



Department of Urban Redevelopment
Fort Pierce Authentic Tours (FPAT) Advisory Board Meeting
July 5, 2012
Minutes

Board Members Present: "Chop" Legé, Donald Voss, Mark Harrison, Cristin Ryan, Rosemary Knight, Jann Widmayer

Board Members Absent: Clive Daem, Charlotte Lombard

Staff in Attendance: Jon Ward, Director Urban Redevelopment, Anne Satterlee, City Communications and Marketing Manager, Melissa Moore, Urban Redev Fiscal Administrator

FPAT Members and Visitors: Gabrielle Gross, Camie Sellin, William Vazquez, Adam Poznilak, Billy Gibson, Dyana Voss, Sally Gooch, Rose Riberaud, Kenneth Smith

Chop Legé called the FPAT Advisory Board meeting to order at 3:31 p.m. with the Pledge of Allegiance. Afterwards, Melissa Moore called roll. Mr. Legé asked for approval of the Minutes from the June 7, 2012 Advisory Board meeting. **Motion was made by Mark Harrison and seconded by Don Voss that the minutes from the June 7, 2012 meeting be accepted; motion carried.**

I. FINANCIAL REPORT

A copy of the financial statement as of June 30, 2012 was given to each Board member. There was an advertisement charge for \$180 during the month of June. Total net funds listed as 'available' in the Financial Report - \$133,811.08. Mike Adams questioned how soon FPAT would be paying for the 2012 grant awards. Melissa Moore explained that \$42,229.45 for the 2012 grant awards was paid in June and is listed on the budget. **Motion to approve the financial report for June 30, 2012 was made by Mike Adams, seconded by Don Voss; motion carried.**

II. OLD BUSINESS

Review and Consideration of Types and Descriptions of Memberships

Cristin Ryan asked if the Board is going to continue making an allowance for nonprofit or government status to waive any membership fees. Chop explained that the Board had discussed fees earlier and had decided that fees would stay at \$50 for nonprofit and \$100 for for-profit entities. Cristin remarked that the membership form only lists \$50 for Associate members and governments are not listed. Mike commented that non-profits should be listed as \$50 on the application. Rosemary asked if it would be \$100 for for-profit trade member and \$50 for non-profits. Cristin stated that she did not pay anything last time, because she was listed as a government. Don commented that the Board should go back under the old price range.

Cristin asked if there is a requirement that applicants have a Fort Pierce business license, should we require that a copy of the business license be submitted with the application.

Don Voss motioned that this application be approved, based on recommendations for revisions, Chop seconded; motion carried.

III. NEW BUSINESS

A. Sustainability Strategy

Becky Cardy provided the Board with a detailed overview of the draft Sustainability Strategy for the Fort Pierce Authentic Tours Program that she created over the past 9 weeks. The FPAT Advisory Board thanked Becky for her hard work.

(Note to the Board: The FPAT Sustainability Strategy document (created by Becky Cardy) is available for review upon request to the Urban Redevelopment Department.)

B. Membership and positive image within community

Don Voss explained that he did not attend the previous Marketing meeting and had sent Dyana in her place. He invited Dyana to speak on his behalf about this topic.

Dyana thanked Becky for her contribution and stated that she believes FPAT needs a marketing strategy. She also asked if FPAT is going to have a marketing committee. Anne Satterlee answered yes. Dyana stated that she would hold her comments relating to this agenda item until a later time. Don commented that he had originally added this agenda item believing that the marketing meeting would be held prior to this meeting but it will be held following this meeting, so this item can be discussed later. Anne Satterlee commented that the next Marketing meeting would be held the following Tuesday.

C. Guided informational history land tours using Armadillo and local characters to explain our city

Don Voss described a meeting he attended last week and spoke with Buzz Smyth who told him that he had been down in Stuart and they have a 6-person golf cart that takes people around town with a tour guide who talks about the history of Stuart. He said that Mr. Smyth told Don that the City of Stuart provides this service and that the City of Fort Pierce should. Don said they discussed using the trolley for this and then he started thinking about the Armadillo and Mark Harrison has some ideas along these lines. Don encouraged anyone who has ideas to make this into a business on their own and take it over, this would be great, but for now, FPAT has someone who is interested in doing this and already has the equipment and where-with-all to conduct the tours.

Cristin Ryan commented that the Historical Society is now operating the St. Lucie County Regional History Center so they may have a stake in this.

Don stated that this is something we need to do to attract visitors to this area.

Mark stated that he has been talking with the Mosquito Control folks about opportunities and stated that it will have to be profitable to be sustainable and he is in favor of doing this, especially in the summertime.

Chop asked how many people can the Armadillo hold and stated that the cost of fuel for the Armadillo will be an issue. Mark explained that he is in the process of having another gas tank installed on it. Mark said he would visit Lucille Wright and get her input on this project.

Don commented that they are using a golf cart in Stuart because they are battery-operated and eco-friendly and only hold six people plus the driver.

