

Coastal Fund  
Minutes of Board of Directors Retreat  
October 11, 2009

The Coastal Fund Board of Directors meeting was called to order at 09:10 AM by  
Quentin Gee, Chair.

1. ROLL CALL

Board Members Present

Kaela Jorgenson  
Pilar Alomia  
Michelle Petifils  
Quentin Gee  
LeeAnne French  
Jessica White

Administrative Assistant

Miranda Walker

Legislative Council Liaison

Elizabeth Farrington (absent)

Coastal Service Program Coordinator

Emma Panish

Outreach Coordinators

Carly Keen  
Jennifer Verhines

Grants Manager

Scott Bull

II. ACCEPTANCE OF PROXIES, TARDIES, ABSENCES.

Absent: Elizabeth Farrington and Katy McCarthy

III. 2006 STUDENTS INITIATIVE FEE INCREASE

- a. In 2006, associated student initiative (made dramatic increase for the students).
- b. Mission statement: the Coastal Fund shall provide funds to conserve, protect, and promote awareness of the terrestrial and marine environments associated with UCSB through preservation, education, open access, research and restoration.
- c. It is crucial that the goals previously established in 2006 are re-evaluated

- d. There are 7 rationales:
- i. Increase funding of projects (enhance CF)
  - ii. Capital reserve account (lagoon access)
    - This account allows us to act quickly for large projects
    - Coastal Fund board discussed: the concern for large projects already committed to, proposed for 10% to be reserved every year and establishing it in the bylaws, voting every fall to reserve the 10%, establishing guidelines for future board members, establish an absolute minimum (so that it will increase in interest), and proposing to put excess money in the account at the end of every year.
  - iii. Open space enhancement
    - El Devro Plan: new homes being built near elle wood as well as faculty housing. In part, the university promised to establish new trails once housing is done.
    - Coastal Fund board proposes to offer 10,000 and be sure that the university matches it and follows through
    - Coastal Fund board also proposes to meet with West Campus Bluff, Save Ellewood Shores and CCBER in hopes to work toward open space enhancement
  - iv. CORR and CCBER restoration
    - Restoration is most tangible
    - Coastal Fund Board is concerned that we have become their sole funding. Proposed to limit applications or funding
    - Positives: offer internships for our students, and have Coastal Service Program opportunities
  - v. Beach Access
    - Examples: the stairs in Isla Vista. West Block, beach clean-ups
    - West block and stairs are capital opportunities
    - Propose to post logo on picnic tables and access points we help to develop and maintain
  - vi. Educational Signage
    - Coastal Fund Board feels that educational signage is not being taken advantage of.
    - All future funded projects should include the Coastal Fund logo
    - Political emphasis would help (Ex. Nexus); it would place political pressure on the university
    - Find previous educational signage and see if they've followed through
  - vii. New Technology and Water Quality
    - Ex. Channel Keeper
    - The board proposes to seek out projects targeted for new technology and water quality
    - Technologies should be towards monitoring and improvement

#### IV. TRACKING SUCCESS

- a. Definite room for improvement
- b. Board proposes to evaluate project reports on a rated/graded scale (Yes/No or

scale 1-5 questions: did they meet expectations? What are their standards? On track with timeline? How successful were they?)

- c. Proposed ambassador project: qualified students wanting to be involved with Coastal Fund can be the evaluators.
- d. Advertise success: proposed Coastal Fund annual report or newsletter that includes pictures. two/three sentences describing the progress and statistics.

## V. BUDGET

- a. Outreach Budget (reviewed previous year percentage)
- b. Purpose: opportunity to fund more projects, passing student fees, and outreach through public education
- c. General plan for 2009-2010 Coastal Fund budget:

Total: \$344,912.00

i. Funding available for projects: \$272,348

- Fees (nonnegotiable) must come out -9,114.00
- Honoraria (money towards board members and faculty) -6,450
- General Assistance 8,500
- Coastal Service Program – \$18,000

ii. Tentative Years Budget: \$302,848.00 (excluding operating budget)

iii. Operating Outreach Budget: \$7,000

- Telephone: \$700
- Duplicating/Printing: \$800
- Office Supplies: \$400
- Meeting Refreshments: \$1,700
- Mutt Mutt Sponsorship: \$500
- Foundation Roundtable fees: \$600
- Conference/Travel (we like it, need a #): \$1000?

Total: \$7,000

iv. Outreach Budget: \$23,500

- Merchandise (tide calendars, tshirts, totes, pens): \$4,500

- Banquet: \$4,000
- Advertising/Publicity/Publishing (brochures, annual report, clean the beach posters): \$2,500
- Co-sponsorship (Sand Castle, EBC, TreePlanting, Day Without a Bag, Coal Point lecture series, EDC TGIF, trails work shop, Recycle Mania): \$7,000
- Lectures/Movies: attentively \$5,000
- Photo Contest (prizes): \$300
- Supplies (table, etc): \$200

#### VI. BOARD MEMBER RESPONSIBILITIES

- a. Expectations (Monday meetings 06:00-09:00 PM)
- b. Ledge Council must report once or twice per quarter
- c. Ensuring Duties: read proposals and review previous board minutes before meetings
- d. One hour a week in the office
- e. Save last minute notes until after the meeting
- f. Proposed to be put in bylaws:
  - i. Project Assignments:
    - 2-3 project assignments (check-in, brief)
    - Annual report
    - Project reports following announcements in the meeting agendas
- g. Each member attend a minimum of three volunteer/outreach (Coastal Fund) events

#### VII. STRENGTHS/WEAKNESS (top three goals for the year)

- a. Strengths
  - 1. Good projects
  - 2. Thorough interview
  - 3. Diverse board
  - 4. Board holds a lot of passion for the environment
  - 5. Great paid internship opportunities
  - 6. Community support
  - 7. Student awareness continuously increases
  - 8. Funding is conservative

9. Students come first
10. Solid framework; response to applicants
11. Supporting vital research
12. Great vibe
13. Resume builder; letters of recommendation
14. Environmental knowledge
15. Merchandise is positive
16. Great ideas
17. Brand/reputation

b. Weakness

1. Project accountability (self report card)
2. Improve participation
3. Recognition
4. Not enough undergraduate Projects
5. ES information
6. Press Release (accountability)
7. Student Relations
8. Legislative Council (representatives and council)

c. TOP THREE GOALS

1. Project follow-through
2. Student engagement
3. Recognition of projects / contribution to UCSB