



COASTAL FUND MINUTES

Associated Students

10/22/12, 6pm

AS Conference Room

CALL TO ORDER at 6:08pm by Stirling

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	Danny Westcott	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
Erica Aguilera	Present	Scott Bull	Present
Eric Izagguire	Erica Aguilera		

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

MOTION/SECOND: Stirling/Bills

Motion to accept Erica as proxy for Eric

ACTION: Consent

B. Announcements

- Announcements/Information/Introductions
 - Sofia Armen as guest to meeting, introduction
 - Last day to register to vote (register online if you haven't already)
- Testimony for items on today's agenda (out of order)
- Appreciations/Concerns
 - Thanks for coming out to the retreat!
- Request to have item added to today's agenda

C. ACCEPTANCE of ACTION SUMMARY/MINUTES

C-1. Approval of our Action Summary/Minutes from 10/15/12

MOTION/SECOND: Stirling/Bills

Motion to accept the minutes as reviewed by the board

ACTION: Consent

D. ACCEPTANCE of AGENDA

MOTION/SECOND: Cobos/Driscoll
Motion to accept the Agenda as is.
ACTION: Consent

E. Budget Announcement

E-1. Outreach Budget

- Put in requisitions today that totaled a little over \$2,000
- Tide calendars have been processed

F. REPORTS

F-1 Advisor's Report

- a. BCC Chair Council Meeting on October 28th
- b. Comm on Comm is putting on their recruitment fair on October 31st
- c. ProjectWeOwn.org is trying to raise \$200,000 in 30 days to keep the building
- d. Space Management services has been added to the AS website for issues related to the furniture or office space
- e. New Computer will arrive in approximately 2 weeks

F-2 Chair Report: Stirling

- a. Retreat review from feedback survey
 - i. What was good:
 1. Everyone really liked the break-out sessions
 2. The location was great
 3. Liked the general concepts that were presented
 - ii. Areas of improvement:
 1. Time was limited; may be easier to have a two day retreat
 2. More team building activities
 3. For break-out session it would be great to mix outreach with board
 4. Would rather focus on one or two of the goals instead of the whole plan; Would like concrete progress on those actions; Quality over quantity
 5. Going over the SWOC was redundant because we went over it beforehand
 6. Create a method for maintaining institutional memory; Chairs should create a journal to summarize what we have accomplished each quarter. There needs to be a method for transferring information between chairs.
 - iii. Scott: The time spent on the SWOC was meant to ensure that our goals address our weaknesses, opportunities and challenges.
 - iv. Leslie: Add page to the Board Member about maintaining a journal or summarizing each quarter.
- b. Will report to the senate as soon as the annual report is ready
- c. Will review the by laws and legal code with Scott to include sub-committees and new interns

F-3 Senate

- a. Senate to help the Co-Op with ProjectWeOwnIt
- b. Restructuring speaker times
- c. Let Genesis know if you want to write a resolution

F-4 IV Surfrider

- a. Last Wednesday was a core meeting to develop internships, speakers and events
- b. Meeting with Scott this Wednesday

F-5 EAB

- a. Still trying to fill in all their core members
- b. Started working groups

F-6 EVPLA NONE

F-7 Administrative Report

- a. Board needs to review minutes
- b. Minutes from retreat will be up tomorrow

F-8 Coastal Service Program

- a. 7 groups went out last weekend
- b. SB Audubon had a big group go out to Lake Los Carneros
- c. UCSB Triathlon Club said we were great!
- d. Outreach to coordinate with Adopt-a-Block during Halloween weekend

F-9 Social Media Report

- a. Spent this week training and focusing on the press releases and newsletter

F-10 Plastic Pollution Coalition

- a. PPC Video
 - i. Share it on your pages
- b. Membership Meetings
 - i. Going to meetings to recruit for membership this week
- c. ZWW Volunteers
 - i. The first 500 people to attend get a free cup
 - ii. Erica to write up email announcement to recruit volunteers