Chop and Mark commented that this is a good idea. Chop encouraged FPAT to discuss this further.

Don encouraged FPAT to start small, and keep it intimate then grow, as needed.

Mark said he has been exploring this for months, and is especially interested in looking at it for the summer months, because of the heat on the ranch. Mark commented that the

Armadillo weighs 9,000 pounds and the maximum limit on some of the roads in Ft. Pierce is 6,000 pounds.

Anne explained that we should follow Becky's lead and encouraged the Board that if they are going to take on this type of tour, then they should focus on visiting venues and activities provided by FPAT members, because this will strengthen the businesses of participating members.

Becky explained that since the FPAT group was formed to promote its members collectively, this would enhance the FPAT organization.

Chop encouraged FPAT get back to the nuts and bolts of cross-promoting each other.

Anne Satterlee suggested that FPAT begin allowing two business members 2-5 minutes at each meeting to give an overview of their business and talk about their tourism offerings and activities.

Rosemary Knight stated that at one point the Chamber would invite people to visit businesses to check out their offerings. She suggested that all members should visit each other's businesses and take the tours or just visit so they could better understand what each offers – or possibly create ongoing 'business nights' when FPAT members collectively visit each other.

Mark Harrison commented that this seems almost like a duplication of efforts, given what the Chamber does. Mark stated that one of his visions in the 'turf wars' is to get everyone to work together.

Chop invited Rose from Brewer's Café to speak. She talked about bringing carriages, like New York City, with horses, to the downtown area. She said it would bring a wonderful lively element to Fort Pierce, downtown where the Farmer's Market sets up. New York charges \$20/short ride; and stated FPAT could charge much less. Rose stated that for our downtown businesses, offices, etc., that are not particularly eco-friendly, that FPAT members should visit them and provide information on how they can better contribute to become more eco-friendly in the City. Members could explain to them what FPAT is all about and show them ways to recycle and save energy. She said that this would help FPAT and help the environment. She said educating people will help businesses become more eco-friendly.

Chop said they are looking for ways to make this happen.

D. Election of new Board officers

Melissa Moore passed out ballots. Anne Satterlee explained that the current Board members who are serving as Chairman, Co-Chairman and Secretary/Treasurer could stay on in these respective positions if they choose to do so for another 1-year term.

Melissa collected the ballots and tallied the results. There was a tie between Chris and Charlotte for the Secretary/Treasurer position. The Board members re-voted for this position. Melissa then announced the election results: Chairman – Chop Lege'; Vice-Chair – Mark Harrison; Secretary/Treasurer – Cristin Ryan

IV. BOARD COMMENTS

Mark Harrison explained that Vero Beach is going to head up the Treasure Coast Birding Festival and announced the date as the last weekend in October – October 25-28. He encouraged FPAT members to attend the planning meetings for the event and stated that he intends to take part in the event. Chop stated that he also intends to participate.

Mark said the question is that even though it is Indian River County, he is in favor of FPAT aligning itself with these types of organizations. He also explained that this event does affect all providers on the Treasure Coast.

V. PUBLIC COMMENTS

(Note to the Board: Staff recommends that individuals making public comments state their name and affiliation, entity, etc., prior to making comments.)

The Board received public comments from someone who stated that using the FPAT acronym in the public should be limited because people do not know what this stands for. He said that he likes the name Fort Pierce Authentic Tours and we should use it more often.

Someone else from the public asked Becky to explain more about what she meant by adding "sustainability strategy" to the FPAT Advisory Board monthly agenda and questioned what exactly does this mean. Becky explained that if there are any ongoing tasks and then these should be discussed at each meeting, like handing out leaflets, attending special events, etc. Listing this on the agenda will ensure the Board will discuss these every month and assign tasks to members, keep abreast of who is doing what, etc. Becky added that this should be used to cover actions that the Board has covered toward items it is interested in pursuing, to ensure the items are discussed at each meeting. Becky stated that adding specific 'action items' to the agenda will allow the Board the capability to go back and track when the item actually became an action point and where they are on meeting the milestones toward accomplishing the item.

Dyana Voss asked if the Board is going to enforce the 'absence requirement' in the Bylaws, which states when a Board member is replaced. Chop confirmed that the Bylaws state that Board members can only miss three (3) unexcused meetings. Dyana then stated that there are Board members who consistently miss and was wondering if the Bylaws are going to be enforced.

Anne Satterlee stated that this would be up to the Board. Chop said that we would have to check to see if we have any Board members who have missed three or more meetings.

Anne suggested that once the new Board officers are elected today, a letter stating that the Board will be adhering to the attendance guidelines in the Bylaws is mailed to all FPAT Board members, meaning that Board members can only have three (3) unexcused absences before being removed from the Board. A copy of the Bylaws will be included with the letters.

Don Voss stated that he will not be at the August meeting and asked who he should contact to note his absence prior to the meeting. Anne Satterlee stated that he should contact Libby Woodruff.

VI. STAFF COMMENTS

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 4:58 p.m.