

SMC Chapter Meeting Notes

September 8, 2018, 3-4:30pm



San Mateo
County Chapter

Present: Britt Bensen, John Claussen, Kimberly Williams, Courtney Pazin, Ashley Gray, Michelle Cleave (Sea Hugger & Surfrider Member), Reid Bogert, Tyler Ladinsky, Jennifer Harvey Ladinsky, Steve Hawk, Taletha Derrington

Topic	Discussion Summary	Action
Introductions & Welcome	<ul style="list-style-type: none"> Welcome, Courtney and Michelle! Thanks for joining again, Jennifer, Tyler, and Steve! 	
Outstanding items, July Chapter Meeting	<ul style="list-style-type: none"> The Program Forms document is not complete for OFR, development & fundraising, volunteer & membership development, marketing & communications This document contains budget, which can change 	<p><u>Kimberly / Britt / Michelle:</u> Please complete form with budget needs</p> <p><u>John / Ashley:</u> Monitor document, determine if separate document needed for budget</p>
Updates: Blue Water Task Force	<ul style="list-style-type: none"> Still need to use Patagonia grant to make capital improvements (floor, equipment) What do we do with the data? Do we need to consider a campaign for action? <ul style="list-style-type: none"> We do not currently match our data with the incidence of illnesses. Community input about illnesses and observations would help (e.g., Michelle and Courtney's experiences with becoming ill, observing dumping, hearing from boaters about other boaters that don't properly discharge waste). Great idea, need to know which agencies to connect with (Department of Public Health, other) Wildlife fecal matter is also a pollution source; we need to focus on what we can change but be aware of what we cannot Need more volunteers to help with data management & analysis, testing more sites, and communication/advocacy Michelle/Sea Hugger: can help at her fundraiser if we get her info; will ask her daughter who is pollution specialist chair of bay area pollution about communications and volunteer support 	<p><u>Edo/Taletha/Michelle V:</u> Get preliminary campaign communication (what we're doing, why, what we've found, and that we invite people to join us to take action to improve water quality) to Michelle Cleave if possible; fuller campaign to launch in the next quarter</p>

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Updates: Beach Cleanups	<ul style="list-style-type: none"> ● Recent public cleanups <ul style="list-style-type: none"> ○ Big turnout @ Dunes, partnered with the Park Champions for the beach restoration, offered volunteers several activity options ○ No cleanup @ Pescadero since Reid started ○ Patagonia sends people and promotes on their board and on social media ● Corporate cleanups (Kari has leads and does scheduling) <ul style="list-style-type: none"> ○ Have had success in last 6 months getting groups, during week, sometimes comes with donations, sometimes they schedule but then cancel ○ For first cleanup we received \$3K from PlayStation, they have done 2 ● Next public cleanups <ul style="list-style-type: none"> ○ Sept 22 instead of 9/15 @ Poplar, it's after international coastal cleanup day. Sea huggers is doing harbor on 9/22, Cassandra Clark is offering SUP gear for free. Maybe we could change our location (harbor has been discussed) and partner, perhaps focus on microplastics ○ Skipping Oct, potentially back @ Dunes in November if partner with Park Champions again (otherwise Venice) ● Office of Sustainability of SMC is promoting our events, they probably have a master of other groups like TLC, PBC ● What about doing inland cleanups? John sent info of someone interested in that to Kari – and Kari is in contact 	<p><u>Reid/Kari</u>: follow up with Michelle Cleave @ 9/23 cleanup</p> <p><u>Reid/Kari</u>: Get a list of all the beach cleanups from SMC Office of Sustainability and continue discussions about partnering with Park Champions</p>
Ocean Friendly Restaurants	<ul style="list-style-type: none"> ● Bayside: have approached 10 restaurants, have 2 interested and doing follow-up ● Coastside: HMB Brew Co and Sam's signed up. Working on Pasta Moon, the Press, Seville Tapas, and Granolas coffee shop. Need action plan for this side. ● Kimberly and Dakota have created a spreadsheet about who to approach (tiered by who to approach first). ● Kimberly met with SMC Office of Sustainability recently and got connected with the people doing waste, and they are interested in partnering on outreach 	<p><u>Kimberly</u>: Create coastside action plan (based on spreadsheet) and solicit help from team</p>