F-11 Outreach and Education

- a. Brochure
 - i. Last draft is complete and the order has been submitted
 - ii. Beth found the beach map, so now the Outreach can order new maps
- b. New Shirt Order
 - i. Sizing is off so we have to reorder
 - ii. Will order tank tops instead of t-shirts and crew necks
 - iii. Will work with Martin with designs
- c. Annual Report
 - i. Received edits from Beth today and hope to get final copy in two weeks
- d. Blue Horizons, November 27th at 7pm
 - i. Coastal Fund is sponsoring refreshments but price is not certain yet
 - ii. Also helping them with advertising
 - iii. Re-screen of the ones from this summer
 - iv. Promotions will start November 12th
- e. Mutt Mitt Rant
 - i. Jules wrote a rant to send into editors of Nexus as an OpEd
 - ii. The rant is an alternative to traditional advertising.
- f. Strategic Plan Goals

- i. Alyssa wants to make sure that they are following up on these goals.
- ii. They are prioritizing goals 1, 2 and 3 and focusing on them this year

F-12 Sub-Committee Assignment

- a. List three subcommittees you think we should add:
 - i. Carey
 - 1. Creating a Uniform Evaluation Rubric to standardize procedures
 - 2. Follow-up on funded grants
 - 3. Design “How to apply” workshop
 - 4. Clean-up the strategic plan
 - ii. Jenna
 - 1. Proposal Recruitment – same as workshop
 - 2. Grant Follow-up
 - 3. Finding external funding sources
 - iii. Martin and Marissa
 - 1. Grant Follow-Up
 - 2. Applicant, Assessment and Expansion – Looking at who we fund and expanding it to get more people to apply
 - 3. Board member organization group who is in charge of putting together the board member manual
 - iv. Danny
 - 1. Board member organization group – facilitates a smooth transition into Coastal Fund
 - v. Leslie
 - 1. Grants Process – Combine in-coming and Outgoing committees
 - 2. Recruitment (PRN)
 - 3. Board Organization – Creating a Coastal Fund orientation process
 - vi. Erica
 - 1. Expansion – going to conferences, going to other universities (PRN)
 - vii. Consensus
 - 1. Grants Committee – integrating incoming and outgoing grants committee
 - a. Marissa
 - b. Jenna
 - c. Martin
 - 2. Organization Committee – Board Member Orientation Process, Strategic Plan, and interview rubric
 - a. Leslie
 - b. Danny
 - c. Carey
 - 3. Applicant Expansion/Proposal Recruitment – New applicant workshop and recruitment
 - a. Jenna
 - b. Eric
 - c. Martin
- b. ***Write a description of your sub-committee, with meeting time and name of committee chair***

- i. Erica will upload a document to googledocs

G. ACTION ITEMS

G-1. New Business

- a. **Approval/Consideration of:** Pens: Outreach only has 10 pens left. The last time pens were ordered was Spring 2011. Last time we ordered 1000 pens that were made from recycled tires and they cost \$341.15, at 34cents each. The use of pens for public outreach efforts is an easy way of spreading the word and promoting general awareness of Coastal Fund.

MOTION/SECOND: Stirling/Driscoll
Motion to accept the \$341.15 for 1000 recycled pens.
ACTION: Consent

Advisor/Staff recommendation/instruction/request: please keep good records of merch orders for future reference

Responsible for Follow-through: Outreach

Additional approval required? YES (Senate)

G-2 Project Review

- a. **7:30pm Approval/Consideration of: FALL 12-05 - CMAP science writing and outreach intern program**

- The project aims to pull together different faculty and researchers together on campus
- Really focused on trying to raise awareness of coastal-related issues
- The program connects with people in different departments
- Believes it's important to get the social media and outreach aspect going
- Feasibility study of the concept:
 - i. Funded a student to implement a survey
 - ii. Results showed a lot of interest in students to participate
 - iii. Wide breadth of topics that students want to cover
 - iv. Insight on how to structure it so that it meets student needs
- What do you expect from intern coordinator?
 - i. Initially they help with recruitment, structure and run the program
 - ii. He gives oversight to the coordinator
 - iii. Coordinator in charge of bringing in a journalist to help connect science research to the public; coordinate and run the workshop
 - iv. Advertisement and ensuring coordinator expertise: will advertise widely through listservs and departments. Needs to be someone with good writing and management skills.
 - v. Ben is in charge of hiring the coordinator.
- Conference
 - i. The largest international meeting on conservation and resource issues.
 - ii. Great exposure to all the great cutting edge research that has been done; great networking opportunity.

