



City of Fort Pierce, Florida

Fort Pierce Authentic Tours - Advisory Board Meeting

February 6, 2014

Minutes

Board Members Present: Mike Adams, Charlotte Bireley, Alan Hayes, Rosemary Knight, Barry “Chop” Legé, Cristin Ryan, Camie Sellin, Jann Widmayer

Board Members Absent: none

Staff in Attendance: Libby Woodruff, Grants Administrator

FPAT Members and Visitors: Kerry Firth (Inside Track Almanac); Gary Guerlin (Treasure Coast Angler); George McArthur

I. **CALL TO ORDER**

Rosemary Knight called the FPAT Advisory Board meeting to order at 3:40 p.m.

II. **PLEDGE OF ALLEGIANCE**

III. **ROLL CALL**

Libby Woodruff

IV. **MINUTES**

Ms. Knight asked for approval of the minutes from the December 5, 2013 Advisory Board meeting. **Motion was made by Jann Widmayer with second by Cristin Ryan that the minutes be accepted as written; motion carried.**

**** Skipped over Financial Report and Old Business to address New Business first.**

V. **FINANCIAL REPORT**

Libby Woodruff delivered the financial report. Ms. Woodruff stated that prior to the July, 2013 layoff of four of the Department of Urban Redevelopment (URD) staff due to budget shortfalls, more than \$42,000 was drawn from FPAT’s CDBG (HUD) allocation for staff time spent overseeing the FPAT program, in the amount of approximately \$42,000. Available funding for FPAT through Program Year 2013-2014 (Oct. 1, 2013 through September 30, 2014) is \$77,061. **A motion was made by Rosemary Knight with second by Cristin Ryan to accept the Financial Report dated November 30, 2013; motion carried.**

VI. OLD BUSINESS

A. Membership Report Liability

Libby Woodruff brought a new membership report and stated that she did send out a certified letter, requested by the membership committee, to previous members to try to get them to renew. She suggested that FPAT should focus on recruiting new members.

B. Website Update

Rosemary Knight is working with Mike Monti on updating the website. All “contact” forms will be forwarded to Libby who will forward them on to the appropriate business. Good news, for the past three years we were paying for a hosting account and had not used it, so we did not have to spend money on a hosting account because we already had one. We just had to move the site to it. FPAT has seven domain names and six of those will expire in June. Fortpiercetours.com expires on December 11, 2014. It is approximately \$13 per year to renew each domain name. Decisions will have to be made on whether to keep all or some of the domain names; how many years we want to renew for; renew for a period to match with the renewal of the hosting site (June 2016) to have them all renew at once. There is usually a big discount if you have it set up to renew all at once. This will have to be voted on during an upcoming meeting.

Rosemary stated that members should send posts to marketing@fortpiercetours.com to have information posted on the FPAT Facebook page. We have discussed in the past advertising our website on the internet and on Facebook, as part of our hosting fee, we have a \$50 credit per month to put toward advertising on those. We should utilize it.

C. Marketing Plan Update

Rosemary Knight was unable to prepare an updated marketing plan, but by the next meeting, she will have a proposal. Rosemary thanked Cristin Ryan for giving her the name of Aztec Graphics. Rosemary made the contact and received great pricing on rack cards from them.

VII. NEW BUSINESS

A. FPAT Sign Options

Kori Benton, Historic Preservation Officer for City of Fort Pierce, presented several programs and options for FPAT signage including FDOT specific destination signs, which must be applied for, Fort Pierce directional signs, billboards, and banner signs. Rosemary Costs for banner signs average \$80-110 dollars each.

****At this time, membership report was delivered. See report above.**

B. Webcam Project

Charlotte Bireley updated the FPAT board on a webcam partnership project between St. Lucie County Tourism and the City of Fort Pierce-specifically the City Marina. The webcams will be located in three locations: City Marina, Coast Guard Station on Seaway Drive, and at South Beach Jetty. The webcams will be featured on the St. Lucie County, and City Marina websites. Links will be provided for any FPAT website. St. Lucie County Tourism will cover \$17,000 for the webcam equipment and installation. FPAT was asked to cover the \$5,400/year costs for three (3) years for webcam streaming. Advertising will eventually be sold to cover these costs. The three year period will begin when the contract is signed.

