



COASTAL FUND MINUTES

Associated Students

11/05/12, 6pm

AS Conference Room

Minutes/Actions recorded by: Erica Aguilera

CALL TO ORDER AT 6:09pm BY Leslie Stirling, Chair

A. MEETING BUSINESS

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	Randy Baez	Excused

Acceptance of Excused Absences & Acceptance of Proxies

MOTION/SECOND: Stirling/Bills

Motion to accept excused absences and proxy for Eric

ACTION: Consent

B. ANNOUNCEMENTS

- 1 Announcements/Information/Introductions
 - a CF library! Folks have suggested resource books (social media, strategic planning, etc). Will review list and consider at future meeting.
 - b Goleta Valley Beautiful grant from CA ReLeaf Urban Forestry and Education Program- Good work Ken! Grant is for \$10,000 for their educational outreach initiatives
- 2 Testimony for items on today's agenda
- 3 Appreciations/Concerns
- 4 Request to have item added to today's agenda

C. ACCEPTANCE of ACTION SUMMARY/MINUTES

C-1. Approval of our Action Summary/Minutes from 10/29/12

MOTION/SECOND: Batha/Driscoll

Motion to approve the minutes as amended.

ACTION: Consent

D. ACCEPTANCE of AGENDA

MOTION/SECOND: Stirling/Driscoll

Motion to approve the agenda as amended.

ACTION: Consent

*Protocol Reminder: Agenda to be prepared and distributed on Friday for the following Monday meeting.

E. BUDGET ANNOUNCEMENT

E-1. Outreach Budget

- Have spent approximately \$5,000

F. REPORTS

1. Advisor's Report

a. A week from tomorrow Scott and Board members will be meeting with Scott Simon and faculty from EEMB to tour the new OCTOS building. They reached out to us to build a relationship and partnership for student educational and community outreach programs. Scott would like to ensure board members participation in the conversation.

- Jenna
- Maybe Marissa and Sarah

b. Scott would like to institute a one-on-one check-in with each board and staff member each quarter. This check-in will be a chance for you to voice any concerns or suggestions for improvement and to provide feedback to the advisor on his role. Board members should plan on coming in during their normal office hours, and expect to set a side some time to have a conversation with Scott.

c. Conflict of Interest- Review AS guidelines for Conflict of Interest. This is especially important for board members who are involved with multiple organizations or have affiliation, a friend or a personal interest in getting involved with a project that is requesting funding. Scott presented some information with discussion and handed out info on conflict of interest and AS code of conduct.

2. Chair Report: Stirling

a. Updated and made corrections to the Governing Documents of CF

- Used to be the By Laws
- Describes all the protocols for CF, job description, and what we are responsible for.
- Need to add sub-committees and interns

b. Reminder for Board of Directors: missed meetings/office hour repercussion, Vice Chair: mandated 2 hours of office hours.