- iii. Only one student gets to go to it. See it as a reward.
 - iv. Neat idea to have them present at the conference.
- Past years, training style, lessons learned:
 - i. Challenge is to adapt to a person's learning style and skill level
 - ii. Check-in at a once a week meeting
 - iii. Tries to reflect on himself to notice his own successes and failures
 - iv. Create an environment where they feel comfortable airing concerns.
- Workshop:
 - i. Open to as many people as possible
 - ii. Advertise through the campus listservs
 - iii. Has connections to Blue Horizons
- Other Departments:
 - i. Steering committee would be comprised of heads of different departments
 - ii. Some departments have already committed money
 - iii. A lot of opportunity with environmental studies and Bren
 - iv. Has a long-term plan to write funds to support CMAP, but as of now states that he is aware of no other funding sources
- Other Sources of Funding:
 - i. No immediate sources of funding
- How do you envision the website and how it would benefit students?
 - i. Needs to be updated and developed
 - ii. Current website already experiences some traffic
- Bringing in more researchers to discuss sensitive topics?
 - i. A large time commitment
 - ii. It takes a lot of practice, training and time
 - iii. Need to find scientists that want to do it
 - iv. Provide an avenue to get their work out in the forefront without pushing researchers to do something they don't want to do.
- Main challenge
 - i. Get researchers to buy-in and spend their time to write a story about their research
 - ii. Need to build stronger networks and connect students with researchers
- What would you cut if you had to cut something:
 - i. Workshop is lowest value
 - ii. The conference is huge value to individual, but not as important
 - iii. Can also integrate the coordinator and intern positions
- Needs to find alternative funding sources (Jenna has information)
- Budget recommendations:
 - i. Only \$1200 for interns

MOTION/SECOND: Bills/Cobos

Motion to table until the end of the quarter

ACTION: Consent

Advisor/Staff recommendation/instruction/request: None

Responsible for Follow-through: N/A

Additional approval required? YES (Senate)

b. 8:00pm Approval/Consideration of: FALL 12-14 - Assessing the Endangered El Segundo Blue Butterfly Habitat at UCSB

- The El Segundo Blue Butterfly is an endangered species in LAX and Vandenburg Airforce Base
- Project Deliverable:
 - i. A vegetative map of buckwheat; the main food source of the butterfly; Their whole lifecycle is centered around this plant which is found all around campus
 - ii. A conservation plan that will create a habitat for the relocation of the butterfly
 - 1. Comparing two existing habitats with UCSB as a possible new habitat
 - 2. Will work with CCBER to implement the restoration plan
- Adam Lambert would be her mentor on this project
- Not doing the senior thesis; Will not be getting academic credit for this research
- Equipment Needs:
 - i. She requires a separate GIS unit and the module to upload the information; the camera and the GIS unit will stay in the RVER lab.
- Student Outreach:
 - i. Hoping that it will be something to teach people about and possibly be an extended internship program
 - ii. Could work with underclassman to mentor them to become new interns
- Have there been other studies related to reintroduction?
 - i. Study in Torrance, CA where they removed iceplant and planted native plants with hopes that the population would establish there. Established there.
 - ii. General lack of research on the Blue Butterfly
- Website dedicated to the project? Social media?
 - i. Segment on the MSI website
 - ii. Can host a conference/talk about the project
 - iii. Hosting a conference on Monarch Butterflies with the Wildlife Society

General feedback related to the application process:

- Intimidating so she spent a huge chunk of time on it
- Helped to have an advisor; may be difficult for students without a mentor
- Was helpful to have samples and see previous applications
- Not many undergraduates are aware of the benefits of doing research

Budget Recommendations:

- Reduce students wage to \$9/hr
- \$30 for supplies
- 0 for Macro- Lens
- \$2,300.60 total

MOTION/SECOND: Batha/Driscoll
Motion to approve for \$2,300.60
ACTION: Consent

Advisor/Staff recommendation/instruction/request: Integrate more interns into her research through the Wildlife Society student group and give her an opportunity to mentor underclassman. More undergraduate initiated projects looking for.

Responsible for Follow-through: N/A

Additional approval required? YES (Senate)

H. REMARKS

Board Member Homework:

- Review all projects to date and rank your top two and bottom two.

ADJOURNMENT

MOTION/SECOND to ADJOURN: Stirling/Batha

ACTION: Consent

Vote Taken: 9:25 pm