

# **Coastal Fund Minutes of Board of Directors Proceedings October 1, 2007**

The Coastal Fund Board of Directors meeting was called to order at 6:08 pm. By Cheryl Chen, chair.

## **I. Roll Call**

Board Members Present:

Cheryl Chen

Jessica Spence

Lexie Brown

Hannah Perry

Michelle van Oppen

Taylor Bushman

Jenna Newburn

Joel Armin-Hoiland

Administrative Assistant

Kevin Le

Legislative Council Liaison:

Chris Wendle, absent.

Coastal Service Program Coordinator

Sue Green

Grants Manager

Scott Bull

## **II. ACCEPTANCE OF PROXIES, TARDIES, AND EXCUSED ABSENCES**

Taylor Bushman

tardy

Hannah Perry

tardy

Chris Wendle

absent

Sue Green

left early

## **III. ICE BREAKER**

All members of the Board introduce themselves and give one way that they like to relax.

## **IV. ANNOUNCEMENTS**

Lexie Brown

EAB is hosting its first Fall for the Earth 07 event on 10/6 from 2-6PM. It is similar to Earth Day but just held earlier in the year.

Scott Bull

On 10/17, there will be the OSL Activities Fair and people will be needed for tabling.

There are no new projects to review this week as the deadline for proposals is 10/7. Next week should have project proposals ready for board members to review.

## **V. BUDGET REPORT**

The report was explained thoroughly so that new members could gain a better understanding of the accounts and how to read the report correctly. To date, there is \$262, 599.11 budget for future projects.

## **VI. BUSINESS**

### **1. Coastal Service Program Update**

Sue Green summarized the events from the summer up to now. Student groups were emailed for beach clean up and several groups are signing up early so the outcome for the quarter looks optimistic. The Program was explained to new members so they could understand all working parts of the Fund. To raise student awareness of the Program, it was suggested that Coastal Service Program applications were put out for OSL Fair.

### **2. Coastal Stewardship Scholarship**

The Scholarship was sent out to all the life sciences and natural sciences list servs. Deadline is for Winter Quarter 08.

### **3. Beach Access Stairway**

All of the stairs leading from DP to the beach are all closed for renovation. Renovation was originally dated for 10/05 but just started this past August. Tentative end date is in November 07. The Board funded \$80k for this Project.

### **4. Logo Update**

The Logo is changing because there was a need for it to be more professional and make it look more prestigious. The design for the logo was hopefully going to be finished by the beginning of Fall 07 quarter. Designs will be sent to the Board by 10/5/07 hopefully.

## **5. Website Update**

The website is changing because it needs to have a more professional and user friendly look and application to it. Currently, it is hard to navigate and there is 9 years worth of information on the site. The goal is to have the site made by DreamWeaver so that its is easy to update by the Board. Hopefully the site renovation will be done by mid quarter. Need to hire designer.

## **6. West Campus Bluffs Repair**

The project was originally supposed to start 5 years ago, but due to delays by beaurocratic administration, it will finally start at the end of Winter 08 quarter and is projected to finish by mid Spring 08 quarter. The Board funded \$60k of this project but with the delays, it wound up costing more money. There is mention of putting up a sundial/Kiosk to show that CF was part of the reparations as well as a larger sign.

## **7. Website Presentation by Phase 3**

Derrick from Phase 3 corporation is our liaison and showed us a portfolio of the company's work. He emphasized that the look the new site would have, would have to be aesthetically pleasing and user friendly. The designers will give us 8 mock ups of what the home page could look like to get an idea of what we like. The proposal for the site to be finished designing is a timeframe of 1 month. As of now, with a flash requirement, the cost will be \$5k but since we are now planning on not having flash, the cost will be much lower.

## **8. Outreach Priorities**

There are a number of activities for the new Outreach group to plan and manage, as there were an abundance of ideas tossed out.

1. Tabling at the OSL Activities Fair
2. Display Case at the UCEN next to the CAB case
3. Sandwich Boards
4. Facebook Ads
5. Slideshow downstairs in the UCEN
6. Slides at ASPB movies on Tuesday Nights
7. Interactive features on the website: how did you hear about us checklist?
8. Finished projects write press releases for us to send to the Nexus to gain more awareness
9. Ads in the Nexus
10. Speakers in the MCC-coast theme
11. Environmental Media-the group that we funded could assist in producing a film and lecture series

12. movies on the beach- show short movies that were funded before the actual movie
13. Sports Tournament- sponsor activities: Ultimate Frisbee, Beach Volleyball, Beach Cruiser race, Beach Run
14. Sponsor other events that are more community based: in the past have funded EDC's TGIF and maybe this year help fund the Steelhead Festival in May 08.
15. Attach a surf camera to a DP house and link it to the site.

Priorities for outreach:

Merchandise development has been suspended due to the Logo not finished. The Board should continue to research vendors and tshirt companies so that once the logo is done, the merchandise can be immediately purchased.

Facebook groups should be initiated so that more students can find out about the Board and the mission. There should be a group for the Board members to communicate with each other and another group for the public to access and see what events the Board is hosting.

For the projects that are funded this year, there should be an option to include interns as to raise awareness of the number of projects the Board funds. There could be a possible list on the site that displays what projects are funded and internships that they offer with a monetary incentive. Interns later would be evaluated with comprehensive intern evaluation form that is required to be submitted back to the Board with the project final report

## **VII. ADJOURNMENT**

Chen motioned to adjourn at 8: 43PM.