- i. If you have two unexcused absences you don't get honoraria
 - ii. If you miss one meeting you are docked \$50
 - iii. If you miss two office hours, you are docked \$50 if you don't make it up.
 - 1. Make sure you make up missed office hours
 - c. Updated to-do list to include Honoraria instructions
 - i. Board members must go online to submit honoraria form
 - 3. Senate**
 - a. Honoraria forms come out week 8
 - b. Nothing new with Senate that pertains to the Coastal Fund
 - c. Meeting with Leslie to rewrite Governing Documents next week
 - 4. IV Surfrider**
 - a. Have 13-14 applications for internships; conducting interviews this week
 - 5. EAB**
 - a. Doing a working groups: focusing on Food Co-Op and GMO Bill
 - b. CSSC is this weekend at Butte College
 - 6. EVPLA**
 - 7. Administrative Report**
 - a. Budget Update
 - b. Processed Minor applications
 - c. Updated website
 - d. Updated googleDrive and meeting minutes
 - 8. Coastal Service Program**
 - a. **Leslie** went out with her group Envision: planted 253 native plants! Darlene Chirman was great to work with.
 - i. Need better directions for Arrondo Hondo
 - b. Lots of groups going out this weekend
 - c. Scott: Urban Creeks Council do monthly creeks clean-ups
 - d. 2 groups got lost on the way to Arroyo Hondo
 - e. Make sure that your group tags themselves on Facebook and Like's the page.
 - 9. Social Media Report**
 - a. Katy wrote press release for "The Twenty" for Surfrider
 - b. Ideas for Facebook
 - c. Evan wrote press release for internship program at CCBER
 - d. Evan is working on getting quote for tank tops
 - 10. Plastic Pollution Coalition**
 - a. Had a meeting with Daniella, Director of National PPC, on Friday
 - i. Helping us implement a measuring tool
 - ii. Help us get merchandise
 - b. Greeks gone Green
 - c. Starting to plan for the year
 - 11. Outreach and Education**
 - a. Save the Waves recap
 - i. Raised \$1000 for Save the Waves
 - ii. Jenna was tabling
 - iii. Great networking opportunity
 - b. Newsletter topics
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- i. Will try to send out newsletter this week
- ii. Election theme for this week: link to survey monkey and ask for favorite project. Participants could be entered into a raffle to win a t-shirt
- iii. Minor funding application deadline
- iv. Do a highlight of one project
- v. Update amount spent last year
- vi. Sea level Rise stuff
- vii. The Twenty
- viii. Blue Horizons
- ix. IV Co-Op
- c. Recruitment Fair Re-Cap
 - i. Sarah and Marissa said that there was no one there
 - ii. Scott: were you comfortable talking about Coastal Fund? Any general students or just AS?
 - 1. Yes, they were comfortable talking about CF. However, many people knew what Coastal Fund was
 - iii. It wasn't a success, folks walked by, intimidated by location with so many groups set up, not good walk by traffic
 - iv. Not a good place to table
- d. Social media 2.0
 - i. Created a social media marketing plan
 - 1. Mascot is Sammy the Seagull and you post from Sammy's perspective; broadens our audience
 - a **Martin** to design an animated seagull
 - ii. Would like everyone to be posting to Facebook and Twitter; but would like to do a briefing so that all the posts look the same and have the same message
 - 1. Will post to googledocs in an "Outreach" folder
 - iii. Paid for Facebook advertising and scott blasted Facebook and now have over 500 "likes".
 - 1. Will allocate up to \$50 for Facebook views
- e. Pens Update
 - i. Factory is in New Jersey and is effected by Hurricane Sandy; therefore they have not started our pen order
- f. Santa Barbara Geography - Past, Present and as the Sea Levels Rise
 - i. It's on the website
 - ii. It's in Bren 1414 at 4pm on Friday November 9th
- g. Think Spatial Brown Bag
 - i. Conversational roundtable discussion with Professor. Bring your own lunch.
- h. Coastal Fund C-Stars
 - i. Vote for an employee of the month each month
 - 1. **Alyssa** is going to write up guidelines about voting process
 - ii. They are highlighted on Facebook and newsletter
 - iii. **Scott**- need to get approval by Finance Board about allotting money towards gifts

12. Sub-Committee Reports

- a. **Grants Committee** - Integrating incoming and outgoing grants committee

- i. Looking at which projects need a Final Report; Scott posted a bunch of different topics on googledocs for them to follow
 - 1. Marissa
 - 2. Danny
 - 3. Martin
- b. **Organization and Structure Committee** - Board Member Orientation Process, Strategic Plan, and interview rubric
 - i. Going to meet the last Monday of November to catch up with everyone. Leslie has gone through the Governing Documents (By Laws).
 - 1. Erica is here as a resources (PRN)
 - 2. Leslie (Chair): Leslie started the chair manual today and sent it to Danny. Leslie will update legal code to make sure it matches to the amendments to the Governing Documents.
 - 3. Danny: working on developing the board member packet; goal is to prepare board members better. Looking at old chair packets and orientation packets. Will work with Scott.
 - 4. Alyssa and Carey: Alyssa has looked at Strategic Plan and has gone through the SWOC. Carey and Alyssa will go through the SP to edit for clarity and eliminate redundancy. Any thing that is unclear should be highlighted and sent to Scott or other point person. Under each goal, we will put the WOC it is addresses
- c. **Application Expansion/Proposal Recruitment** – New applicant workshop and recruitment
Will meet on Wednesday at 11a
 - 1. Jenna (Chair)
 - 2. Eric
 - 3. Jules
 - 4. Katy
 - 5. Martin

G. ACTION ITEMS

G-1 New Business

- a. Office Policy
 - i Creating office policy for conduct and behaviors inside the office
 - ii This will be posted on the wall for everyone to see
 - iii If you have any edits or suggestions, please let Alyssa know
 - iv Need to create a cleaning schedule

b Co-Sponsorship for Partnership for Excellence

- i Proposed amount= \$2,000

Conference that happens in Santa Barbara each year. We have co-sponsored this event for many years. It focuses on SB non-profits and grass roots activism. We have met many of our applicants at this conference so this is a great opportunity to network and increase applicant diversity. It is put on for non-profits by funders. Co-sponsorship includes passes for board members. Great professional development opportunity as well. Highly attended by representatives from over 250 non-profits and 50 funders.

