

SMCNHA Retreat at Rancho Del Oso

28 July 2007

From: Barbara Dahl, President

I would like to extend gratitude to Dave Dewey for spearheading the completion of a mission statement and focus for the Web site. I need to give special thanks goes to Bob Droege for his continued development and understanding of the financial picture and presenting it to the board in a form that is helpful and accessible. Mary, Paul, and John, thank you for your contributions during the session to help us create the mission statement and set goals for improvements for our organization.

Attendance:

Barbara Dahl
Dave Dewey
Bob Droege
Mary Dunlop
John Fox
Paul Keel

Unable to attend: Judy Pfeil

Mission Statement:

The mission of the San Mateo Coast Natural History Association is to enhance the experience of visitors to California State Parks on the San Mateo coast by:

- Promoting educational volunteer and park staff programs
- Maintaining and enhancing state park Visitor Centers
- Supporting programs that preserve biological diversity and historical/cultural integrity

Concerns/Ideas

Request for list of recurring costs:

- SMCNHA administration examples, postage, annual insurance, tax fees, corporate filing fees, accountant, conferences, employee salary, and P.O. box fees
 - Change to park address, Ano Nuevo and secure mail with employee, Roxanne
- Park support examples, appreciation parties, docent program printing and postage, docent pins, docent training materials and guest speakers
- Logistics and timeliness of mail
- Allow the P.O. Box to continue but notify all senders of new address over the next 6 months to close out P.O. Box in HMB

Roles and Responsibilities

Define needs of organization and define them for recruitment

Roles defined:

- Officers on the board: President, Vice President, Treasurer, Secretary
- Board members: Recruit once needs and roles are defined
- Cooperative Association volunteers for SMCNHA for special events, special projects (special events, Web site assistance, retail merchandising skills) to create a pool of candidates for board membership and officer succession
- Succession roles for officers
- Supervision of part-time employee
- Treasurer assistance or split tasks between two people
- Keep diversity of the organization in mind when recruiting

Functions:

- Central offsite backup on FatCow
- Inventory the safe at Ano Nuevo for historical records
- Tax Accountant keeps duplicates of all tax information and employee records

Questions:

- What happens to the money from Pigeon Point Lighthouse tours if the restoration is complete and tours of the lighthouse are offered?
- Can we set up a trust fund managed by SMCNHA for tour income to keep the money at the park for continuing restoration and programs?
- Release forms for “right to use” designs from artists or designers who create images or information for our use in the parks?
- Drew Wharton DVD available for our bookstores?

Content for Web site:**Goals:**

- Where does funding come from?
- Where does the money donated go?
- Announcing functions the organization sponsors?

Action Items:

Action Item: Paul to check with Frank Balthis for use of photographs representing each of the parks and some programs or events (without fees)

Action Item: Paul to talk with Ranger Rose about revamping the bookstore committee

Action Item: Paul SMCNHA records in box at his park office?

Action Item: Barbara to contact artist who created digital version of the SMCNHA logo for Illustrator native files and EPS, send Dave flyer with SMCNHA information

Action Item: Barbara to pull together photographs of parks for Web site and collect content

Action Item: Barbara to contact park staff regarding application currently used for volunteers interested in park programs, move this application to PDF for online access on our Web site

Action Item: Bob to pull together a disk of photographs for parks

Action Item: Barbara to contact Judy Pfeil for photographs for Web site

Other Web site ideas:

- Photographs of exhibits and panels SMCNHA funded
- Volunteer forms for people to complete to train for the volunteer programs at the parks
- Links to the CA State Park sites
- Links between our page about volunteer programs and opportunities and the pages about the individual parks
- Park pages include: brief park information, SMCNHA funded programs or exhibits or other projects, link to state park site for park, and photographs
- Idea to group beaches together on one page
- Schedule for docents online
- PDF calendar document; [assign docent numbers for privacy?]
- Park staff tool for scheduling? Does it have an export feature for a file format we can post on the Web site?

Board Decisions to review in September:

- JoAnne Semones book to be sold in bookstores and Ranger Rose to arrange the guidelines for the book signing sales at PPL Lighting Ceremony in November 2007
- Decided not to work with vendor asking for \$400 annual fees for use of designs created for use specifically at the individual parks
- Check for Gary Strachan's approval of Drew Wharton DVD about elephant seals for sale in all of our bookstores
- Review mission statement at the start of each meeting; allow 10 minutes of long-range planning and brainstorming at each meeting (use a timer to stay on task); review action items each meeting