



## Department of Urban Redevelopment

### Fort Pierce Authentic Tours Advisory Board Meeting

June 7, 2012

### Minutes

**Board Members Present:** "Chop" Legé, Donald Voss, Clive Daem, Mark Harrison, Cristin Ryan, Rosemary Knight, Jann Widmayer, Charlotte Lombard

**Board Members Absent:** Michael Adams

**Staff in Attendance:** Jon Ward, Director Urban Redevelopment, Anne Satterlee, Communications and Marketing Manager, Melissa Moore, Fiscal Administrator, Libby Woodruff, Grants Administrator

**FPAT Members and Visitors:** Adam Pozniak, Jack Hudson, John Woods, Marty Laven, Barbara Pozniak, William Vazquez, Billy Gibson, Karen Smith, Came Sellin, Emmanuel Ribeim, Rocio Riberawd, Richard Fitzpatrick, Dyana Boyd Voss, Christopher Williams

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Chop Legé called the FPAT Advisory Board meeting to order at 3:30 p.m. with the Pledge of Allegiance. Afterwards, Libby Woodruff called roll. Mr. Legé asked for approval of the Minutes from the May 3, 2012 Advisory Board meeting. **Motion was made by Don Voss and seconded by Mark Harrison that the minutes from the May 3, 2012 meeting be accepted; motion carried.**

#### **I. FINANCIAL REPORT**

A copy of the financial statement as of May 31, 2012 was given to each Board member. Jon Ward pointed out a change to the budget where \$44,229.45 for the 2012 FPAT grant awards listed as the "CDBG-R Economic Development Grant". Total net funds listed as 'available' in the Financial Report - \$133,919.44. **Motion to approve the financial report for May 31, 2012 was made by Don Voss, seconded by Chop Lege'; motion carried.**

#### **II. OLD BUSINESS**

##### **A. Membership Committee - New Applicant Evaluations and Recommendations**

Don Voss stated that there are no new FPAT applications to evaluate and FPAT has suspended accepting applications until the Board determines the proper wording to needed to define FPAT memberships for the application.

## **B. Review and Consideration of Types and Descriptions for Memberships**

The Advisory Board reviewed definitions for two types of memberships – Trade and an Associate. Libby Woodruff explained that the descriptions sent to the Board in their pre-meeting packets represent a 'point of departure' for the Board to open discussion toward determining the types and guidelines for FPAT memberships. Jon Ward overviewed the membership descriptions and explained that the Associate Member would be related, supportive, but not really in the tourism industry; also stated that the Associate Member could be an individual, a business or organization and would primarily be for those that want to support the efforts of FPAT but do not reap the membership benefits.

Jon also explained that Associate Memberships should cost less than Trade Memberships. Jon also said that the Board will have to decide as applications are received, what type of membership the applicant qualifies for. Cristin Ryan commented that at the last meeting she was under the impression that the actual qualifying factor for the type of FPAT memberships would be dependent more on the physical location of the business in proximity to Fort Pierce, and not so much their financial gain from visitors to Fort Pierce. Jon Ward affirmed that geographic location would drive the type of membership, because of the funding source for the program. Jon further explained that CDBG dollars could only be spent to support programs within the City of Fort Pierce.

Jon said that as a membership group, he believes FPAT is willing to accept businesses that identify themselves as Fort Pierce businesses, with an example of this would be the Adams Ranch, which regularly refer to themselves as a Fort Pierce ranch, even though it is impossible to have a major ranch within the City limits. Jon then said that he believes that the Board should rely on the Membership Committee to make recommendations based on these interpretations. Jon also said that the only time staff will have any comment on the Membership Committee's recommendations is if the Committee should recommend a membership of a business that is not registered as a Fort Pierce business, since the City cannot support non-Fort Pierce businesses with CDBG funding – the funding that supports the FPAT program.

Don Voss commented that since we are a tourism board and we already have members who are not involved in tourism, for example, Coastline Insurance, and then commented that they are not ecotourism, and have already paid the full price for dues. Jon said that theirs would be an appropriate Associate Membership. Libby reminded everyone that the yearly membership dues would renew in October, which makes this a good time to define the types of memberships and costs for the different types before time to renew.

Rosemary Knight suggested that the membership guidelines state that a business must provide financial benefit to the City of Fort Pierce. Jon explained that the membership definition must be characterized by if a business is 'home based' business with a Fort Pierce city address, or the actual place where they operate their business is in the City of Fort Pierce.

Libby asked the Board to go through the suggested membership verbiage. Don Voss asked if Associate members could be placed on the website. Jon said that CDBG funds pay for the website so no, associate members should not be promoted on the website. Rosemary Knight suggested that the Trade Membership definition state that the

member must have a Fort Pierce Occupational License. Jon said that eventually an Associate Membership will trickle down to the primary benefit is a tax deduction for the membership dues. This membership will be available to those who support the cause of green and eco-friendly tourism businesses and their membership dues will be deductible. Jon said that the Board could update the membership descriptions as we see fit, as things change and the need arises. Libby Woodruff said that before the next meeting she would update the membership application and email it to the Board for everyone to look at so we can try to get it finalized.

