

SMC Chapter Meeting Notes

November 10, 2018, 3-4:30pm



San Mateo
County Chapter

Present: Kari Mueller, Britt Bensen, Kimberly Williams, Ashley Gray, Taletha Derrington, Emily Repeche, Edmundo Larenas, Lerin Borgias, Leilei Shih, Michelle Villanueva (note: S/F and national refer to the national Surfrider Foundation)

Topic	Discussion Summary	Action
Introductions & Welcome	<ul style="list-style-type: none"> ● Congrats to Edo! <ul style="list-style-type: none"> ○ 3 new enviro votes on board (5 members total) ● Welcome Emily and Leilei! <ul style="list-style-type: none"> ○ Emily works at Patagonia Palo Alto and has volunteered with other S/F chapters 	
Dunes Beach	<ul style="list-style-type: none"> ● The Committee for Green Foothills (CGF) has obtained ~3500 signatures. Please turn in all petitions to Kris Liang by December 1, 2018 so they can get names into a database and notify them about the meeting on City Council meeting Jan. 15, 2019 where they are planning on submitting the petition to HMB Council during public comments ● The more people who show their support for keeping Dunes an open space at these meetings, the more officials will pay attention. ● Ideas: Social media blast for 1/15/19. Create our own sticker? ● What is our most important issue with saving Dunes? <ul style="list-style-type: none"> ○ Environment: clean water healthy beaches. Keeping it pristine ○ Keeping development at bay? ● Coastal erosion? 	<p><u>ALL</u>: Please plan on attending January 15, 2019 at 7:00 pm to attend City Council meeting</p> <p><u>Kimberly/Michelle</u>: Include this information and date in newsletter</p> <p><u>Taletha</u>: work with our team on this to develop our issue/message for co-signed letter with Sierra club; work with communications team to send notifications and reminders of meeting</p>
Martin's Beach	<ul style="list-style-type: none"> ● State lands meetings: many people came, election year means slower progress; Jerry Hill continues to champion ● Next potential directions <ul style="list-style-type: none"> ○ Prescriptive rights (access before, access now). ○ Negotiate with Khosla about easement ○ State lands account established to buy easement, needs money 	<p><u>Edo</u>: continue working with Sarah Damron, Jennifer Savage, and Delia Bense-Kang</p>

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Mavericks	<ul style="list-style-type: none"> • Tournament got all permits from county, equitable pay for women contestants • Working with WSL: S/F national is writing a statement on attention to traffic, trails, respect for the people and the environment in this community – John is working on this • Follow up call with WSL, Mandy Sackett from national 	<p><u>Kimberly and John</u>: continue conversation with WSL</p>
Cocktails and Conversation Event	<ul style="list-style-type: none"> • Kari attended and conversed with Chad Nelson (S/F CEO), who recognized our chapter's contributions; S/F Board members present • SF chapter hosted at the Dorian in the Marina to thank and honor donors and Jennifer Savage • CEO of Futon shop has many stores, including in San Mateo, and is interested in supporting our chapters. • People may not understand the S/F chapter structure 	<p><u>Kimberly/Michelle</u>: create messaging to increase understanding of chapter structure and know where and how to make donations to national and/or our chapter.</p> <p><u>Kari</u>: Follow up with Futon Shop to pursue SMC opportunities with them.</p>
Beach Cleanups (BCU)	<ul style="list-style-type: none"> • Next weekend, partnership with Park Champions, 9-12 @ Dunes • Seahugger has adopted Dunes to clean once a month • The active and two-dimensional harbor patrol beach cleanup was great – ideas for yoga cleanups, sunset with family cleanups • Emilie Mueller working on an inland cleanup (similar to “adopt a highway”) 	<p><u>Reid/Kari</u>: continue work on how to add additional activities and partnerships to our cleanups</p> <p><u>Kari</u>: Work with Emilie, Reid, and possibly Adopt-a-Block SMC on inland cleanups</p>
Blue Water Task Force (BWTF)	<ul style="list-style-type: none"> • Needed/planned purchases: dishwasher, instrument to measure pH, salinity conductivity, sealer • New floor can wait, need to clean up lab and get rid of old electronics, which will incur disposal fee • Need to identify a lab cleanup day for the Leadership Team and others to participate in 	<p><u>Edo/Keith</u>: create a itemized price list</p> <p><u>Britt/Edo</u>: investigate disposal fee donations</p> <p><u>Edo/Taletha</u>: identify and schedule cleanup day</p>
Ocean Friendly Restaurants (OFR)	<ul style="list-style-type: none"> • Takes a while from “yes, I want to do this” to signing up. Lerin wants to support. 	<p><u>Kimberly</u>: work with Lerin and Emily to help expand</p>