MOTION/SECOND: Stirling/Westcott

Motion to co-sponsor the Partnership for Excellence Conference for \$2,000

ACTION: Consent

Advisor/Staff recommendation/instruction/request: Amount to be allocated from the Outreach Co-sponsorship budget

Responsible for Follow-through: N/A

Additional approval required? YES (Senate)

G-2 Project Review

1 7:30pm Approval/Consideration of: FALL 12-15 - Peregrine Falcons - The Earth's Fastest Animal.

- Eyes in the Sky is a program from the Audubon Society. They have seven birds of prey and do wildlife education programs. This is the main education program for the SB Audubon Society.
- They have just received a Peregrine Falcon. Peregrine Falcons were close to extinction but were restored through a collaborative efforts of several universities. The applicants would like to create a program that focuses on the Coastal Peregrines; always near water and eat and feed on sea birds. Would like to do multimedia presentations for 2 Boys and Girls clubs in the Santa Barbara area: 2 classroom sessions and 1 Field Trip. They work with Three Boys and Girls Clubs.
- Judy does grant writing and works in the Aviary.
- About the Internship, how do you plan on selecting the intern?
 - Prefers a grad student with educational experience and tech savvy
 - Will post the opening on the CF website
 - Prefers bilingual
 - Gabriele needs someone who can take over a lot of the curriculum and presentation development while she focuses on administrative duties
- What have you learned from past projects?
 - She wishes to expand the range of the educational programs
 - Now she wants to develop curriculum that matches the bird because each bird has its own story to tell
- Since UCSB students fund this project, how do you justify this projects?
 - The younger generation is not learning this in school and loves the program
 - The information sticks with the students for a lifetime
 - It's for the next generation
- How will the powerpoint be made available?
 - It will be added to the list of available programs that they have
 - Makes it more accessible for teachers
 - Will present PP along with the Peregrine
- What will encourage the students to use the CD?
 - Videos of baby Peregrines and Peregrines in action

- Extra educational information
- Who is responsible for creating the PowerPoint?
 - It will be a joint effort between Gabriele and the intern
- Have you looked into other sources of funding?
 - Have not had any luck finding other sources
 - Manages 43 volunteers so time is too limited to look for other funding sources
 - Audubon provides some in-kind donations but not financial support
- Can the administrative duties be combined?
 - Yes
- Can the Boys and Girls Club pay for their own gas?
 - Not sure, but they usually don't have that kind of budget
- Why three sessions?
 - It's enough to get the kids excited.
 - Three is better than five because sometimes the kids don't come back and their attendance is inconsistent
- Are the kids receptive to afterschool presentations?
 - They are a little squirrely, but they get excited when they see the peregrine and start paying attention to what they are learning

Coastal Fund Feedback:

- Overall good experience
- Found the sample application really helpful
- Intern evaluation was very positive

Recommendation:

\$350 for Intern training

\$550 for intern at \$10/hr

\$86 for supplies

For total of \$986

MOTION/SECOND: Bills/Batha

Motion to table until the end of the quarter pending applicant revision

ACTION: Consent

Advisor/Staff recommendation/instruction/request:

Responsible for Follow-through: N/A

Additional approval required? YES (Senate)

2 8:00pm Approval/Consideration of: FALL 12-16 - Gaviota Coastal Trail Planning Study: Opportunities for Coastal Access

We will be joined by Dan Gira.

- Handed out two publications regarding issues on Gaviota.
- Got about 40 new people involved with conservation efforts at Gaviota.

