

ENFIA Board Meeting Minutes  
February 24, 2021  
Zoom Video Conference

1. Larry opened the meeting at 10 am with President Larry Moore, Vice President Frank Tortorich, Secretary Karen Heine, Treasurer/Retail Coordinator Keli Gwyn, and Member at Large Bruce Odelberg in attendance. Also present were Forest Service liaison Kristi Schroder, Web master Carl Gwyn, and Facebook manager Mark Sandperl and Carson Pass Retail Team lead Lisa Peterson.
2. We approved the Agenda from Jan. 20<sup>h</sup>, 2021
3. **President's Report:** Larry Moore identified that there was increased credit card charges and talked about LaTrobe CA soliciting applications directly to us to apply for a grant. Kristi had dealt with them and urged us to apply (to Liz Drummond). \$10-20,000 is small grant. We would need to document how the money would be spent (for PPE). The 1099 and Tax filing all completed.
4. **USFS,** Kristi Schroeder reported on the Forest Service:
  - A. No word on status of opening ranger stations after COVID
  - B. Renea Kennec is working on Silver Lake cabin repair issue [renea.kennec@usda.gov](mailto:renea.kennec@usda.gov)
  - C. Chris Sailor is working on status of restrooms; they are pretty bad and not being serviced currently.
5. **Financial/Treasurer's Report:** Keli Gwyn reported that as of Jan. 31:
  - A. Checking balance was \$43,878.72
  - B. Donation account was \$20,327.38
  - C. Frank asked for clarification on mileage pay. Volunteers cannot ask for reimbursement, but they can claim it on their taxes (\$.14/mile).
6. **Retail Coordinator:** Keli Gwyn reported on
  - A. Custom merchandise still in the works
  - B. Deso book coming out soon!
  - C. Square should be up and running for the start of the season (uniformity for all locations)
  - D. New stickers: Deso and Mokelumne Wilderness
  - E. \$5,000 toward custom items, Board agreed
  - F. Restocking maps need to be ordered at \$4,000 (3 months to arrive)
  - G. Frank asked if prices would continue to be rounded. Yes. With tax included.
  - H. Each Location will get pre-selected merchandise to start, then must request
7. **Carson Pass Station Coordinator's Report:** Karen Heine asked or commented:
  - A. Asked about progress on Silver Lake cabin wood pecker damage (Renea not there)
  - B. Identified the docent meeting as May 8 on Zoom for new and returning docents
  - C. Identified that the new business cards for the CP would have a flower pic on one side and on the other side her email address but not phone number. We will also include the phone number of the station and the ENFIA website and Facebook contact info

D. We discussed soft opening with less merchandise, perhaps photos, and PPE. This is in Alpine County and Larry asked if we fall under Forest Service regs or if there is a different category for public stores. Karen promised to price PPE and report back at next meeting.

**8. Hwy 50 development report from, Carl Gwyn**

- A. Carl Gwyn showed a spread sheet (he and Kristi) created to organize ideas. Chip should be included in this communication.
- B. Carl indicated that 8-10 people has expressed an interest in this group.
- C. All ENFIA Board Members supported leaving the shed owned by ENFIA alone

**9. Website update: Carl Gwyn**

- A. hits currently increasing
- B. Perhaps post newsletter. Many people indicated this should be open to the public
- C. New blogs, maybe Lester Lubetkin volunteered.

**10. Membership Coordinator, Carl Gwyn**

- A. Wants a. ore pro-active approach, including 20% of merchandise, more members only hikes, and more talk in CP and on HWY 50 about these benefits.
- B. Padded mailers for new member welcome packets (letter, bookmark, magnets, patch, sticker)
- C. Membership/Rap cards, 3-fold handouts
- D. With a purchase of \_\_\_ membership is free talk. No decision made.

**11. Facebook update: Mark Sandperl**

- A. More people are accessing the FB page
- B. Solicit for new members, add newsletter, and need more photos.

Old Business:

**11. Votes on Bylaws:**

- A. Bruce indicated that he was not finished, but would present something next meeting
- B. Everyone has access to a current copy of the By Laws

Next Board member meeting: March 24<sup>th</sup>, 2021, Wednesday at 10 am on Zoom

Adjournment at 11:27