



**Surfrider SMC Chapter Business Meeting**  
**3-4:30pm, September 7, 2019 | GCSD**

**Present:** John Claussen, Kari Mueller, Kimberly Williams, Ryan Searcy, Britt Bensen, Galen Goyer, Chris DeVry, Reid Bogert, Ashley Gray, Laura Stec, Karshing Teo, and Taletha Derrington

Topic	Discussion	Decision/Action
Introductions	<ul style="list-style-type: none"> <li>● New attendees               <ul style="list-style-type: none"> <li>○ Laura – has helped us in the past and is interested in contributing more to events</li> <li>○ Ryan – was with the LA and San Diego chapters (on executive committee); worked with Heal the Bay and has water quality experience; currently PhD @ Stanford in Wiley’s lab</li> <li>○ Karshing – intern at Plug and Play in business development and is interested in helping with graphics while in the Bay Area (until December)</li> </ul> </li> </ul>	Welcome Ryan, Karshing, and Laura!
Surfrider Summit Recap	<ul style="list-style-type: none"> <li>● Great speakers, lots of energy, focus on climate change, opportunity to connect with resources (like for OFR)</li> <li>● National has exhibited a willingness to hear from chapters, but sometimes follow up is slow and they often have to give us a friendly reminder to use the existing resources in toolkits and ChapterNet</li> <li>● Chapters that seemed to be successful know why they are good, define goals, focus</li> <li>● Taletha attended a coastal resilience presentation where Stefanie Sekich-Quin (National staff) had an idea for a better name for managed retreat: resilient relocation. There was also an engineer there that T connected George to.</li> <li>● Wave-Maker awards went to Eric Buescher and Anna-Rose Mathieson, the legal team that wrote the Martin’s Supreme Court brief</li> </ul>	Discuss chapter name, float ideas at the end of the year

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Brews & Views Recap	<ul style="list-style-type: none"> <li>● People that won awards had passion – figure out that passion</li> <li>● Record turnout and a great chance to talk with the community. People had great comments, including discussion about our “bubble,” which makes diversity, equity, and inclusion (DEI) more important</li> <li>● Shell Cleave (Sea Hugger) and Seth Weinfield (Heirs to Our Oceans) joined this discussion on Saving our Oceans               <ul style="list-style-type: none"> <li>○ Heirs... does a camp for kids around the world, Seth ended with a rap.</li> </ul> </li> </ul>	<p><u>Taletha</u>: follow up with Seth to create synergy</p>
New Lab Shack (lab renovations)	<ul style="list-style-type: none"> <li>● Finished main part of the renovation.</li> <li>● Need shelving, couch, window repair, mural or hanging the poster and picture art we have (perhaps some with frames)</li> <li>● Proposed that we would hold meetings there going forward; team agreed</li> </ul>	<p>Hold next meeting there to test</p>
Website	<ul style="list-style-type: none"> <li>● Catchafire review completed.</li> <li>● Accessibility: logo, one of the few instances where there is alternative text for it. Need to have alt text for all images and charts (anything non-text item). Galen needs access to Word Press back end Hero Images won't allow this currently.</li> <li>● Navigation:               <ul style="list-style-type: none"> <li>○ Donations buttons need to be improved to clarify that one is to become a member with national and the other is a donation directly to our chapter. They are currently separated on the page. There is also currently no communication of benefits of donating (like NPR where you get something, reciprocity). San Diego did donor appreciation events.</li> <li>○ Menus – remove the drop downs that go to nothing</li> <li>○ Martin’s Beach goes to national and redirects away from our site.</li> <li>○ Pattern use, lack of consistency in buttons</li> </ul> </li> <li>● Need to make agenda’s accessible</li> <li>● Need to develop content and set up a framework for that. Ongoing blog, reason to visit, fresh content. Have program leaders work on this. Tie</li> </ul>	<p><u>Galen</u>: discuss accessibility issue with Chris Wilson</p> <p><u>Kimberly/Comms team</u>: schedule meeting to discuss and take action on website, including pulling in program/campaign leads to work on content updates</p> <p><u>Kimberly</u>: Reach out to Michelle Villanueva @ Google Analytics</p>

