

Central Coast State Parks Association

Board Member Interest & Application Packet

202 Tank Farm Road, Suite H2
San Luis Obispo, Ca 93401
www.centralcoastparks.org
EIN # 51-0198869

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Thank you for your interest in a Board position with the Central Coast State Parks Association (CCSPA). Below you will find a list of links that will help guide you through understanding CCSPA's organizational structure and the role of a board member.

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Dear Prospective Board Member,

Thank you for your interest in serving on the Board of Directors for the Central Coast State Parks Association. Our organization supports and funds interpretive and educational programs that promote understanding and conservation of natural and cultural resources of the State Parks of San Luis Obispo County, California.



Our area of State Parks stretches from Oceano Dunes and Oso Flaco Lake in the south to Hearst San Simeon State Park in the north. There are ten State Parks in total that provide an exciting biodiversity and history that we celebrate and work to bring an understanding and appreciation of to all that visit. In accomplishing this task, we provide a variety of experiences from museums, instructional opportunities for children and adults, educational boards and pathways and many, many volunteers that facilitate this understanding and conservation of our natural and cultural resources.

Our organization is in constant motion as we work to fulfill our mission and respond to the changes and challenges provided by our changing planet. We work to include many perspectives as we meet our changes and challenges, and an important part of that is to include a diverse group of voices through our Board of Directors. We welcome all input, and especially your input if you become a member of this team.

The following information will help familiarize you with the history, mission and accomplishments of the Central Coast State Parks Association. We on the Board of Directors hope that you will consider dedicating some of your time, talent, and enthusiasm to furthering our mission and that you will join us in receiving the many rewards of board service!

A handwritten signature in black ink that reads "Valerie Glahn".

Valerie Glahn
President, Board of Directors





Mission and Vision

Mission

The Central Coast State Parks Association (CCSPA), in partnership with California State Parks in San Luis Obispo County, supports interpretation, education and volunteer efforts while promoting public awareness and stewardship of our natural resources and cultural heritage. As a non-profit organization, we support interpretation, education, and volunteer efforts in local state parks.

Vision

We envision the development of a robust variety of programs focused on inclusive environmental education and interpretation in collaboration with California State Parks in San Luis Obispo County. By supporting these programs, we aim to foster a community of environmental stewards who understand the importance of our natural resources, how our society and ecosystems are interconnected and the role humans play in their preservation. By expanding audiences and increasing funding, our efforts will result in a stronger engagement within our ethnically diverse community. Together, we will recognize the importance of our connections to our State Parks and open spaces along the Central Coast, “where the land meets the ocean.”



About CCSPA



Founded in 1976, CCSPA is a non-profit 501(c) 3 organization and one of approximately 85 cooperating associations statewide under contract with California State Parks. We work in a cooperative manner to achieve mutual goals consistent with the mission of California State Parks.

The California State Parks mission is to provide for the health, inspiration, and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued cultural resources, and creating opportunities for high-quality outdoor recreation.

CCSPA helps support and fund educational and interpretive programs. These programs and other public-serving support are provided by over 300 State Park volunteers in a variety of capacities. The Board of Directors does not create programming, although members may find themselves working on programming ideas with State Park Staff and Docents. We take our direction from the stakeholders - our local State Parks staff.

CCSPA is a member of the California League of Park Associations (CALPA), a non-profit comprised of cooperating associations supporting California State Parks throughout the state, and the California State Parks Foundation (CSPF), a non-profit that advocates for a fully funded California State Parks program. CCSPA is also a member of the Public Lands Alliance (PLA).

CCSPA stakeholders:

- California State Parks
- San Luis Obispo Coast District
- Oceano Dunes District
- California State Parks staff and volunteers
- Citizens of the State of California - past, present and future
- The land, plants, and animals which rely on California State Parks as their home
- Historic and cultural resources contained in local California State Parks



CCSPA History



The Central Coast State Parks Association was originally established as the Natural History Association of San Luis Obispo Coast, Inc. in June 1976. In 1996, it was renamed as the Central Coast Natural History Association, and in 2011 was renamed as the Central Coast State Parks Association.

In its formation, the organization was solely operated by volunteers and supported the Morro Bay Museum of Natural History and Pismo State Beach Visitor's Center. As State Parks' budgets fluctuated and assistance from cooperating associations increased, the organization's reach then spread to all of the SLO Coast District and eventually incorporated all of the Oceano Dunes District. Its first Executive Director was hired in the early 1990s, and CCSPA began to build an internal staff. Nature stores and events, however, were still completely volunteer run.

In recent years, CCSPA has had to adapt to a decline in volunteerism by hiring additional staff to help cover our stores and operations. CCSPA is still extremely grateful to have volunteer support in addition to our core staff.



Our headquarters are located in San Luis Obispo, which serve as a main office, warehouse, and nature store showroom. We have four (4) additional nature store locations that we staff and operate: the Morro Bay Museum of Natural History, Spooner Ranch House at Montaña de Oro State Park, Monarch Mercantile Trailer at the Pismo State Beach Monarch Butterfly Grove, and the Oceano Dunes Visitor Center.

