

1999 ANNUAL REPORT

New Look

As a means of energizing The Coastal Society, the 1999–2000 TCS Board of Directors adopted a “new look”. The look was designed to reflect the professional image that TCS wanted to convey to the public at large. Not only was a new logo developed, but also stationery and bookmarks were designed with the new image. The *Bulletin* masthead and layout changed to reflect the new logo and a fresh look.

The “new look” was unveiled and enthusiastically received at Coastal Zone '99. This action is just another step in TCS' continued commitment toward improvement. The “new look” will be part of all future TCS publications.

Coastal Zone '99 Conference

The members of The Coastal Society took an active role in the execution of the Coastal Zone '99 Conference held in San Diego, California. TCS held several events including, the opening evening session, a luncheon, a student reception and a dessert social. All of these events provided members with plenty of opportunities to interact, and exposed the activities of TCS to a broader audience.

As host of the Coastal Zone '99 opening session entitled “Vital Signs at the Close of the 20th Century”, TCS asked all in attendance to step back from the litany of coastal problems and pressures to briefly examine our unique roles as coastal professionals. TCS, in collaboration with Dr. Thomas Gladwin, Director of Corporate Environmental Management Program at the University of Michigan, devised a provocative and entertaining session format – complete with actors, props, and audience participation. The interactive event was a critical success and the data gathered showed that the worldviews held by the “CZ crowd” appear to be harmonious with the values and concepts embedded in the big idea of “sustainable development.” They are also distinctly at odds with the dominant values that are guiding Wall Street, the White House, Congress, Madison Avenue, Hollywood, business schools and the economics profession. This is an exciting, if not unexpected, result! What does this mean? What can we do with this knowledge? This exciting dialogue will continue at TCS 17.

The TCS Annual Business Meeting and Membership luncheon was held to present the TCS annual business report, discuss plans for the TCS Cascadia Chapter, answer membership questions and discuss plans for the next conference, TCS 17. Board members introduced themselves, and committee chairs invited members to become more involved with TCS.

TCS illustrated its commitment to helping students and young professionals succeed in coastal management professionally by organizing the first annual Coastal Fellows Reception. The event was a success – thanks to the generous participation and co-sponsorship of numerous partners, including NOAA/Coastal Services Center, US Geological Survey, the American Geophysical Union and

NOAA/National Sea Grant College Program. There were several short presentations that showcased many coastal fellowship programs. TCS is extremely proud of the accomplishments of students in the marine science field.

Strategic Plan and New Committee

When President Megan Bailiff took the helm in 1998, she promised to continue TCS' tradition of innovation. Under her direction, TCS embarked on new ways of doing business. She appointed a special ad hoc committee to review TCS' committee structure and assist in determining how to get members more involved.

The committee, led by Jessica Cogan, updated the mission statement and more clearly defined TCS' organizational structure. The new mission issued by the ad hoc committee and adopted by the Board reads:

The Coastal Society is an organization of private sector, academic, and government professionals and students dedicated to actively addressing emerging coastal issues by fostering dialogue, forging partnerships and promoting communication and education.

Other recommendations of the Ad Hoc Committee included:

- ◆ Adding a Communications Committee to the existing structure
- ◆ Appointing the President-elect as the Special Projects Committee chairperson
- ◆ Suggesting persons for the chairs of various committees

The Board accepted the recommendations of the Ad Hoc Committee. Under the continued leadership of Ms. Cogan, the Committees set about the task of writing work plans. These work plans were incorporated into a more extensive TCS Policy and Procedures manual that includes detailed roles and responsibility statements for TCS officers and Board members, job descriptions for TCS contractors, TCS financial statements, TCS Articles of Incorporation, bylaws and amendments, Board meeting minutes.

Web Beginnings

TCS has moved forward with web site development. In the fall, Laura Cantral, Bulletin Editor, set up an initial template page, <http://www.thecoastalsociety.org>. The service provider hired to host the site was Drizzle.com out of Seattle, Washington.

Also, in the fall, Megan Bailiff, TCS President, met with Dan Basta, then head of NOS/NOAA Special Projects Office, to discuss the potential of benefiting from NOS' expertise in web site development. An ad hoc web committee was formed to pursue this collaboration. After several meetings, NOS declined to host the full web site because of potential perceived conflicts of interest.