- The county is facing issues: pending development that can change access to the coast for the worst; county is updating long range plan for Gaviota coast; county is not a hard hitting body and is beholden to the development community
 - The Trail Council has been actively involved. Have created about 60 pages of evidence that support the conservation of commonly used trails. The county is not currently going in the right direction. Current access will be closed and future access will not be something we want to use. We need to educate the community and decision-makers.
 - The trail council has done access improvements and trails across the county to encourage a more natural setting.
 - The purpose of this study is to bring on board a design team to prepare an accessible document, graphic rich and simple but enough information to survive peer review.
 - How the project pertains to our mission statement:
 - Preservation: To avoid vernal pools and native grasslands with sensitive design techniques
 - Education: trails are interpretive and open many opportunities for impromptu education
 - Access: nicest remaining stretch of coast in southern California; more access with a sensible design the more chance we have at preserving the environment
 - Research: Not as applicable to the project. But we contribute to our understanding of the history of the Gaviota coast
 - Restoration is incorporated
 - Map: green line is what state and county think is coastal. Want to put trail behind the 101 but no people would use it; its what the county is approving right now
 - Are you apart of the other groups?
 - No, not currently
 - Surfrider and the Gaviota Coast Conservancy are partners; They look to Dan for advice
 - How will this study be used?
 - By producing high quality documentation, they educate the public and decision-makers.
 - They interface with county by holding workshops about the study's findings
 - Intended to inform the County's Gaviota Community Plan
 - County will hopefully include this as a full alternative in the EIR. The County staff will not recommend a good trail because of political reasons.
 - Want to make sure we have an equal seat at the table with all the planning operations
 - When will the trails be up and running?
 - It will happen in phases
 - Depends on the pending development
 - Could take between 3-10 years
 - Study area?
 - From UCSB to Gaviota State park
 - Real opportunity to link campus to Gaviota
 - The process
 - Get it into the County's EIR; no Draft EIR yet
 - What skills are you looking for in your interns?
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- Interns will document historic access points
 - Surfrider estimates that there are 70 historic access points and 40 pull-overs
 - Need to conduct a survey; how many cars are parked
- Pull info from existing EIR regarding ongoing and existing access and environmental restraints.
- Will advertise through ES, Bren, and CCBER and UC Reserve
- Want to make this a good document so the intern must have excellent critical reasoning and writing skills.
- 80 hour/each for interns
- What would you cut from the budget if you had to?
 - Probably cut some of George's time
 - They would raise money to make up the difference
- Minimum Coastal Fund amount to make this project happen:
 - They can afford to chip in \$3-4,000
- Why is this the right time to perform this project?
 - Perspectives on Gaviota coast
 - Started 10 years ago
 - They have attempted to fill-in the gap that was left by the County
- Limited amount of groups that fund this sort of thing

Coastal Fund Feedback

- Application is simple and easy
- Process is easy

Recommend:

\$8,000 total – fund interns in full and then let them figure out the rest

The board believes that this project is important, timely and is crucial to the maintenance of pristine, natural access ways to the beach. This work that will be here for the next 100 years and Coastal Fund can contribute to that legacy.

MOTION/SECOND: Batha/Cobos

Motion to table until the end of the quarter pending applicant revision

ACTION: Consent

Advisor/Staff recommendation/instruction/request:

Responsible for Follow-through: N/A

Additional approval required? YES (Senate)

3 8:30pm Approval/Consideration of: FALL 12-22 - The Spread and Ecological Consequences of an Invasive seaweed Sargassum horneri in the Santa Barbara Channel (MINOR)

Checked that this project meets our requirements for research; it does.

The stipulation is that the interns need to outreach to the UCSB community about the research via press release in the nexus, bottomline or through Coastal Fund media. We can help her advertise for interns.

MOTION/SECOND: Driscoll/Westcott

Motion to fund in full with the stipulation that she include a stronger community outreach component.

ACTION: Consent

Advisor/Staff recommendation/instruction/request:

Responsible for Follow-through: N/A

Additional approval required? YES (Senate)

8:30pm Approval/Consideration of: FALL 12-23 - "The Twenty": A Surfrider Foundation Documentary to Preserve the Gaviota Coast (MINOR)

This project shows promise and has the potential to strengthen efforts to conserve the Gaviota coast. Because this is a contribution to Kickstarter, we don't have to pay anything if they don't meet their funding goal.

MOTION/SECOND: Batha/Cobos

Motion to fund in full.

*ACTION: Vote: **Accept** 5-0-2*

Advisor/Staff recommendation/instruction/request: disclosure was interviewed in the film.

Responsible for Follow-through: N/A

Additional approval required? YES (Senate)

H. REMARKS

Homework Assignments:

Erica - Go back on all old applications and see where people have been getting their alternative sources of funding.

- update Summary of projects doc with preliminary amounts
- Put Project Summary document in order according to meeting date

Marissa – come up with final scoring criteria

- Remove resume and press release
- Add, "what would you cut if you could?"

ADJOURNMENT

MOTION/SECOND to ADJOURN: Driscoll/Stirling

ACTION: Consent

Vote Taken: 9:30pm