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	<ul style="list-style-type: none"> ● Mezzaluna – using pasta straws and bamboo Sea hugger ware, Michelle (Sea Hugger) has a meeting with Roberto’s wife Dannette ● People with disabilities and straws: sometime plastic is the only option that works for them, so be aware of this as restaurants will need to maintain some on hand to meet accessibility under ADA ● Straw options: Cellulose straws look like plastic, but they won’t degrade without very high temps and contaminate recycling if mis-identified; Lolistraws (edible) 	
Volunteer & Membership	<ul style="list-style-type: none"> ● Michelle V. created a Volunteer Planning document, so we can meaningfully engage our ~1300 members ● Taletha completed a Volunteer Description for BWTF, coordinator and members for beach protection policy and advocacy, events team member, and coordinator for youth education ● Sea Huggers fundraiser, ocean awareness, Friday and Saturday 9/27 & 9/28, 7-10; Circles Around the Sun is playing, she can put our stuff out and invited us to table if we have bandwidth 	<p><u>ALL</u>: Fill out sheet with “job description” if you need volunteers to help you</p> <p><u>Lerin/Taletha</u>: get Michelle Cleave brochures</p>
Development & Fundraising	<ul style="list-style-type: none"> ● Patagonia grant (discussed above) ● HMB New Leaf <ul style="list-style-type: none"> ○ Tabling at their 10th anniversary 9/15 (set up 11:30, starts at noon, ends @ 5). Could use more people ○ Envirotoken program 6 month period, given ballots for bringing reusable bags ● Santa Cruz brewery (connected through New Leaf) wants to donate 5 cents a can, also coordinating with SC S/F chapter. 	<p><u>Taletha</u>: Send email asking if anyone not in attendance at meeting can help for some portion of New Leaf tabling</p> <p><u>ALL</u>: Spread the word about Envirotoken and vote for us when you shop at New Leaf</p>
Communications & Marketing	<ul style="list-style-type: none"> ● What do we do with our old logo merchandise inventory ● Need a website manager who understands WordPress ● Crystal Huerta’s will be making 10 wave pendants and selling them at Fish & Fleet; she will give us \$5 for each sale, and she will have our brochures near the pieces 	<p><u>Kimberly</u>: Update the Volunteer Planning document with role description for website manager</p> <p><u>Taletha</u>: Get brochures to Crystal</p>
Treasurer	<ul style="list-style-type: none"> ● Reimbursements <ul style="list-style-type: none"> ○ Zelle transfer set up ● Payments/purchasing 	<p><u>ALL</u>: get Ashley your info if you want to use Zelle to transfer funds</p>

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	<ul style="list-style-type: none"> ○ Square account setup, need to get hardware ○ Ashley's debit card is up and ready – John also has one ● Working on thank-you's for donors will send to John for his stamp and then send ● Owe national \$1K for rebranding ● John called attn to last year being at about \$6K for several years, now we're at \$17K. Steve H asked how we almost tripled our budget – due to fundraising (e.g., Patagonia) and corporate beach cleanups donations. We recognized the hookup to Patagonia Palo Alto through Surfrider SF 	<p><u>Ashley</u>: get Square swiper and reconcile today's farmers market sales</p>
Annual fundraiser	<ul style="list-style-type: none"> ● Do we order new logo merchandise for fundraiser? Maybe we can raffle old items generate support/spread our brand ● Promotion: <ul style="list-style-type: none"> ○ Michelle V created Save the date, group confirmed the wave image, add new logo bottom corner and ○ Invitation ○ IG/FB image ● Food and layout: <ul style="list-style-type: none"> ○ Lerin has selected apps and communicated table layout with Melanie Hubbert @ BrewCo (still open to editing, have until 7 days before event) and we will provide our own desert table (flat fee for table) ○ Soft bar with beer and wine (first drink free, then cash) ○ Sit-down tables, silent auction tables around perimeter ● Lighting/sound: Taletha contacted Stephen Russell Wilson (Rusty), who is checking on availability but thinks it will be a go ● Band/entertainment - Taletha: <ul style="list-style-type: none"> ○ Pete Collom (Lerin) – agreed to live art ○ Kate Gaffney? (Lerin) ○ Cassie Levie? ○ Ella Harp (Taletha) – agreed ● Speakers/program ideas: <ul style="list-style-type: none"> ○ Rob Coughlin (Birdlegs)? ○ John – about our chapter 	<p><u>Michelle</u>: Update save the date and all other promo material with new logo & send to our members; create invitation and distribute; create IG/FB images</p> <p><u>Lerin/Taletha/John</u>: meet to discuss cost</p> <p><u>Lerin</u>: follow up with Melanie about menu, layout, and cost</p> <p><u>Lerin/Taletha</u>: follow up with bands</p> <p><u>Ashley</u>: draft request letter/tax form for the donation with tax ID</p>

