



Department of Urban Redevelopment

Fort Pierce Authentic Tours Advisory Board Meeting

November 1, 2012

Minutes

Board Members Present: Michael Adams, Charlotte Bireley, Mark Harrison, Rosemary Knight, Chop Lege, Cristin Ryan, Donald Voss

Board Members Absent: Jann Widmayer (excused); Clive Daem (not excused)

Staff in Attendance: Jon Ward, Director, Urban Redevelopment; Anne Satterlee, Communications and Marketing Manager; Libby Woodruff, Grants Administrator; Robert Bradshaw, City Manager

FPAT Members and Visitors: Adam Pozniak, Claudia Harrison, Captain Dyana Voss, Bill Flynn, Bobbie Deemer, Gary Guertin, Nancy Bennett

Chop Legé called the FPAT Advisory Board meeting to order at 3:48 p.m. with the Pledge of Allegiance. Afterwards, Libby Woodruff called roll. Mr. Legé asked for approval of the Minutes from the October 4, 2012 Advisory Board meeting. **Motion was made by Mark Harrison and seconded by Don Voss that the minutes from the October 4, 2012 meeting be accepted; motion carried.**

Jon Ward introduced the City's new City Manager, Robert Bradshaw. Robert thanked everyone for participating in FPAT and stated that he is excited about the program and its positive impact on economic development for the City.

I. FINANCIAL REPORT

Jon Ward gave a copy of the financial statement as of October 31, 2012 to each Board member. Jon explained that this is a recap of what our funding and expenses are to date. Net funds available \$228,402.04, which reflects the PY2012 funding allocation. **Motion to approve the financial report was made by Mark Harrison; seconded by Cristin Ryan; motion carried.**

II. OLD BUSINESS

A. Birding Conference – Recap – Anne Satterlee

Anne explained that inclement weather caused the cancellation of event outside activities. She also said that the attendance to the inside activities and displays was steady throughout the day and several people stopped by the FPAT booth for information and discount cards.

B. Continued Discussion of Acreage off Selvitz Road – Chop Lege'

Chop commented that he visited the acreage off Selvitz Road again and is excited about the possibilities for FPAT activities at the site. He also confirmed that the water access should be sufficient for a smaller tour boat and kayaks to pass.

C. Membership Report – Libby Woodruff

Libby introduced Nancy Bennett and the Board welcomed FPAT's newest member, the St. Lucie County Regional History Center.

III. NEW BUSINESS

A. FPAT Promo Materials and PowerPoint at Vistana – Rosemary Knight

Rosemary stated that FPAT needs additional rack card holders for the and requested permission to purchase them. Anne stated that she has card holders and will give them to Rosemary after the meeting.

Rosemary also explained that the computer and monitor that were formerly at the Vistana to display FPAT's PowerPoint presentation are no longer at the site, since it belonged to one of our members. Anne stated that she would contact the City's MIS Department to find out if the City has one that FPAT can use to continue displaying the promotional PowerPoint.

B. 2013 Co-operative Advertising Opportunities with St. Lucie County TDC – Charlotte Bireley

Charlotte presented this year's opportunity for FPAT to advertise on the back cover of the St. Lucie County Travel Guide and to collaborate with the County to advertise in the National Geographic Undiscovered Florida edition in May, 2013.

Charlotte stated that she would be working on some future digital online advertising campaigns that target eco-tourism type people.

Charlotte also suggested a ½ page ad in the March/April 2013 edition of the Audubon Florida Natural. She explained that she would work with Anne to develop the ad. Anne stated that she is working with Walt Hines at IRSC to develop something that is all encompassing with text that 'pops' and promotes all FPAT members. Anne stated that the Audubon ad would push the viewer towards the FPAT website.

Charlotte stated that there is matching editorial that comes with an Audubon ad purchase. Charlotte stated that she and Anne would get together to design the ad to drive people to the website so they can gain access to information on all FPAT members. Jon suggested that possibly the FPAT website could display a banner during that time that says something to the effect of "as seen in Audubon..." so that when a viewer sees the ad in the magazine they will also be able to see the ad on the FPAT website.

Charlotte also explained an advertising opportunity for the Mets Spring Training and asked FPAT members to donate something for the give-aways. She explained that this will entail having 16 prizes donated by FPAT members that will be given to Spring Training attendees who purchase an event program that is marked to receive a prize.

Charlotte also stated that this is a great opportunity for FPAT to cross-promote one another. When someone comes in to redeem their prize, the business should suggest other FPAT businesses for them to visit. Jon suggested the person who wins should win some type of gift bag that has multiple items inside it for several FPAT members. Charlotte said that this would be up to the FPAT members.

Cristin asked if there would be a recommended dollar value to the prizes. Charlotte said that other sponsors are restaurants, Bells, etc. Rosemary suggested that the Board should set a limit on the amount of the prize. Charlotte stated that she would not need the prize amount information until March.

Jon stated that the Board would need to vote on whether they wanted to participate in the advertisements that Charlotte proposed – the total would be \$6,500 and would include ads in National Geographic, the St. Lucie County Travel Guide and the Audubon publication. The Spring Training prizes will be contributions from individual FPAT members.

Jon stated that we would continue advertising in the Almanac and local publications as well. Anne stated that they are using the electronic responses they receive from the ads for their newsletter distribution.