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	<ul style="list-style-type: none"> ● 3 restaurants seem very promising, not signed up but working to meet criteria: ● Trent Hodges with national sends out updated list of those that signed up and chapter winners of OFR contest ● Emilie is working with Bayside restaurants. ● Santa Clara county, alignment with our chapter, could expand there? <ul style="list-style-type: none"> ○ Emily is interested in seeing the list (she's in Santa Clara) 	
Events	<ul style="list-style-type: none"> ● Calendar and logistics documents on our team Google Drive, please update them ● If you are event lead, please ensure everything on the logistics list is being covered ● Passed out last year's event calendar for people to give feedback on which ones to participate in/host next year ● Storytelling for the Environment/Fisherman's Son: art will be hung up (Ethan Estess & Glenda Mahoney, send out social media blasts to your networks ● New Leaf/Discretion Brewing tabling opportunity in December. Taletha will do. ● Table more @ farmer's market, New Leaf ● Socials, voted to keep @ HBM BrewCo unless we get a new OFR and they want to host it ● Night of Lights parade – need to submit blurb for Cameron Palmer the MC, John offered his truck, \$15 fee, Fri 12/7, need to build our "float" ● Surf contest at Kelly's/St. Francis Beach: Lerin was approached by Chris Loeswick about using our tents; Lerin communicated that we can bring our tents, rash guards and table, help promote. She can be here, likely Taletha too ● Fundraiser <ul style="list-style-type: none"> ○ Potential dates: 2/9 and 2/23 Fri-Sun weekends ○ Potential locations, looking for space donations 	<p><u>Lerin/Taletha</u>: create calendar for next year based on feedback</p> <p><u>Taletha</u>: coordinate with people on Storytelling for the Environment day-of logistics</p> <p><u>Taletha</u>: talk to HMB BrewCo to arrange Dec social/future socials</p> <p><u>Lerin</u>: follow up on surf contest, organize Night of Lights</p> <p><u>Taletha</u>: send doodle poll to team to get fundraiser best dates</p> <p><u>ALL</u>: talk to people in the community about hosting fundraiser (<u>Edo</u> – Enso)</p>

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Fundraising	<ul style="list-style-type: none"> ● Patagonia Action Works (PAW): online portal, we can put our info up there for people to learn about what we do and join us (for environmental grantees). 2-4 times FB amplification ● New Leaf Envirotoken: they will re-enlist us (employees voted to keep us on), starts 11/26 ● Save the Waves Film Fest <ul style="list-style-type: none"> ○ Event scheduled @ GoPro, 11/29, 5-8, Britt and Kari tabling, all invited ○ They can work with us to set up another event (county, town options). ● Corporate BCU calendar – SF chapter website has link for corporations to submit request ● Delia/national are working with San Carlos REI, pending no drilling grant, we can participate in event, tentatively February, seeking creative input. Surfrider short stories? ● Coastside gives, advertised by them: one day of online giving, enrollment first quarter 2019 where we can sign up, giving day in May. ● Functioning donate link on website? B/c we're using national template, not working correctly. 	<p><u>Kimberly</u>: follow up on PAW</p> <p><u>Taletha /Kimberly/ Michelle</u>: social media blast</p> <p><u>Kimberly/Michelle</u>: explore something like SF chapter</p> <p><u>ALL</u>: promote coastside gives</p> <p><u>Kimberly</u>: contact Chris @ national for help before end of November ask from national to give locally</p>
Membership & Volunteer	<ul style="list-style-type: none"> ● 1300 members registered through national site, not including social media that might not be officially registered – very large chapter membership ● For people reaching out to volunteer (some inquiries from parents), Michelle replies with where we need help. Many don't reply. She usually reaches out one more time, with minimal luck. ● Patagonia has offered to lead on things we identify ● Google add credits: must pass criteria, cannot sell things, can use to encourage people to volunteer. ● Priorities: donate button, school program, redo BWTF reporting on website/how to promote BWTF <ul style="list-style-type: none"> ○ Idea: video on process 	<p><u>ALL</u>: Send Michelle email of priorities to help her catch up</p> <p><u>Edo</u>: work with Michelle @ video</p>
Communications & Marketing	<ul style="list-style-type: none"> ● Need to order more merchandise and promo items. <ul style="list-style-type: none"> ○ Kari ordered a bunch of stickers from chapter 	<p><u>Kimberly</u>: order program brochures</p>

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	<ul style="list-style-type: none"> ○ Taletha ordered some things for Thursday event, will “test them out” (e.g., hoodie sizing), will need to order more 	<p><u>Ashley</u>: order Khosla and chapter stickers</p>
Next meeting	<ul style="list-style-type: none"> ● January 12, 2018 @ 3-4:30pm @ 504 Avenue Alhambra, El Granada, GCSD Meeting Room, 3rd Floor 	