



COASTAL FUND MINUTES

Associated Students

1/14/13, 6pm

AS Conference Room

Minutes/Actions recorded by: Alex Tamura

CALL TO ORDER AT 6:05pm BY Marissa Bills, Chair

A. MEETING BUSINESS

A-1. Roll Call

Name	Note: absent (excused/not excused) arrived late (time) departed early (time) proxy (full name)	Name	Note: absent (excused/not excused) arrived late (time) departed early (time) proxy (full name)
Leslie Stirling	Present	Katie Adian	Present
Martin Cobos	Present	Genesis Herrera	Present
Marissa Bills	Present	Alyssa Hall	Present
Jenna Driscoll	Present	Julianna Trowbridge	Present
Carey Batha	Present	Sara Rosenblatt	Present
Danny Westcott	Present	Aaron Jones	Present
Christina Dover	Present	Randy Baez	Absent
Alex Tamura	Present		

A-2. Acceptance of Excused Absences & Acceptance of Proxies

MOTION/SECOND: Bills/Driscoll

Motion to accept excused absences and proxies

ACTION: Consent

B. Announcements

a. WELCOME CHRISTINA!

- i. New board member: Christina Dover
 - ii. Temporary advisor: Aaron Jones
- b. Announcements/Information/Introductions
 - c. Testimony for items on today's agenda (out of order)
 - i. "The Twenty" funding will be added to New Business
 - d. Appreciations/Concerns

C. ACCEPTANCE of ACTION SUMMARY/MINUTES

C-1. Approval of our Action Summary/Minutes

No minutes to approve.

D. ACCEPTANCE of AGENDA

MOTION/SECOND: Cobos/Westcott

Motion to accept agenda with changes provided.

ACTION: Consent

E. Budget Announcement

E—1. Outreach Budget

- a. Received most recent audit report; outreach spending is on track with projected spending
- b. Merchandise budget is maxed out, but we have a sufficient supply of merchandise for the rest of the year

F. REPORTS

Announcements in this section are informational. Do not include any requests for financial allocations.

F-2 Advisor's Report

- a. Scott will be taking a leave. Aaron will be taking his position while he's away.

F-3 Chair Report: Bills

- a. Meeting Structure
 - i. Between 7:00 and 7:30, the board will discuss questions that they will ask the incoming applicants
 - ii. The decisions for all applications will be made at the last meeting of the quarter
- b. Gray Whales Count Meeting Report
 - i. Leslie, Danny, and Marissa met with Danni Storz and Michael Smith last week to discuss the denial of the Gray Whales Count project last quarter.
 - ii. Fall was the first quarter we have not funded them, and they rely heavily on our support.
 - iii. We received poor response from interns, who said that the program was not rewarding. We will be providing Michael with the intern evaluations, so that he can review the reactions and see what he can improve on

F-4 Senate

- a. Senate retreat was held yesterday
- b. No new projects; just working on ongoing projects from last quarter
- c. There will be a few potential resignations and also a new position opening up

F-5 IV Surfrider

- a. First meeting will be held this Wednesday
- b. Setting up Ocean Friendly Gardens campaign
- c. Looking into Concert for the Coast in the spring

F-6 EAB

- a. First meeting was held last week
- b. Good turnout at meetings
- c. Starting out with general information and events

F-7 EVPLA

- a. No report.

F-8 Administrative Report

- a. Alex has been updating herself with what happened last quarter
- b. We have received three applications for this funding cycle, two major and one minor

F-9 Coastal Service Program

- a. Projects filled up in the first two days
- b. We have 20 less projects than we usually have, due to limited funds
- c. SB Audubon wants to add a new project
- d. No more street cleanups
- e. Looking for large brochure holder to install outside the office for supplies for outgoing groups

F-10 Social Media Report

- a. Will be starting hours this week and figure out what she will be working on

F-11 Plastic Pollution Coalition

- a. 5 people at first meeting
- b. Organizing for Day Without A Bottle
- c. Moving into the Geography department, advised by Katie Maynard. Will have an office in the Geography building
- d. Working a lot with National Plastic Pollution Coalition; received grant and will be distributing funds to 3 university organizations, UCSB being one of them
- e. Almost officially an OSL group

F-12 Outreach and Education

- a. Fall Quarter Review
 - i. Hosted 11 events: 1st beach cleanup, EDC Fall Feast, Pardall Carnival, Sustainability Week in the Dining Commons, AS Recruitment Fair, Beach Cleanup in November, Blue Horizons film premiere, Island President (co-sponsorship), and many other separate tabling events
 - ii. Hired and trained two new media interns: Katie Adian and Evan Hynes
 - iii. Created intern manuals
 - iv. Created and documented merchandise strategy of how to get shirts out of the closet and into the hands of students
 - v. Created and documented new annual report strategy of how to get our annual report to other organizations that would utilize the information
 - vi. Carey and Alyssa have been developing new strategic plan
 - vii. Added more information to the Outreach & Education manual
 - viii. Social media changes—300+ more followers in Fall; adjusted social media strategy based on the feedback from the board
 - ix. Maxed out budget for merchandise
 - x. More co-sponsorships: Adopt-A-Block Halloween cleanup, Partnership for Excellence, Island President
 - xi. Newsletter has been going out to many more people; more than 600 new contacts last quarter; reaches over 1,800 people
- b. Tank Tops
 - i. Just submitted requisition to pay for tank tops
- c. Tabling Recap
 - i. Alex and Julianna tabled in front of the UCen on Friday
 - ii. A few additions to the newsletter
- d. Beach Cleanup Recap
 - i. Sunday 12:00-2:00
 - ii. Only 1 person showed up
 - iii. Next quarter, coordinators will be advertising earlier to reach more people
- e. Newsletter