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	<ul style="list-style-type: none"> ○ Iggy? ○ Malloy? – also screen film ○ Thank yous to our sponsors and honors (Rob Coughlin) ● Silent Auction List of Donors: <ul style="list-style-type: none"> ○ Need a request letter/tax form for the donation with our tax ID etc. ○ List of potential donors and people to approach with the letter/request. Add shapers, Mike Wallace, Ashley Lloyd Thompson (Steve Rathbun will have contact), Ivy. Add Soulgrind? ○ Sea Huggers will donate sustainable basket – THANK YOU!!! ○ Steve can get a signed skateboard – THANK YOU!!! 	<p><u>Taletha</u>: create and send list of silent auction donors and ask people to sign up and approach those businesses / individuals; ask surf buddies about shapers to approach and add them to list; add Sea Huggers and Tony Hawk to list</p> <p><u>Courtney</u>: approach Ivy</p>
Sharktober	<ul style="list-style-type: none"> ● Lerin & Taletha helping Ashley to see if we can get Devil's slide – got Lola (bartender) info, she'll talk to Teresa (owner) and get back to us on Mon; Traveler as a backup ● 10/2 or 10/9 (former preferred by speaker) @ 7-9:30 pm ● Estimate 50 people (30 last year) ● Provide own food (they have chaffing dishes); no host bar ● Lola's Idea: Coronado brewing co – Coastwise spotlight beer proceeds going to Surfrider (Lola might get a rep there). 	<p><u>Taletha/Lerin</u>: follow up with Lola (POST MEETING UPDATE: Devil's Slide secured)</p>
Patagonia Fisherman's Son: The Spirit of Ramone Navarro screening	<ul style="list-style-type: none"> ● Steve has approached Chris Malloy, who has said maybe; might be teaming up with Chris on a project, might improve the prospect; also reached out to Ramone, 3% chance ● Steve can speak if he cannot attend about the power of storytelling <ul style="list-style-type: none"> ○ Taletha suggested discussing socioeconomic implications of surfing as well as the environmental/ecological ○ Steve is concerned about not creating a lecture. Fisherman's son example of advancing environmental cause through storytelling – there's a trojan horse inside a lot of environmental messages – many environmental and social movements are coming out of surf movement (Brown Girl Surf, water to 3rd world countries, Save the Waves, City Surf) ● Kimberly can also suggest people that do storytelling to advance environmental causes ● Steve has Stanford connection 	<p><u>Taletha/Steve</u>: follow up and coordinate speakers and with Steve Rathbun</p>

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Other Events	<ul style="list-style-type: none"> ● Fog Fest: volunteers needed, especially Sunday when most of leadership will be at the NorCal Chapters Meeting ● Kimberly working on securing Sam's for October social to launch OFR – 10/11 ● Sea Hugger can share our materials at Pumpkinfest – THANKS!!! 	<p><u>Taletha</u>: Send out signup for Fog Fest</p> <p><u>Kimberly</u>: continue working with Sam's</p>
Beach Protection	<ul style="list-style-type: none"> ● Martin's Beach: Taletha's colleague Marc Zegan's advised we should try to identify a savvy peer of Khosla's and develop a communication plan that that person can deliver to make Khosla look like a "hero" and that he didn't give in ● The Jetty replenishment: not discussed ● Dunes <ul style="list-style-type: none"> ○ Tyler discussed need to understand what is possible in terms of using CEQA. Tyler needs GIS mapping data for Dunes (Edo had said he had it at the last meeting), Courtney also has some of that info on parcels that she got online, showed to Tyler. Coastside Land Trust should have it. ○ Former mayor said this development goes against the LCP ○ Kimberly – vision not just opposition, plan for what it could be (ties into Tyler's map idea) ○ Tyler – rainwater issue, plan where it will go b/c it has to go into grown, will exacerbate erosion, John talked about practicing managed retreat, Tyler said 200 feet back is 200 years of erosion and their plan is that far back. ○ Environmental Impact Study going on now, will take about 1 year; questionable about whether it would be ecofriendly resort ○ Owners have water rights and own property, formal development application already submitted; all documents are on Midcoast Community Council's website ○ Committee for Green Foothills (CGF) Lenny Roberts, creating petition against development to maintain open space, we can help for petition drive to begin late this month early October ○ Sierra Club also submitted a letter ● Pacifica LCP 	<p><u>John</u>: follow up with Save the Waves</p> <p><u>John</u>: draft letters like CGF and Sierra Club</p> <p><u>Courtney/Olivia</u>: further track and report on status in coming months</p> <p><u>Kimberly</u>: lead out work on Pacifica LCP (can draw upon Edo and Taletha)</p>

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	<ul style="list-style-type: none"> ○ Draft LCP policies: technical workgroup 9/13 @ 2pm; community workgroup 9/13 @ 6pm; Public Workshop 9/15 @ 12pm. ○ Kimberly will try to go but had another commitment – maybe ask Edo? (T cannot go due to New Leaf Tabling) ○ Kimberly has been working on connecting all the LCPs but cannot lead that at this time. In future, when we have bandwidth, collaborate with Bill @ Surfrider SF and Save the Waves 	
Other: Patagonia Report	<ul style="list-style-type: none"> ● Not discussed 	
Next Meeting	<ul style="list-style-type: none"> ● November 10, 2018 @ 3-4:30pm @ 504 Avenue Alhambra, El Granada, GCSD Meeting Room, 3rd Floor 	