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	<p>into newsletter. Can also grab copy from national. Also submit our newsletter to national so they might use our content.</p> <ul style="list-style-type: none"> <li>● Need password to get into Google Analytics</li> </ul>	
Development & Fundraising	<ul style="list-style-type: none"> <li>● Primary funding source has been BCU</li> <li>● Haven't heard from Patagonia @ grant, deadline to hear has passed</li> <li>● Opportunities not just to raise \$ but to align with other orgs to get our name out there and tie back to our programs, like Silicon Valley Volunteer Fair</li> <li>● Britt prefers to ask for money when we need it rather than for the sake of asking</li> </ul>	
Blue Water Task Force	<ul style="list-style-type: none"> <li>● Ryan is interested in joining this program</li> <li>● We have discussed the idea of holding a volunteer training day, maybe Ryan could help</li> <li>● Water has been dirty. County is likely to fix the storm drain system in Capistrano (finally).</li> <li>● Capistrano outflow report coming soon</li> <li>● RCD has a pot of \$, maybe we can submit a proposal</li> <li>● Malu (new high school volunteer) sampled with Wiley this morning, and there are a few others interested</li> <li>● What do we do next? Working on San Pedro Creek with partners like PPSC and Pacifica Land Trust, perhaps expanding testing sites</li> <li>● Reid mentioned 303.d listings for pollutant exceedances of water quality objectives; <a href="#">Water Board is taking action</a></li> </ul>	<p><u>Edmundo/Chris:</u> Schedule a BWTF meeting to discuss/move on these items</p>
Beach Cleanups	<ul style="list-style-type: none"> <li>● Some coordination issues with other orgs that do BCUs in SMC regarding locations/dates; now they have a better process with a shared Google calendar. PBC has been assertively expanding their efforts south of Pacifica and Montara into the areas we have usually covered in HMB.</li> </ul>	<p><u>Reid/Kari:</u> Meet with Pacific Beach Coalition and Sea Hugger</p>

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	<ul style="list-style-type: none"> <li>● Poplar and Francis are solid beaches; Redondo is not as ideal as there are no bathrooms and a steep beach access 10-15 min walk (so recommend not doing that).</li> <li>● 10/5 Bay Day, may include land and waterway cleanup, PA Baylands offering canoes to S/F for the cleanup</li> <li>● Volunteers are showing up without much effort on Reid's part.</li> <li>● 3 corporate cleanups: VenRock 9/23, Patagonia @ Pescadero, 10/1; MidPen School in November; FB on pause, their group is too large so trying to problem-solve</li> </ul>	<p><u>Reid</u>: send Bay Day promotional material to Taletha for social media</p> <p><u>Reid/Kari</u>: work on school outreach</p>
Ocean Friendly Restaurants	<ul style="list-style-type: none"> <li>● At the Surfrider Summit we learned that there are 800 total, but only 500 active restaurants nationally. Many restaurants chose not to renew.</li> <li>● National is reevaluating program, maybe not an annual cost but a one-time cost.</li> <li>● Cannot do a Yelp filter if there is a fee</li> <li>● Even though restaurants in SMC haven't joined, many are adopting ecofriendly practices</li> <li>● The SMC Office of Sustainability held public workshops and requested input on a draft <a href="#">Disposable Food Service Ware Ordinance</a> for unincorporated areas. Some cities have already passed similar ordinances (Pacifica; Burlingame considering). We worked with national and provided input.</li> <li>● Chris suggested we make posters for tabling to highlight existing restaurants and encourage others to join/adopt ecofriendly practices.</li> </ul>	<p><u>ALL</u>: we need a new person to lead this program and more program team members, so spread the word/mention it to people who might be interested</p> <p><u>Taletha</u>: consider the OFR tabling poster idea</p>
Events	<ul style="list-style-type: none"> <li>● Volunteer opportunities and needs for tabling at September events: 9/15 Fish &amp; Fleet, 9/21 Big Chill Out, 9/28-29 Fog Fest</li> <li>● Need help with fix it clinic, finding coaches</li> </ul>	<p><u>Exec Committee</u>: Discuss location for Sharktober</p>

