING PANEL w/p (EA) | \$0.00 | 0 | | | | | | | | | | 0 | 0 | \$0.00 |
| PHOTOS | \$2.00 | 19 | | | | | | | | | | 19 | 0 | \$0.00 |
| TOTAL SALE INCOME | | | | | | | | | | | | | | \$368.00 |
| DONATIONS | | | | | | | | | | | | | | \$0.00 |
| TOTAL | | | | | | | | | | | | | | \$368.00 |

PREPARED BY: (1) Carmelo Echevarria (2) Linda Headly

**Communications Report
March 2013
Peg Hall**

News Brief

1. **We have sent 3 News Briefs since the last Board meeting on February 19.**
 - **February 26 Subject: Annual Meeting, Huge Silent Auction, Sandfly Creek Paddle, Talks and Walks**
 - **It went to 383 readers**
 - **It was opened by 41%**
 - **March 2 Subject: Florida Shorebird Monitoring**
 - **It went to 39 readers**
 - **It was opened by 46%**
 - **March 10 Subject: Annual Meeting & Silent Auction This Saturday. Also-- Paddling, Events, Advocacy**

2. **Since my last report we've had 2 new unsolicited subscribers and 2 un-subscribers.**

Facebook

- **4 new fans since last report**
- **Fans as of March 17 = 156**
- **Got a volunteer on Saturday at Annual Meeting -- Yay!**

Friends Website

- **Pageviews in February = 2,282**
- **Pageviews in January = 1,693**

Paddling Website

- **Pageviews in February = 396**
- **Pageviews in January = 336**

**Membership Report
March 2013
Marci Wilcox and Peg Hall**

- **Number of Members at the end of 2012** **238**
- **Number of Members before Annual Meeting** **182**
- **Number of Members after the Annual Meeting**
 (and 4 hours of data entry) **258**