Chop made a motion to purchase all of the advertisements presented by Charlotte; seconded by Mark Harrison; motion carried.

C. Contractor Website Reporting – Cristin Ryan

Cristin stated that if we are driving people to our website, we must be sure our website is comprehensive and she does not have a good feel for what the existing contract is with the website contractor and his reporting schedule.

Anne explained that we have Word Press and the contractor is on retainer, and is available, if we need him, but we basically do all of the website updates in-house.

Anne stated that currently, using Word Press, the stats for the month of October show 1,300 visitors to the FPAT website, page views – over 4,400, which could mean the viewer went from page to page to page; and 51 feeds from 'spiders' that go out and grab keywords for any new info you add to your website.

She will be contacting Federico (website designer) for additional information on another program that will help us decipher the information better and give us detailed information on how many pages are actually hit, how long the viewer stays on a page, what countries the viewers are from, etc.

Anne suggested that members continue to use Facebook to promote the program and to let people know if we are participating in any events. Cristin stated that she wants to encourage members to contribute more information for the website and to Facebook.

Cristin asked if it is appropriate for individual members to be distributing FPAT discount cards to events not attended by FPAT. Anne stated that these would typically be used for FPAT sponsored activities. Jon suggested that FPAT might want to stop promoting with discount cards during 'season'. Don suggested that Cristin take a few discount cards for the Smithsonian event.

IV. BOARD COMMENTS

Mark Harrison asked if we have had much feedback with Visit Florida and is there any way to track. Anne said we currently have discounts listed on Visit Florida. Charlotte stated that Visit Florida is more of a resource that lists public relations opportunities where we can piggyback off their initiatives and a resource for information.

Mark volunteered The Armadillo for this year's Sights and Sounds parade. Anne said it is the first Sunday in December.

Charlotte stated that each quarter, St. Lucie Tourism sends an email blast out to their subscribers. She explained that the one that is getting ready to blast in November will feature FPAT.

Charlotte also stated that Harbor Branch just opened their aqua culture exhibit today. Harbor Branch is a member of FPAT.

Don Voss reported that since the last meeting, Marine Cleanup has been following along with Justin for the cleanup all the way to Jupiter.

Don also stated that he brought up an issue after the last FPAT meeting regarding FPAT members having problems launching over at the Little Jim Bridge and wanted to bring the Board up to date that the issue has not gotten any better and asked if there is anything that can be done about it. Jon stated that we have a brand new City Manager and he is going to

bring him up to date on this soon. Jon stated that this is a thorny issue and the City Manager will be brought up to date on it soon.

V. PUBLIC COMMENTS

Bobbie Deemer from Heathcote thanked FPAT for getting her to the Birding Conference. She stated that since there was lower attendance due to the weather, she and her husband entered the silent auction and won the birding trip with a gentleman from Felsmere.

Bobbie also stated that she attended the Port St. Lucie Business Women's meeting for lunch earlier today and they had the new Indian River Keeper, Marty Ball, speaking. She said that she thinks FPAT should have a relationship with the River Keeper. Chop stated that he has worked with the River Keeper in the past.

Gary Guertin, Co-Publisher with Coastal Angler Magazine commended FPAT for their efforts and progress and stated that he appreciates the opportunity to work with Charlotte and St. Lucie County TDC, who is co-oping an ad with Indian River County and stated that he would be very happy to work with FPAT on any advertising projects.

Dyana Voss stated that she is working with Conservation Alliance to help bring them into the 21st Century, specifically with the Party in the Park committee and getting their databases together for membership and exhibitors. She explained that FPAT has been put on the list for exhibiting. Mark Harrison is listed as the contact person. Andy Brady is listed as FPAT's Conservation Alliance friend. This event is a 20-year old event, which takes place at the Fort Pierce Inlet State Park. It is a family event where a lot of wildlife organizations bring animals to the event, the Explorers are very involved, a lot of kids come, etc.

Dyana explained that she would like to see FPAT have a presence at the event, which will provide free booth space, parking, tent and table. She asked if Mark has an application, or if the Board would like to suggest another contact for the event. Anne stated that she has a copy of the application and will fill it out and make it happen for the January 19 event. Deadline for getting the application submitted is December 1.

Mike announced that they are having a Hospice fundraiser on November 17-18 at the ranch.

Rosemary stated that her business is sponsoring a community walk for suicide prevention. She stated that 36,000 people in the US committed suicide last year – the 4th highest cause of death in our country. The event will be December 2, Indian Riverside Park. She asked for sponsors and walkers for the event. This is the first one on the Treasure Coast. Indian Riverside Park is in Jensen Beach on the river, on Jensen Beach Blvd. Jon stated that he would be happy to participate. Rosemary stated that she would send out an email announcement to everyone about the event.

Chop welcomed St. Lucie County Historical Society to FPAT.

VI. STAFF COMMENTS

Anne reminded everyone that December 8th is the boat parade. Chop stated that he would bring the first 30 people who contact him on his boat to watch the parade and to call him reserve a seat.

X. ADJOURNMENT

Motion was made by Chop Lege and seconded by Mark Harrison to adjourn. There being no further discussion, meeting adjourned at 4:45 p.m.