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	<ul style="list-style-type: none"> <li>● Ashley is working on Sharktober speaker(s) (McGuire has been approached), date (maybe 10/22), and venue</li> <li>● Taletha is planning November Storytelling for the Environment, want to focus on coastal erosion and resilient planning, need help with video/images (and will consider other topics with a compelling video that already exists)</li> </ul>	
<p>Policy: Coastal Protection and Beach Access</p>	<ul style="list-style-type: none"> <li>● Rob Caughlin informed us about and encouraged us to attend the SMC Historical Association event honoring Lennie Roberts as a history maker on 9/17, <a href="https://historysmc.org/history-makers">https://historysmc.org/history-makers</a></li> <li>● Committee for Green Foothills is honoring Joe Cotchett on 9/22 at the 2019 Nature’s Inspiration, <a href="https://www.greenfoothills.org/ni2019-honoree-joe-cotchett/">https://www.greenfoothills.org/ni2019-honoree-joe-cotchett/</a></li> <li>● This month’s policy activities               <ul style="list-style-type: none"> <li>○ Submitted a letter in partnership with Surfrider National to the California Coastal Commission (CCC) on an application for a seawall at 2 Mirada. Part of the justification was to protect coastal trail. One of the structures there is not subject to the California Coastal Act regulations (built prior to the act), but the other structure is. Our letter opposed armoring to protect the coastal trail as it would set a bad precedent. The CCC agreed and put it in their decision: limited seawall only for the grandfathered property.</li> <li>○ Advocated with partners (Committee for Green Foothills) on the proposal for state-owned Burlingame open space (410 Airport Blvd.) for a park rather than hotel or athletic club proposals. The park proposal was accepted, which is a victory for climate adaptation as well as nearby disadvantaged communities in terms of bayfront access.</li> </ul> </li> </ul>	<p><u>Taletha</u>: attend Joe’s event</p> <p><u>Kimberly</u>: attend Lennie’s event</p> <p><u>Others</u>: contact John if interested in attending these events</p>

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	<ul style="list-style-type: none"> <li>○ Currently working with Surfrider National to submit a response to the CCC on a request to re-build a seawall and enhance vertical and horizontal beach access at the RV park in Pacifica (700 Palmetto Ave). A sewer line is also threatened. The topic was postponed from this month’s meeting, so we have more time to develop our position, which will likely include recommending denial and that the city and county relocate the sewer line immediately and require the RV park to move back (which means fewer spaces).</li> <li>● California bills <a href="#">Surfrider supports</a> <ul style="list-style-type: none"> <li>○ <a href="#">AB 1080 (Gonzalez)</a> / <a href="#">SB 54 (Allen)</a> <b>California Circular Economy and Plastic Pollution Reduction -<a href="#">sign action alert</a></b></li> <li>○ <a href="#">AB 129 (Bloom)</a> <b>Microfiber pollution</b> - stalled</li> <li>○ <a href="#">AB 619 (Chiu)</a> <b>Retail food: reusable containers: multi-use utensils</b> – SIGNED INTO LAW 7/12/19!</li> <li>○ <a href="#">AB 936 (Rivas)</a> <b>Oil spills: response and contingency planning</b> – CALL YOUR ELECTED OFFICIALS!</li> </ul> </li> <li>● Federal bills Surfrider supports to <b>protect our shores from new offshore drilling - CALL YOUR ELECTED OFFICIALS and <a href="#">sign action alert!</a></b> <ul style="list-style-type: none"> <li>○ <a href="#">H.R. 1941 (Cunningham)</a> Coastal and Marine Economies Protection Act</li> <li>○ <a href="#">H.R.310 (Huffman)</a> West Coast Ocean Protection Act of 2019</li> <li>○ <a href="#">H.R.279 (Carbajal)</a> California Clean Coast Act of 2019</li> <li>○ <a href="#">S.1318 (Feinstein)</a> West Coast Ocean Protection Act of 2019</li> </ul> </li> </ul>	<p><u>ALL</u>: Sign action alerts through links in discussion column</p> <p><u>Taletha</u>: post these to social media this week</p>
Financials	<ul style="list-style-type: none"> <li>● Can afford lab shelving and small couch and paying for chapter leaders to attending events honoring Lennie Roberts and Joe Cotchett, Esq.</li> <li>● Packard has a 3x donation match for employees</li> </ul>	<p><u>ALL</u>: Let John know if you are interested in contributing to Packard 3x donation match</p>