Instead, NOS offered to take TCS through a comprehensive scoping process to figure out TCS' technical/provider needs, content map, outline, and policy manual. The follow-up for NOS would include providing TCS with technical assistance, as needed. TCS' responsibilities would include developing the site architecture, template and prototype, content development, as well as launching and maintenance. The discussions regarding NOS hosting additional special features (e.g., database search engines, etc.) for TCS' web site are ongoing.

The TCS ad hoc web committee has made significant progress in establishing an exciting TCS web presence. Several pages of information about The Coastal Society are already available on the web site with much more to come. The web committee recommended to the Board that TCS switch to Skybiz.com as its site host to take advantage of both saving money and making money.

Look for more information on this in the near future. In the meantime, the web committee works tirelessly on the best opportunities for TCS' continued development and maintenance of the site.

Outlook for member Involvement

The formation of the new communications committee as well as the re-energizing of other committees has provided opportunities for members to be more involved in the activities of TCS. Current technology makes it easier to contact members and for members to get involved.

The *TCS Bulletin* editor, Laura Cantral, is always in search of new articles and new story ideas. TCS Committee Chairs can always use help implementing new ideas. The Board of Directors thrives on feedback from the membership. Members are encouraged to engage fully in TCS, an organization that is dedicated to their professional growth.

Organizing Local Chapters

Cascadia Chapter

TCS embarked on a grand experiment to launch its first regional chapter – the Cascadia Chapter. The Cascadia Chapter encompasses the region including the coasts and inland marine waters of British Columbia, Washington, Oregon and Northern California.

The Chapter will focus on regional coastal issues. It is envisioned that the Chapter will serve as a valuable forum for exchange of ideas for improving coastal and ocean management throughout the region. The Cascadia Chapter will make its national debut in July 2000 at TCS 17.

Duke University Chapter

The initiation of the Duke University Chapter marks another monumental step for TCS in its ongoing effort to foster student interest in coastal issues. This chapter is also an evolving initiative, serving as a pilot project for other potential student chapters.

The Duke Chapter aims to provide for interdisciplinary association of students, faculty, staff and alumni dedicated to focusing their talents and resources on improving coastal stewardship. The chapter will work to foster links to the local community, facilitate information exchange, and coordinate student activities. Over the course of the next year, the Duke University Chapter will work on formalizing bylaws, initiating communication mechanisms, fostering mentorship opportunities and expanding its membership base.

Relationships with Other Organizations

CZCanada

TCS entered into conversation with the Coastal Zone Canada Association about convening a joint conference in 2002 Niagara Falls, New York. While fully committed to national and international partnerships, TCS determined that full co-sponsorship was premature. Nevertheless, TCS and CZCanada remain actively engaged in discussions of collaboration and partnership at each other's respective conferences.

Coastal Services Center

NOAA's Coastal Services Center (CSC) in Charleston, South Carolina, has been a long time supporter of TCS. CSC is a hotbed of coastal activity and provides many US state programs with technical support and innovative programs. The ideas and philosophies at the CSC mirror those of TCS. In fact, many CSC employees are members of TCS. CSC has been actively involved and financially supported of many TCS events and programs. The relationship of TCS and CSC continues to be mutually beneficial.

Financial Statements

Budget and Investment Policy

The Coastal Society budget and investment policies are intended to serve the organization's basic operational and educational purposes. It is anticipated that, for many years to come, TCS will play an important role in providing a forum for coastal and marine professionals to network and serve as a platform to address challenging coastal issues in the United States and around the world. This role includes helping to develop, test and support new ideas and to continue presenting a biennial conference.

The TCS budget should enable TCS to continue to perform this function and to effectively pursue multiyear programs and strategies. TCS tries to invest and budget in ways that produce relatively smooth spending patterns over time and avoid sharp drops in spending from year to year, while preserving the real value of the investment portfolio.

TCS budgets on a two-year cycle. Previously, the budget cycle was annual. However, the TCS Treasurer, Will Hall, recommended the change to better reflect the fact that expenses rise and fall dependent on whether or not it is a conference year. The Board accepted the recommendation.

TCS' budget is based on a strict cash basis. This change was started during fiscal year 1999. The financial reports for 1999 do not reflect expenses incurred but not paid in 1999. In previous years, invoices and deposits associated with a fiscal year were counted in that fiscal year, even if they were not received or paid until the beginning of the next fiscal year.

Membership Status

January 1, 1998	203
January 1, 1999	237
January 1, 2000	258

Financial Status

January 1, 1998	\$12,695
January 1, 1999	\$39,353
January 1, 2000	\$39,381