

ANNUAL REPORT -- 1994

Financial Status (total of conference and operating accounts)

January 1, 1994	\$32,985.45
January 1, 1995	

Membership Count (total of all categories)

January 1, 1994	256
January 1, 1995	255

MAJOR PROGRAM ACTIVITIES IN 1994

Biennial Conferences -- TCS 14, "The Coast: Organizing for the Future," was held April 17-20, 1994 in Charleston, SC. The provocative plenary sessions were taped by South Carolina educational radio for airing on public radio stations. This was done. TCS 14 Proceedings were distributed to attendees at registration, and mailed to current members. Thanks to our host, South Carolina Sea Grant Consortium, and our sponsors, TCS 14 was a financial success and will allow us to expand our programs and services.

Coastal Directory -- A marketing survey was conducted of organizations which might potentially list themselves in or use the directory. Respondents commented on the format of the sample directory provided and its usefulness. A final version of a sample directory and listing form was prepared. The next step will be to secure funding for publication.

Bulletin -- In its 17th year of publication, our newsletter of information on Society activities, coastal information and newsworthy events, was published three times. Future issues will alternate between this format and thematic issues with substantive debate on a timely issue.

Allied Organizations -- TCS endorsed the concept of the **National Institute for the Environment** which is dedicated to improving the scientific basis for decision-making on environmental issues, and appointed Bill Eichbaum as our liaison. The Society was asked by the **Renewable Natural Resources Foundation** for assistance on a brochure about careers in natural resource fields. TCS is also represented on their board of directors by Bill Queen. TCS continued its financial sponsorship of **Coastweeks**, and supported the Center for Marine Conservation as it assumed the lead coordinator role. The Society was pleased to distribute Texas Shores, published by the **Texas Sea Grant Program**, to all members

in a special mailing.

Board Meetings and Annual Business Meeting -- The Board of Directors met in January, April, June and September. Meetings included reports from officers and standing committees plus discussions on our activities with other organizations and on TCS 15. Key actions are noted in the Bulletin. Summary notes are available from the main address. The annual business meeting was held in conjunction with TCS 14 in Charleston, SC.

TCS Visions -- The Coastal Society began an effort to develop a strategic plan of action for the next five years. The first step involved the creation and adoption of a Vision Statement and was accomplished in 1994. Initially drafted from the results of a special meeting of the Board of Directors facilitated by planning consultant Rich Collins of the University of Virginia, this document was presented to the members at the annual meeting, and again in a survey of members.

MAJOR PLANS FOR 1995

TCS 15 -- The 15th International Conference will be in July, 1996, in Seattle, Washington. Much of 1995 will be devoted to planning the program, keynote speakers, special events and logistics.

Board Meetings and Annual Business Meeting -- The Board will meet quarterly. The first meeting was held February 3, 1995. Summer and fall meetings will be announced in the Bulletin. The annual business meeting will be at the Coastal Zone Conference in July in Tampa, Florida.

TCS Visions -- The next step in achieving the Society's strategic plan is to formulate an Implementation Plan which will lay out the blueprint for achieving the objectives identified in the Visions Statement. Comments and suggestions received from the member survey will help evaluate current services and programs and plan new ones designed to meet the need of members and the public. This Implementation Plan, along with the Society's Mission Statement and Objectives, will enable TCS to use its services to provide a leadership role on coastal issues.

Future Role in Coastal Zone Conferences -- TCS has been approached by the National Oceanic and Atmospheric Administration and the Coastal Zone Foundation about expanding its role in planning the biennial Coastal Zone conferences. Past President Margaret Davidson and Secretary Gary Magnuson are deeply involved in planning for CZ 95 and beyond.

Coastal Directory -- Grant proposals for foundation support will be prepared and submitted. Funds are needed over three years to cover the cost of publication and expansion of the directory.

Committee Activities -- All committees will participate in the development of the Implementation Plan.

February, 1995

President, David Smith,