See our current Organizational Chart on the next page.



CENTRAL COAST STATE PARKS ASSOCIATION ORGANIZATIONAL CHART



CCSPA BOARD OF DIRECTORS



VALERIE GLAHN
BOARD CHAIR



TYLER CONRAD
VICE CHAIR



ROBERT PRIOLA
TREASURER



LISA TORRES
SECRETARY



MARYLOU GOODEN
DIRECTOR



LAUREL CADENA
DIRECTOR



JOHN BARBIERI
DIRECTOR



KRISTIN HOWLAND
EXECUTIVE DIRECTOR



SHERI ROBESKY
DEVELOPMENT
DIRECTOR



MONICA RUTHERFORD
COMMUNITY OUTREACH
MANAGER



BECA MARTIN
OPERATIONS &
EVENTS MANAGER



JULIE LEWIS
RETAIL OPERATIONS
MANAGER



**ANGELENA
MASICAMPO**
RETAIL COORDINATOR



SALES ASSOCIATE



SALES ASSOCIATE



SALES ASSOCIATE



SALES ASSOCIATE



SALES ASSOCIATE



SALES ASSOCIATE

Our Central Coast State Parks



State Parks in which CCSPA currently serves (as defined by the DPR Standard Agreement for cooperating associations):

- Oceano Dunes State Vehicular Recreation Area*
- Pismo State Beach
- Los Osos Oaks State Natural Reserve
- Montaña de Oro State Park
- Morro Bay State Park
- Morro Strand State Beach
- Estero Bluffs State Park
- Harmony Headlands State Park
- Hearst San Simeon State Park*

* Newly added to our agreement in 2018



Campground/Wood Sales



Nature Store



Fundraising



RETAIL SALES

All of our stores are open year-round with seasonal schedule changes made as needed. Our stores are staffed by CCSPA employees and volunteers, and both are fully trained in operating procedures.

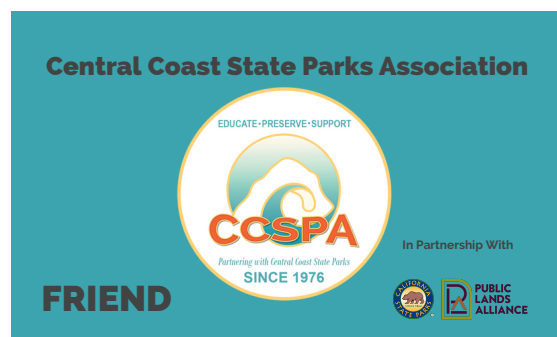


FIREWOOD SALES

We sell firewood at all State Park campgrounds in San Luis Obispo County: Pismo State Beach at North Beach, Oceano Dunes SVRA, Montaña de Oro State Park, Morro Bay State Park, Morro Strand State Beach (pictured), and Hearst San Simeon State Park. Firewood sales are facilitated by camp hosts, who are both State Park and CCSPA volunteers.

CCSPA FRIENDSHIP (PREVIOUSLY MEMBERSHIP) & DONATIONS

Individuals and businesses can donate to CCSPA. Those who donate \$35 or more are considered "Friends of CCSPA" and are offered perks like discounts in nature stores and on event tickets, and they can choose a program that they would like their donation to support.



Fundraising Cont'd.



EVENTS

CCSPA hosts multiple events per year, the largest being our annual Butterfly Ball, a fundraising gala to support the western monarch butterfly. In addition to hosting other events like the Get Outside! Film Series and Martini de Morro, we also attend community outreach events and festivals to educate the public and sell State Park merchandise.



CORPORATE SPONSORSHIPS

Corporate and business sponsors can support CSPA by becoming a "Keystone Sponsor" and receive advertisement perks and more.

GRANTS

In collaboration with CA State Parks, CCSPA applies to grants to fund projects and activities such as youth camps, museum and facility renovations, and educational programming in our State Parks.



**CALIFORNIA
STATE PARKS
FOUNDATION**



Projects CCSPA Supports



Since 1976, CCSPA has dedicated money, time, and effort to the following endeavors:

Conservation:

Funded the complete remodel and design of the gift shop at the Morro Bay Museum of Natural History, featuring incredible artwork of native species by a local artist.

- Founded the Western Monarch Trail project, a collaborative effort between several federal, state, and local agencies to protect the western monarch butterfly.
- Sponsor wildlife conservation initiatives such as Sea Otter Experience, SeaLife Stewards, black oystercatcher monitoring, western snowy plover research, western monarch butterfly outreach, and more.
- Funded thorough and professional cleanings and a complete remodel of the Spooner Ranch House.

