

NEWPORT BAY CONSERVANCY  
AGENDA, BOARD OF DIRECTORS MEETING  
Wednesday March 18 2020, 6:00-7:00 PM, Conference Call

Board attendees: Randall English, Kim Bick, Derrick Ankerstar, Tim Brown, Angie Vazarian, David Waller, Taylor Sais, Sherry Marger, Pam Winkler

Staff attendees: Heather Cieslak, Alys Arenas

Excused absences: Julie Ferguson, Ian Swift, Joana Taveres

Operations:

- Introduction of new Restoration Manager, Alys Arenas
- Carissa will focus on trying to find alternative ways to connect to the public virtually, support and continue to develop our programs
- Hilary will focus on keeping our volunteers connected and use this time to work on the Naturalist class binders
- Book sales have hit 100 copies and Heather is brainstorming ideas to continue to sell the remaining copies

Board Brainstorm:

- Use Facebook Live to offer educational activities with Carissa and our education volunteers
- Ask our donors to reach out to their contacts to broaden our network of support
- Could FiiN be held in the fall?
- Search for targeted groups that could use our kayaks
- Start using instagram and other social media outlets that can connect with younger folks
- Develop a podcast that highlights the Bay
- Take advantage of the large crowds at the Bay to try to sell the new book
- Nathan from OCP is available to help with social media and creating virtual content
- Put out A-frame signs that call out they fact that due to the pandemic we need support and try to resonate with people in the moment that they are connecting with the Bay
- Can we share the videos somehow with the public online? Tim will work with Carissa to develop virtual content
- Do a weekly online contest and give out Earth Day prizes
- David has offered to help with grant writing
- Heavily promote the new book through social media