



**SMC Surfrider Business Meeting**  
**January 12, 2019 | 3-4:30pm**

**Present:** John Claussen (Chair), Kari Mueller (Vice-Chair), Ashley Gray (Treasurer), Edmundo Larenas (BWTF), Taletha Derrington (Secretary/Communications), Britt Bensen (Development), Lerin Borgias (Events), Emily Repeche (newly active member with experience @ other Surfrider Chapters), Clare Swithenbank-Bowman (new member, Litter 4 Tokens), Chris Devry (new member), Michelle Cleave (“Shell,” founder of Sea Hugger, active member)

Topic	Discussion Summary	Action
Welcome & introductions	<ul style="list-style-type: none"> <li>• Welcome new attendees Claire and Chris!               <ul style="list-style-type: none"> <li>○ Clare: Litter 4 tokens founder (S. Africa), interested in launching it here, Grant "Twiggy" Baker is her ambassador</li> <li>○ Chris: Scientist and lawyer, wife is teacher, has kids, surfer, wants to get more involved</li> </ul> </li> </ul>	
SMC Surfrider Chapter Priorities 2019 (10 min)	<ul style="list-style-type: none"> <li>• Major priority is to get people engaged by raising awareness and being strategic about what we can do with our active volunteer base where we can be successful               <ul style="list-style-type: none"> <li>○ Chris Loeswick is holding Jetty Classic on Presidents’ Day Monday, 2/18; we are interested in supporting, way to raise awareness</li> </ul> </li> </ul>	<u>Shell, Lerin:</u> contact to Chris to offer our support
Blue Water Task Force (BWTF)	<ul style="list-style-type: none"> <li>• Lab located on road to Mavericks</li> <li>• Currently have 3 sample sites and have been on the beach bumper list for years</li> <li>• Have a program to understand what is happening at Capistrano outflow (into Pillar Point Harbor, in front of HMB Brew Co) in collaboration with the SMC Resource Conservation District</li> <li>• Wiley Jennings, Stanford graduate student doing a study of how far up San Pedro Creek from the ocean before water is within EPA safety limits, has joined BWTF. Wants us to send out a volunteer request to take samples for study.</li> <li>• Priorities:</li> </ul>	<p><u>Edo:</u> create template letter to reply to new volunteers signing up at events</p> <p><u>Chris:</u> connect with Edo @ sampling for BWTF</p> <p><u>Edo, Taletha, Kimberly, Emily:</u> distribute info about Wiley’s study to our network</p>



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	<ul style="list-style-type: none"> <li>Invited to join booths at Coastal wildflower day in April @ Francis – let’s do it!</li> </ul>	<p><u>Lerin, Taletha</u>: organize coastal wildflower day volunteers</p>
Beach Protection (BP)	<ul style="list-style-type: none"> <li>Activities we have been involved in the past year               <ul style="list-style-type: none"> <li>Pacifica Local Coastal Plan: unfortunately, they are sticking by armoring and not doing much with a managed retreat approach</li> <li>Jetty beach restoration, sand replenishment: this is happening, just taking time</li> <li>RV park bathrooms near the jetty: supposed to be open according to lease, but owner KM Properties has not complied. New plan to create bathrooms, Coastal Conservancy has issues with it being close to ocean where it “may fall in”. May be a call to attend meeting to get owner to comply; all of City Council on board with this now. Coastal Commission staff have changed around, not sure who’s working on it.</li> </ul> </li> <li>Tunitas Creek: John on the Community Advisory Committee and involved in meetings about development of new county park</li> <li>Dunes Hotel/RV park development: Committee for Green Foothills (CGF) has a petition we’ve been supporting and will present it to the 1/15/19 HMB City Council during public forum section of agenda               <ul style="list-style-type: none"> <li>Look at CGF talking points to inform our own if we want to provide a short statement</li> <li>Wear green/blue</li> </ul> </li> </ul>	<p><u>Edo</u>: notify team of meeting date</p> <p><u>ALL</u>: attend Council Meeting for Dunes</p> <p><u>Taletha</u>: social media blast Mon</p> <p><u>John</u>: develop our taking points, share with team</p>
Beach Access (BA)	<ul style="list-style-type: none"> <li>We don’t have a program lead for this program area but stay involved as we can.</li> </ul>	<p><u>Taletha/Kimberly</u>: Oceans Day sign up on website for carpooling and teaming</p>

