

**Newport Bay Naturalist and Friends  
Draft Minutes  
Board of Directors Meeting  
Back Bay Science Center  
October 21, 2010**

1. Call to Order

President Blake Anderson called the meeting to order at 5:10 p.m.

Board members present: Blake Anderson, Jack Keating, Krista Sloniowski, Jerry King, Cathy Lam, Kristine Simon, Laurel Mann and Lawrence Jones

Board members absent: Peter Bryant, Steve Bender, Don Krotee, Richard Wang, Larry McKenney, and Kristine Simon

Staff present: Roger Mallett

Others present: Dennis Kelly and Mike Wellborn

Agenda Review: No recommendations for change

President's Remarks:

Blake observed that several of our members had commented they lacked awareness of who our board members are and suggested better board attendance at events. Discussion resulted in agreement of the importance of board member/member interaction and commitment of board members to "show up" more often with name tags to meet our membership. A suggestion was made to provide member profiles in our internal communications to recognize active volunteers and board members.

Blake announced the Ribbon Cutting Ceremony on November 6<sup>th</sup> to celebrate the completion of the UNB Ecosystem Restoration Project, and invited board attendance. Board members were asked to RSVP individually.

2. Minutes

The minutes for September 2010 were reviewed and approved w/o Amendments.

## **Board, Executive Director and Committee Reports**

Committee Chair Jack Keating introduced candidate board members Dennis Kelly and Michael Wellborn, and stated their names have been placed on the slate of board candidates to be voted upon at the Annual Meeting. He stated that no other candidates are being considered as we are approaching our Bylaw limit of 15 members. Jack commented that we need individuals on the board who are experienced with the financial and human resources issues that our Ad Hoc Standards, Performance and Oversight Committee is currently considering. Jerry King submitted a resume for Debra Jane Moore he considers well qualified for Board Service. The Committee will consider this applicant and report back.

### **4. Reports of the Treasurer and Accountant**

Executive Director gave this report in absence of the Treasurer and Accountant. The September 2010 Financial Report and Accountants report had previously been submitted to the Board. He estimated that the Big Canyon Project should contribute \$100,000 of income in 2011 and that he expects to issue the 2011 draft budget and funding plan by November 1.

### **5. Report of the Executive Director – Roger Mallett**

The Executive Director referred the Board members to his report included in the packet.

**Calendar:** He reported the 2011 Calendar would be ready within 30 days including all public events. The calendar information will be available on [newportbay.org](http://newportbay.org) as well as other websites such as City of NB and OneOC. Lawrence suggested the possibility of a photo calendar for 2012 publicity.

**Sharkmobile:** Roger also reported that both DFG and City staff have agreed to share the use of the Sharkmobile. He said the final details of securing the Sharkmobile bus and having it outfitted are making good progress. The vehicle should be available in early 2011. Keating noted the Sharkmobile and the restoration tool trailer are the only assets that NBNF owns and need to be reflected on our financial statements.

**Branding:** Roger reported that he and Steve Bender met with our marketing consultant to discuss various rebranding ideas including a possible new logo design if the suggested name change is adopted by our members. Several ideas have been circulated with the Steering Committee for comment. The results of the discussion forum held on October 14 were discussed. A 'What I Heard' memo summarizing the results has been sent to all members. A second discussion forum will be held on October 28 – 6:30 at the Interpretive Center. Blake emphasized that the potential name change is strictly a proposal and the decision will be made at the November 4 annual meeting.

## 6. Donor and Community Relations Committee Report

**Sunset Celebration and Celebrity Species:** Cathy Lam reported Committee members have walked several nearby neighborhoods handing out card invitations to neighbors regarding these events. Ticket sales for Sunset are a little slow. The solicitation is also aimed at developing contact information within the various HOA's surrounding the Bay. Keating suggested a need to develop a strategy for a permanent relationship with these HOA's whereby we demonstrate the benefits of NBNF to the HOA's in return for their willingness to involve their members through emails, newsletters and invitations for our community events. It was agreed that the DCR Committee would put together a strategy and listing of the HOA's and work with Keating to implement the program.

## 7. Research Committee Report-Blake

In the absence of Peter Bryant, the October 6, 2010 Report of the Research Committee was received and filed. The Committee requested the Board report the NBNF Research Committee position on recommending the SMCA position to the MLPA.

### **Marine Life Protection Act designation for UNB:**

The Committee voted 3:1 (with one abstention) to recommend that the NBNF Board go on record as supporting the SMCA designation with extension to Pacific Coast Highway, with the understanding that DFG may use the SMCA designation to restrict fishing along Castaways.. Roger Mallet, who had participated in the October 6 meeting, explained the meaning of the SMCA designation and stated that he is in support of the recommendation. After discussion, a motion was made and seconded to direct the Research Committee Chair to draft a letter to the California Fish and Game Commission supporting the SMCA designation.

## 8. Advocacy & Government Relations Committee Report – Krista Slonioski

reported was that she and Roger submitted a grant application to the Department of Conservation to fund a watershed coordinator position for three years. Year one the position would develop the desired state with stakeholder partners. Year two would work with local planning and public works agencies to develop strategies for implementing the desired state. And year three would be to do public outreach to share the ideas and get input. The final outcome would be to get each city and the county to pass a motion to incorporate the design solutions into their general plans and strategic planning documents the next time they are up for revision.

**Old Business:**

9. Proposed Big Canyon Study- Roger Mallett reported the NBNF proposal had been forwarded by the City Manager to Public Works and that approval was expected soon.

10. Report of Ad Hoc Committee for Standards, Practices and Oversight- Blake Anderson reported the Committee had met three times and that minutes of these meetings were available. In summary, the committee has made very good progress in defining the job that must be accomplished and the tools and assistance we will require in accomplishing this difficult objective.

11. November 20 Celebrity Species Event - Lawrence Jones outlined the good progress on planning this important 1<sup>st</sup> Annual event. The event will consist of a Symposium relating to Rare and Endangered Species in the Back Bay, Field trips exploring the Bay's habitats and an Open House to learn about the research being done.

**New Business:**

12. Other matters added to Agenda. None.

13. 2011 Orange County Marathon. Roger Mallett discussed the route of the Marathon along Back Bay Drive and the Bay View Areas and explained the potential impact of the event on endangered bird species. The event is planned during nesting season. After discussion, it was decided NBNF would support the position of the US Fish and Wildlife Service which is to either re-route the running path along Jamboree and avoid these areas or to schedule the event outside of nesting season. In previous years the Governor has overturned DFG objections to holding the event along Back Bay Drive during nesting season and it was agreed NBNF would discuss the 2012 Marathon with event organizers.

14. Muth Interpretive Center Roof. Blake Anderson discussed the poor condition of the plants on the roof. It was agreed NBNF would work with OCParks to suggest an appropriate plants and soil to ensure plants will survive, and to seek funding for the project.

**Other Business:**

15. Questions and comments from Board. None

16. Next meeting of the Board. The next meeting will be held November 18, 2010 at 5:00 pm Back Bay Science Center.

17. Adjournment: The meeting was adjourned at 7:05pm.

Respectfully Submitted.

Jack Keating, Acting Secretary

*Approved at November 2010 Board Meeting*