- i. Sent out a newsletter
 - ii. 23% open rate
- f. Aaron Meetings
 - i. Getting him up to speed with what they do
- g. Apply for Funding Advertisements for funding cycle
 - i. Sent to Daily Nexus
 - ii. KCSB
 - iii. DigiKnow
 - iv. AS Calandar
 - v. UCSB Calendar
- h. Continuously Updating Website and Accomplishments Page
- i. CF Brochure
 - i. Minor typos in the final prints. Company agreed to take them back and reprint the correct version
- j. Tide Pooling January 26th at 3:00pm

F-13 Sub-Committee Reports

- a. **Grants Committee**
 - i. Will update next week
- b. **Organization and Structure Committee**
 - i. No updates
- c. **Application Expansion/Proposal Recruitment**
 - i. Flyer went out, but they still need to go other environmental organizations to see if they want to apply

G. ACTION ITEMS

G-1. New Business

A. Co-Sponsorships

- a. **UCSB Natural Reserve System**
 - i. Proposed amount: \$1,000
 - ii. Money will go toward food and entertainment for Discover the Natural Reserve System event
 - iii. They applied for a minor application for this event last quarter. They were denied funding and recommended to apply for a co-sponsorship instead
 - iv. \$6,244.40 left in co-sponsorships budget for the remainder of the year, and we're expecting numerous projects coming
 - v. We funded \$300 for refreshments for the same event under a different application. How will refreshments in this co-sponsorship differ from what was funded in their fall application?
 - vi. Will ask applicant about what the entertainment will entail
- b. **CCBER**
 - i. Proposed amount: \$2,160
 - ii. KIN Program Celebration Day
 - iii. Used for food, salary, and advertising

- iv. What is the salary? Maybe they can get volunteers and we can cut salary out of their budget.
- v. Should Coastal Fund co-sponsor Green Screen since we've already funded a similar Program (Blue Horizons) this year? Green Screen gives back to the students more directly, by providing students the opportunity to mingle with others about environmentalism
- vi. How will they advertise Coastal Fund to fifth graders?
- vii. Will contact applicant about the breakdown of the proposed budget

B. Project Reallocations and Extensions

a. Fall 12-11: Upper Devereux Slough Outreach and Design Project

- i. Budget reallocation to accommodate partial funding
- ii. We funded \$5,000 of their \$15,000 budget
- iii. They will adjust their project so that the \$5,000 will be used for a 1-quarter internship instead of a 2-quarter internship as they applied for in the Fall. They will reapply in the winter to get another \$5,000 to cover the second quarter.
- iv. Applicant may be using the reallocation to make us more likely to fund more of the project this quarter.
- v. They're allocating funds to "Project services". We funded them only for Interns last quarter, so what does this reallocation to "project services" entail? Could it be used for salaries instead of interns?
- vi. We don't necessarily have to fund them in the winter

MOTION/SECOND: Bills/Cobos

Motion to approve budget reallocation.

ACTION: Consent

b. Spring 11-10: Beaches as Threatened Ecosystems

- i. Project extension and budget reallocation
- ii. Applicant requests to move funds from the "travel" line item to the "intern stipends" line item
- iii. Since funding UCSB interns is our one of our primary goals, we approve the reallocation

MOTION/SECOND: Batha/Driscoll

Motion to approve project extension and budget reallocation.

ACTION: Consent

c. Winter 12-11: Goleta Slough Ecosystem Management

- i. Budget reallocation to accommodate partial funding
- ii. Moving funding around to accommodate the partial funding we granted them last quarter
- iii. CCBER normally gets its funding from many different entities, including the university

MOTION/SECOND: Stirling/Bills

Motion to approve budget reallocation.

ACTION: Consent

C. The Twenty

- a. We funded \$1,000 to “The Twenty” to aid them in reaching their mark in their Kick Starter campaign
- b. The application calls for a “donation” and we’re not allowed to give a donation, so A.S. has terminated the funding.
- c. It flagged in the administrative review; “donation” is too vague of a term. It doesn’t specify where exactly the funds will be allocated
- d. \$81,707 out of the \$78,000 goal
- e. We can withdraw funding since they have exceeded their goal
- f. We will no longer be funding the \$1,000

G-2 Project Review

a. Approval/Consideration of: WIN13-01 (MINOR) – Reusable Bags & Water Canteen

Project Description:

The AS Food Bank would like to provide frequent shoppers with reusable bags to reduce the use of plastic bags. Additionally, they would like to distribute reusable water canteen to students to help them reduce the cost of water.

Discussion:

- The board hopes that they are able to educate people more, rather than just handing out the bags and canteens, which are often used left at home. Possibly have a follow up with it, so that they can explain why we want to use reusable bags and water bottles
- We’ve funded reusable water bottles and bags in the past. We’d rather see the funds go to a more influential environmental movement
- However, this project reaches out to a demographic that might otherwise not be able to afford these things and that may otherwise not hear about Coastal Fund
- The board would like to hold off on their decision until the end of the quarter, when they can compare it to all other applications

MOTION/SECOND: Bills/Batha

Motion to table until the last boarding meeting.

ACTION: Consent

Advisor/Staff recommendation/instruction/request: Advisor will provide

Responsible for Follow-through: NAME of PERSON/GROUP/N/A

Additional approval required? YES (Senate)

H. REMARKS

Board Member Homework:

Marissa Bills will be taking the dishes.

ADJOURNMENT

MOTION/SECOND to ADJOURN: Westcott/Cobos

ACTION: Consent

Vote Taken: 7:15pm