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Chapter Executive Committee Elections	<ul style="list-style-type: none"> <li>● Nominations will be collected at 10/12/19 business meeting; seconds accepted at the meeting or via email to John &amp; Ashely thereafter.</li> <li>● Election to be held at 12/14/19 business meeting. If a member cannot attend the December meeting, they can email their vote to John &amp; Ashley prior to 12/14.</li> <li>● EC positions: Chair, VC, Secretary, Treasurer (filled), Volunteer Coordinator, and up to 2 at large (non-specific, usually attached to programs). This is a 2-year commitment (although in practice, there is some flexibility).</li> <li>● Last elections               <ul style="list-style-type: none"> <li>○ 3/2017: John as Chair, Kari for Vice Chair</li> <li>○ 1/2018: Taletha as secretary</li> <li>○ 3/2018: Ashley as Treasurer. Will not need to vote on Treasurer, as Ashley will continue.</li> </ul> </li> <li>● Program leaders do not require a vote, but we do need to fill several and will include some in election process               <ul style="list-style-type: none"> <li>○ BCU: Reid will continue, Kari as co-lead for corporate cleanups</li> <li>○ BWTF: Chris &amp; Edo will continue as co-leads</li> <li>○ Communications: Kimberly will continue</li> <li>○ Website: Galen will continue</li> <li>○ Newsletter: Emily will continue</li> <li>○ Events: Taletha has been holding this down but needs a strong co-lead. Laura Stec is interested.</li> <li>○ Policy: George will continue; John will co-lead</li> <li>○ Development &amp; Fundraising: Britt will continue</li> <li>○ OFR: open</li> </ul> </li> <li>● Per by-laws, election/nomination announcements are needed 2 months in advance of the election = 10/14</li> </ul>	<p><u>ALL</u>: Identify people to nomination for positions</p> <p><u>Emily</u>: announce recruiting nominations at 10/12/19 special business meeting in October newsletter; candidates in November newsletter, and voting by 12/14/19 in December newsletter</p> <p><u>Taletha/Galen</u>: posts to social media and website on nominations and elections</p>

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	<ul style="list-style-type: none"> <li>Accept nominations and seconds at 10/12/19 business meeting to enter it into record.</li> </ul>	
Other	<ul style="list-style-type: none"> <li>Mavericks contest has been dropped by WSL and will not occur this year.</li> <li>Resist Density; Chad met a Moss Beach resident @ G7 in France that is part of this group and provided an introduction. This group's mission does not align with ours, but we should always work to build bridges.</li> </ul>	Taletha/John: talk to Jeff @ informal event
Next meeting	<ul style="list-style-type: none"> <li>October 12, 2019, 3-4:30 pm, at our renovated lab!</li> </ul>	SEE YOU THERE!