Jon asked that at the next meeting, we have a list of all members so the Board can confirm who is listed as what type of member, and if in fact there are Associate members, they can be identified.

Libby asked if the Board is OK with the titles. Mark Harrison said that he liked the Trade Member title, other board members agreed. Jon said the Board should not take a vote on the membership descriptions today since we will be taking another look at it next month.

### **III. NEW BUSINESS**

#### **A. Welcome New Advisory Board Members**

Jon Ward welcomed the new Advisory Board members Rosemary Knight and Cristin Ryan. Jon gave them the booklet "Florida Sunshine Law" and explained to them that two members talking about what they are going to vote on outside an Advisory Board meeting is illegal. He explained that the booklet gives a good overview of the Sunshine Laws and stated that the rules do not mean that the Board members could never see each other or talk; they just cannot talk about Board activities, upcoming votes, etc. Jon cautioned them to be very careful not to fall in to this.

#### **B. FPAT Website Discussion**

Jon Ward explained that a marketing meeting is scheduled for tomorrow to discuss the website, so we could postpone this item until then. Jon stated that as a group, we should be talking through one source who will relay our needs to the website developer.

#### **C. Branding FPAT**

Dyana Voss stated that we would be able to talk about branding FPAT at tomorrow's marketing meeting. Don Voss suggested that FPAT members be given some sort of plaque to display in their windows, etc. to let everyone know that their business is a member of FPAT. Jon introduced the FPAT permanent stickers and encouraged everyone to take some and display them in their businesses. Members were encouraged to take several FPAT stickers and display them on their equipment and at their businesses.

#### **D. City Marina for Police Athletic League Fishing Clinic**

Melissa Moore presented an overview of the June 28<sup>th</sup> Fishing Clinic that will be funded through grants from Fish Florida and Children's Services of St. Lucie County and asked for volunteers for the event.

## **E. Presentation – St. Lucie County Environmental Resources Department**

Mark Harrison introduced Karen Smith, Executive Director of St. Lucie County Environmental Resources. Who gave an overview of the 30,000 acres of land, where 13,000 acres are managed by SLC and 8,000 of those are managed by the SLC Environmental Resources Department. Land was purchased using funds from a bond. More than 26 sites are available, ranging from 35 acres to 3,500 acres. Karen explained that these are coastal, ranch and beautiful tree-covered properties. She said that most of these properties only contain parking lots and trails, and are basic properties. More than \$8 million is now available to improve the sites. They recently constructed new horse trails, added water, and are planting trees and improving ADA accessibility and picnic facilities at some of the sites. Karen also explained that these are great places for birders and they are hopeful to put in equestrian campgrounds and RV hookups. Karen encouraged FPAT members to become more familiar with the properties for eco-tourism activities. Contact Karen Smith at SLC for more information on whether or not your activity will require a permit. Contact telephone number 772-462-2526. List of addresses and maps where sites are located are on the SLC website.

## **F. Jack Hudson/John Woods – American Dream Factory and Open Water Products**

Jack Hudson and John Woods presented and American Dream Factory and Open Water Products promotion of the Police Athletic League's efforts to make a positive impact on Fort Pierce youth.

The American Dream Factory is an entrepreneurial, vocational and fund raising program for PAL and their 2 million children.

Jack talked about how difficult it is to get funding for a startup business through a bank or to get venture capital, since venture capitalists normally keep 80% of your profits. Jack wants to work with FPAT members to market his products and profit PAL kids. Jack presented dive products and other reflective safety gear that his company will be manufacturing here in Fort Pierce.

Their website is not up just yet but will be soon.

John Woods stated that they have a game plan already in play and are pushing this effort from a national level. The American Dream Factory and Open Water Products are inviting FPAT to come to the PAL open house where they will demo their products that will create jobs for returning Vets and other people in Fort Pierce and to put money back into the community.

They want to base the American Dream Factory and Open Water Products factory in Fort Pierce and they want FPAT's help in making this work.

## **IV. BOARD COMMENTS**

Mark Harrison stated that he wanted to thank Dyana, Don, Billy Gibson and Rosemary for their efforts at the Treasure Coast Business Conference and thanked them for making the conference a great success.

Mark stated that Heathcote and the Historical Museum should be members of FPAT. Chop Lege' said that Heathcote actually called last week inquiring about membership. Don Voss

stated that he has also received some inquiry calls on becoming a FPAT member but has put them on hold until we can finalize the Membership Application.

Cristin Ryan with Smithsonian invited everyone to their World Ocean Day Celebration this Saturday, June 9 at the St. Lucie County Aquarium.

