



# City of Fort Pierce, Florida

Fort Pierce Authentic Tours - Advisory Board Meeting

October 2, 2014

## Minutes

**Board Members Present:** Mike Adams, Cathy Gibson, Alan Hayes, Rosemary Knight, Arlo Koletzky, Barry “Chop” Legé, Camie Sellin, Jann Widmayer

**Board Members Absent:** Charlotte Bireley

**Staff in Attendance:** Libby Woodruff, City Grants Administrator

**FPAT Members and Visitors:** Sharon Bateman (Treasure & Space Coast Radio), Christa Stone (Treasure & Space Coast Radio), Andy Brady (National Navy SEAL Museum), Cristin Ryan (Smithsonian), Holly Theun (Art Mundo)

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### I. **CALL TO ORDER**

FPAT Advisory Board meeting called to order at 3:30 p.m.

### II. **PLEDGE OF ALLEGIANCE**

### III. **ROLL CALL**

Libby Woodruff

### IV. **MINUTES**

**Motion to approve September 4, 2014 Advisory Board meeting minutes by Alan Hayes; second by Camie Sellin; motion carried.**

### V. **FINANCIAL REPORT**

Libby Woodruff stated that the financial statement shows a beginning balance of \$41,682.90 with encumbered funds through September 30, 2014 of \$6,832.00, leaving available funds of \$34,850.90 as of September 30, 2014. Pending funds of \$45,000.00 from the CDBG Allocation should be available by the end of October, 2014. **Motion to approve financial report by Arlo Koletzky; second by Alan Hayes; motion carried.**

### VI. **NEW BUSINESS**

#### **A. 93.7 The Breeze Radio Marketing Opportunity (Libby Woodruff)**

Libby Woodruff introduced Sharon Bateman from Treasure & Space Coast Radio. Sharon presented a plan for radio advertising. The board asked that the ‘jingle’ for Fort Pierce include mention of activities available around the area, as well as restaurants and shopping. No decision at this time. Christa Stone mentioned a plan *Sink a Ship* to promote environmental education by sponsoring a barge for artwork and then sinking the barge to create an artificial reef. She wants anyone interested in participating to contact her.

## VII. OLD BUSINESS

### A. Membership Report (Libby Woodruff)

Libby Woodruff received applications for new memberships; Spunky's Surf Shop, National Navy UDT Seal Museum, The Cake Lady Custom Cakes, and Costa Azul Restaurant & Catering, LLC. These are from the direct mailing (150 pieces) that Libby sent out. Since we are expecting additional applications, it was decided that Libby can poll the board by email as the applications are received. **Motion to accept these applicants as new members of FPAT by Jann Widmayer; second by Rosemary Knight; motion approved.**

### B. Update on Webcam (Charlotte Bireley)

Update postponed as Charlotte Bireley was absent.

### C. Visit Florida Grant Award Update (Libby Woodruff)

In compliance with City requirements, Libby Woodruff sent out a request for bids to 20 local printers for 120,000 rack cards, and there were only three responses. Of those three, the lowest was Kinane Corp.'s Gator Printing (located in Stuart) in the amount of \$4,554.20. An informal bid was sent out for the booth materials. The deadline to receive quotes back is October 30<sup>th</sup>. She will have the update at the next meeting.

### D. Review of Revised ByLaws (Libby Woodruff)

Libby Woodruff handed out copies of the ByLaws. #11 was revised to include changes requested with regard to board member meeting absences. Upon further review and in accordance with the rules of membership, Libby will draft a paragraph to include the stipulation that anyone interested in applying to be on the FPAT board must have been an active member of FPAT for at least one year prior to application.

## VIII. BOARD COMMENTS

Chop Legé recognized Andy Brady and welcomed National Navy UDT Seal Museum to the FPAT membership. He also stated that the hotels in the area should be included. Libby Woodruff stated that they were included in the mailing that went out, so there is time for them to respond. Camie Sellin stated that the prices at the Sandhurst have come down, so that will be attractive to visitors.

Cathy Gibson requested that a motorized kayak be included on the rack cards and wanted to be sure that the board was okay with that. Libby Woodruff stated that there were 21 different places for photos on the 3 rack cards, so different photos were chosen that reflect the diversity of FPAT's members.

## IX. PUBLIC COMMENTS

Sharon Bateman and Christa Stone from Treasure & Space Coast Radio thanked everyone for the opportunity to present to the board.

Andy Brady expressed that it is great that the National NAVY Seal Museum is now part of FPAT. He reminded everyone that Muster is coming up on November 8<sup>th</sup>. He also said that they are proud of the national organization called *Comfort Zone* that provides counseling to kids who have lost a parent because of their duty as a Navy Seal. The *Comfort Zone* will have a pilot leadership camp at the museum and will participate in activities throughout Fort Pierce.

Holly Theun from Art Mundo is pleased to be a new member of FPAT. She passed out their new rack cards and encouraged everyone to come for a visit.

Cristin Ryan apologized for the delay in postings to the FPAT Facebook page, but her attention was on the Science Festival. She is also concerned about the participation in and sharing of the page by members that is the only way that the following will grow. On another note, it might be difficult to get members to attend meetings because it feels a bit non-participatory, so one suggestion is to involve members through the development and use of committees. She also thanked those who participated in the Science Festival and made it such a success. The City, Chop Legé, the Manatee Center, Motorized Kayaks and all other vendors and those who donated to the raffles.

**X. STAFF COMMENTS**

Libby pointed out that the funds are available, so it is time to consider additional marketing opportunities. She challenged the board to think outside the box and come up with creative marketing ideas. Flat screen TV's are coming soon to the Visitor Center and elsewhere. IRSC students will be videotaping FPAT members and those will be shown on the TV's, along with the slides. The FPAT Board has been cautious and have made smart choices thus far. Let's keep our eyes and ears open for additional marketing opportunities.

**XI. CLOSE**

**Motion to adjourn by Jann Widmayer; second by Arlo Koletzky.** Meeting adjourned at 4:21pm.