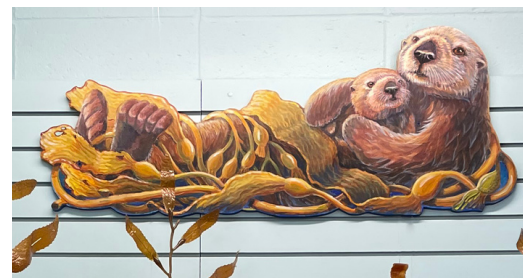
Education:



- Sponsors the California State Parks PORTS (Parks Online Resources for Teachers and Students) programs at the Oceano Dunes and SLO Coast Districts. These K-12 programs are virtual field trips to the local State Parks and follow Next Generation Science Standards (NGSS) guidelines.
- Funds props and period clothing for volunteers in the Living History program at Spooner Ranch House.
- Funds materials used in the district's interpretive programs (campfire programs, Junior Ranger programs, guided hikes, school group field trips, etc.).
- Funded SLO Coast District's first ever virtual summer camp, Coastal Explorers: Bridging Youth and Families to Parks Program during COVID-19.
- Funds rotating exhibits and enhancements to existing exhibits.
- Supports volunteer programs and other activities that contribute to educational services.

Other:

- Marketing and outreach on behalf of State Parks
- Events
- Grant writing



CCSPA Board Member Obligations

The CCSPA Board has a contractual relationship with California State Parks and communicates as a body in various ways:

1. **Cooperating Association Liaison (CAL)** which is typically the California State Parks District Superintendent or designee. ALL communication with State Parks goes through the CAL. The CAL provides subject matter expertise and guidelines, as well as the mission of California State Parks.

- The CAL is an ex-officio and non-voting member of the board.
- Requests of the CAL should go through the Executive Director, who serves as the organizational liaison with the CAL to ensure consistency and clarification.

2. The **Board of Directors** is responsible for developing policies, strategic plans and goals, and the **CCSPA staff** is responsible for executing these policies and plans, which often includes assistance and participation of the board.

- The Board has the ultimate financial responsibility and authority and approves the yearly budget.
- Executive Director is hired by and reports to the Board.
- All other CCSPA staff are hired by and report to the Executive Director.
- The Board and staff share responsibility for implementing the fundraising goals and activities, which may include solicitations and participation in fundraising events.

Each board member is obligated to:

- Become a Friend of CCSPA and maintain the Friendship for the length of the term*.
*Term: The term of office of a director shall be for two years beginning with the date of the first board meeting after election to office. Directors may serve for a maximum of three consecutive terms, a total of six years. After serving three consecutive terms followed by one term off the board (2 years), a Director may be re-elected to the board for up to three consecutive terms.
- Contribute directly or help to raise a minimum of \$5,000/year.
Can be raised by collecting individual donations, corporate sponsorships, new Friends of CCSPA, event registration, auction item purchases, and in-kind contributions of necessary goods and services may count toward this commitment.



CCSPA Board Member Obligations Cont'd.

- Commit to attending a majority of monthly board meetings each year.
- Attend the majority of CCSPA sponsored and/or hosted events.
- Provide budget and financial oversight.
- Demonstrate eagerness to share our story to a significant network.
- Serve on one committee per calendar year.
- Contribute volunteer hours to one or more areas of CCSPA's needs.
 - Retail sales and/or operations
 - Event planning and/or staffing
 - Marketing, outreach, and promotions
- Agree to and sign the Annual Affirmation of Service, which includes:
 - Bylaws
 - Code of Ethics
 - Board Member Obligations
 - Conflict of Interest Policy
 - Confidentiality Policy
 - Director's Questionnaire
 - Advocacy Policy
 - Document Retention and Destruction Policy
 - Diversity and Discrimination Policy
 - Consent to Receive Electronic Transmission



CCSPA Board Member Meeting Dates

Meetings are scheduled for the second Tuesday of each month from 5:00 - 7:00 pm. Board members may choose whether to attend via Zoom or in person at the CCSPA office.

The Board of Directors will meet monthly as follows:

2022 BOARD MEETING DATES		
January 11	February 8	March 8
April 12	May 10	June 14
July 12	August 9	September 13
October 11	November 8	December 13



CCSPA Board Member Committees & Assignments

Each committee is made up of board members and CCSPA staff. Board members may be a part of more than one committee if they choose to do so and are able to commit to the needs of all committees.

Internal Affairs Committee: All internal and operational issues – including those related to finance, legal, and human resources – are handled by this committee, which is staffed by the Executive Director.

- Kristin Howland, Executive Director
- Valerie Glahn, Board Chair
- Bob Priola, Treasurer
- 1-2 additional committee members needed

External Affairs Committee: All external issues – including fundraising, public relations, events, and marketing – are the responsibility of this committee, which is staffed by the Development Director.

- Sheri Robesky, Development Director
- Monica Rutherford, Community Outreach Manager
- Beca Martin, Operations and Events Manager
- Laurel Cadena, Director

Governance Committee: This committee is responsible for the health and functioning of the board. It recruits new members, conducts orientation, produces board materials, and evaluates the performance of the board itself. It is responsible for ensuring the effectiveness of the current board and for recruiting tomorrow's leaders.

- Kristin Howland, Executive Director
- Valerie Glahn, Board Chair
- 1-2 additional committee members needed

What is the role of committee chair?

Committee chairs are responsible for facilitating committee meetings and reporting the committee's findings to the board.



For inquiries, **contact us.**



www.centralcoastparks.org



ed@centralcoastparks.org



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