Cristin also stated that the Smithsonian received funding from FPAT in 2011 to conduct their first National Estuaries Day Celebration. The 2<sup>nd</sup> annual National Estuaries Day Celebration event will be held in partnership with Harbor Branch Oceanographics and they will be sending out exhibitor applications within the next two weeks. There will be two sites for the event – one at Harbor Branch and one at Museum Point Park. The event will be held the last Saturday in September – September 29

Cristin also stated that she is a member of the Florida Marine Science Educators Association (FMSEA). Their annual conference next year will take place in Fort Pierce and she believes this will present a great opportunity to showcase our local resources to educators from around the state, both for informal educators and classroom teachers. By the end of the summer, Cristin will be active with the conference planning committee. The event will be held at Harbor Branch the first weekend in May 2013. Cristin will be looking toward reaching out and organizing field trips for the attendees. Cristin is expecting close to 200 attendees.

Mark Harrison stated that any time he sees an interesting article he tries to email it to everyone but he is not getting anything back from other members.

Don Voss said Saturday would be his first clean-up dive in Fort Pierce. Don offered the opportunity for everyone to come and experience what he does and to enjoy the fun and thrill of cleaning up debris. He also said people could also ride on Chop's boat to watch the activities or stay on the dive boats, if they are not divers. Divers would need to bring all diving supplies and equipment. Don will supply the bags for the debris.

Rosemary Knight stated that she is re-working her website and wants to have links to everyone's businesses. Libby Woodruff gave Rosemary a list of all of the member's websites.

## **V. PUBLIC COMMENTS**

Pat Altom from Hometown News congratulated all recipients of FPAT grants. She brought newspapers with the FPAT grant award story for everyone. Pat told the meeting attendees that she would love to have FPAT's good news and to feature FPAT activities in their community calendar. She brought business cards and encouraged FPAT members to email her with their activities and she will forward them to be placed on the Free community calendar.

Pat said they are doing a feature on the 10-year history of Hometown News and wants to feature some of the FPAT businesses in their special feature.

Jon Ward encouraged everyone to discuss this at the media meeting tomorrow.

Teri, Inside Tract Almanac, presented the new edition of Inside Track Almanac featuring new ad. Said ¼ page for FPAT members is \$300.

Adam Pozniak, owner of Dolphin Watch Boat Tours said he is now operating out of St. Lucie County and is considering moving to Ft. Pierce and would like to be considered as an FPAT member.

Marty Laven said his employer has merged with Coldwell Banker and is renamed Coldwell Banker Hoyt C. Murphy Realty. He said his new company now has the opportunity to help market Fort Pierce.

Mark Harrison asked Marty to clarify the 'big video' he referred to that is being created for Fort Pierce. Marty explained that a majority of people are now looking for video to overview a destination. Marty said that FPAT members have the story to tell and now he has a global-reach brand to tell the story of Fort Pierce through their website.

Dyana Voss commented to Marty Laven that FPAT has a PowerPoint presentation that provides a brief overview on each FPAT business and offered to provide it to Marty for his website.

Chris Williams commented that he created a video called The Sunrise City, about 2 years ago, which features the market, waterfront, jazz bands, etc. and wants to offer it to Marty Laven for his website.

Jon Ward introduced Becky Cardy, an intern and student from England. Becky explained that her Master's thesis is on sustainability and has previous experience working on international development and has worked in Indonesia, Gaza, and Lebanon, with a lot of collective organizations building sustainability. Becky explained that she is working through a 10-week internship and is reviewing FPAT mission statement, vision, etc. and is working on helping fill in the gaps where there is no road map or strategy for the program. She explained that she is working on market research and structuring a framework for FPAT to use for the future, using sustainability and eco-tourism elements. Becky encouraged FPAT members to complete the questionnaire she emailed out to everyone and let everyone know that she will be talking about this more at the marketing meeting. She briefly overviewed nature-based tourism, and cultural tourism and eco-tourism.

Jon Ward encouraged everyone who has not responded to the questionnaire that Becky emailed, to please do so.

Richard Fitzpatrick said that he represents is a multi-award winning screen/film company. He is a Fort Pierce Central graduate and believes that kids need something to aspire to. He is in the process of filming *Heart of a Champion*. Richard said that he believes that nothing helps increase tourism like film and gave the examples of Miami Vice and the Jackie Gleason Show and what they did for tourism in Miami. He stated that his film is about 40% complete and he is currently shopping it to 1900 theatres nationwide. The film uses Fort Pierce as a backdrop and will showcase the City with the film. Richard said he believes this will increase tourism, while helping troubled kids and giving them something to aspire to.

## **VI. STAFF COMENTS**

Staff had no comments.

## **X. ADJOURNMENT**

**Motion to adjourn was made by Don Voss and seconded by Mark Harrison to adjourn.** There being no further discussion, meeting adjourned at 5:05 p.m.