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	<ul style="list-style-type: none"> <li>• 3/19 Oceans Day in Sacramento:               <ul style="list-style-type: none"> <li>○ John, Edo, Ashley, Taletha, Shell, Lerin plan to attend</li> <li>○ Lenny, owner of HMB Brew Co has set up meeting with leaders; he is sponsoring the Sea Bin for the Harbor .</li> </ul> </li> <li>• Martin's: need to be mindful and clear about messaging</li> </ul>	<p><u>John</u>: coordinate with Jenn Savage @ National</p> <p><u>Reid</u>: consider Martin's BCU</p>
Events	<ul style="list-style-type: none"> <li>• Socials have been moderately successful:               <ul style="list-style-type: none"> <li>○ Keep consistently @ BrewCo, change time to 6-8pm to accommodate people who work bayside</li> <li>○ Feb date is 2/7, as regular date is Valentine's day</li> </ul> </li> <li>• Patagonia "Storytelling for the Environment Series" (ST4E): screen <i>Of the Sea</i> and discuss food sustainability, opportunity to promote OFR and maybe get some bayside restaurants signed up. People like idea.</li> <li>• Hands Across the Sand:               <ul style="list-style-type: none"> <li>○ Do we do it ourselves or do we join SF or Santa Cruz?</li> <li>○ Could do @ Dunes, would be right after REI event "Offshore Drilling: Oil and Recreation Don't Mix" event; REI has an event board we could get this and other things on before the events.</li> </ul> </li> <li>• Annual fundraiser 4/6 @ Shell's residence, \$60 tickets, goal of 100 people, Lerin has distributed a list of things to do, need to get donations, some important to-do's are:               <ul style="list-style-type: none"> <li>○ John: posters, work with national to articulate our programs, need easels because nothing will stick to Shell's house siding</li> <li>○ Kari: Patagonia, cups</li> <li>○ Shell/John/Taletha: Next Level DVD, Kurt</li> <li>○ Ashley: yeti coolers?</li> </ul> </li> </ul>	<p><u>Taletha</u>: coordinate socials with Mary @ HMB BrewCo</p> <p><u>Taletha</u>: draft description of ST4E program and send to team (esp. Britt), loop in Steve Hawk</p> <p><u>All</u>: team send ideas on ST4E speakers and make connections</p> <p><u>Kari, Kimberly, Lerin</u>: use ST4E to promote OFR sign-ups bayside</p> <p><u>Britt, Lerin</u>: connect with Delia @ Hands &amp; REI board</p> <p><u>Lerin</u>: convene planning meeting</p>

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	<ul style="list-style-type: none"> <li>○ Planning team: Lerin, John, Kari, Ashley, Taletha</li> <li>○ Clare can donate some things</li> </ul>	<p><u>John, Kari, Taletha, Shell, Clare:</u> follow up on to-do's</p>
Development	<ul style="list-style-type: none"> <li>● Fundraising updates               <ul style="list-style-type: none"> <li>○ Will reapply to Patagonia, need to update total spending (what has been spent &amp; what you will spend by the end of March)</li> <li>○ New Leaf (NL) good partner. When Discretion Beer promotion finished, New Leaf will send \$.</li> <li>○ Sports Basement opening in Redwood City, can be a part of their loyalty program, Britt has applied, need to promote people selecting us</li> </ul> </li> <li>● XPT Breathing Workshop (flyer passed out)               <ul style="list-style-type: none"> <li>○ Laird's workshop, win-win, perk for new members and an event over the hill</li> <li>○ Instructor willing to do pro bono, talked to the yoga studio about getting space</li> <li>○ Need to promote/send out in newsletter, message on why people should join (this is a perk), would be free with proof of Surfrider membership or people become members</li> <li>○ People liked the idea</li> </ul> </li> </ul>	<p><u>Edo, Kari, Britt:</u> work on update</p> <p><u>Britt:</u> follow up with donation from NL</p> <p><u>Britt, Taletha, Kimberly:</u> work out Sports Basement promotion</p>
Volunteer & Member updates	<ul style="list-style-type: none"> <li>● Motion to purchase 2 tablets for sign ups. Approved, with caveat if more than \$500 for come back to leadership to approve</li> <li>● Taletha has developed email templates for responses people who sign up at events and indicate interest in helping with one or more of our areas of need (leads are Taletha &amp; Kimberly: Graphics/Web; Lerin: Events; Edo: BWTF; Kimberly: OFR; Reid: BCU).</li> </ul>	<p><u>Taletha, Lerin, Kimberly:</u> research/purchase tablets</p> <p><u>Leads:</u> create templates/system for follow-up</p> <p><u>Emily:</u> will help with newsletter, connect with Kimberly &amp; Michelle</p>



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	<ul style="list-style-type: none"><li>○ T has sent out these letters to all people who signed up at events in last quarter of 2018.</li><li>○ Going forward, these should be done shortly after the event, and the program area leads then need to follow up with more specifics (a template might help).</li><li>● We now also need to get help with volunteer coordination and the newsletter.</li></ul>	