****At this time, the financial report was reviewed, as it is an important element related to the vote for webcam funding. See report above.**

Charlotte Bireley stated that since the agreement is only in the draft mode, it may be possible to add the FPAT website where the webcam code can be embedded directly on the FPAT website in addition to the City Marina and County sites. Charlotte will find out for sure. **A motion was made by Charlotte Bireley that FPAT provide funding for website streaming and hosting in the amount of \$5,400 dollars per year for three years. Second by Mike Adams, motion carried.**

C. Visit Florida Grant Opportunity Update

Libby Woodruff is applying to Visit Florida for a 1:1 matching grant of \$5,000 to develop, print and distribute FPAT brochures. The grant is due February 18th. Decisions on grant recipients will be announced by July 8, 2014. **Motion made by Charlotte Bireley to apply for the Visit Florida grant opportunity. Second by Rosemary Knight, motion carried.**

D. City Parking Garage Retail Space

Libby Woodruff stated that the Public Works Department is in the process of cleaning all windows on the 1st floor retail space in the City parking garage. The windows will be lit at night and will display posters of the City Marina, the Sunrise Theatre, Fort Pierce Authentic Tours, etc. The space is slated to be built out finished in the next fiscal year and may be used as a 'visitor center' for FPAT as well as a place for the Highwaymen to paint and sell their works during the daytime.

E. FPAT Presence at Community Festivals

Cristin Ryan suggested that FPAT members make a concentrated effort to attend festivals and events to give FPAT exposure. Specific upcoming festivals mentioned were Nature Fest at the Manatee Center at the end of February and the Pelican Festival at the beginning of March. Since FPAT is a governmental non-profit, there is usually no cost for exhibit space for most festivals. Cristin stated that she would get the information on Nature Fest and the Pelican festivals to Rosemary tomorrow. Cristin pointed out that there were both full and half day shifts offered at the Pelican Festival last year, so people could sign up for either. Rosemary would like to have a list prepared of festivals in advance of the upcoming year so that FPAT will have plenty of time to get volunteers to operate the booth.

F. Plans for 2014 FPAT Grants

Libby Woodruff suggested that FPAT not offer a grant cycle this fiscal year. Looking at the financial report, funds are limited. She suggested that FPAT's focus this year be on promoting FPAT as a whole and gaining name recognition. **Rosemary Knight offered up for vote that the board to not offer a grant opportunity for program year 2013-14 and re-evaluate offering a grant opportunity for program year 2014-15; Unanimously approved.**

VIII. BOARD COMMENTS

Cristin Ryan shared a FPAT Facebook page update: 2 new likes and 13 persons engaged. She is in favor of using those advertising credits to promote the Facebook.

Cristin also stated that Smithsonian is hosting a free lecture at the Pelican Yacht Club on Thursday, February 9th.

Camie Sellin received an email via Charlotte Bireley from John Wilkes at the Sunrise Theatre about sharing a billboard. John would like to advertise the Sunrise Theatre November through April. He would then take their ad down and FPAT could put theirs up from May through October. If we can utilize IRSC to design a sign, there would be no cost to FPAT.

Camie also stated that Treasure Coast Boat Rental Bait & Tackle would soon offer inshore fishing charters for up to six people and some luncheon tours up to Vero. She will let everyone know when they are up and running.

Charlotte Bireley wanted to be sure that FPAT is still on board for the National Geographic Undiscovered Florida advertorial. The issue does not come out until May, so the board would like to change the ad a bit to direct readers to fortpiercetours.com, as it is easier to remember. Charlotte requested excused absences for the next three meetings. In three weeks she is due to give birth to her second child, (it's a boy!).

Camie Sellin received an email from Gary Guertin in reference to reduced pricing for FPAT members for advertising in Treasure Coast Angler magazine. Camie can forward his email to the board.

Rosemary Knight brought up again the credits for Facebook marketing for FPAT. She wants to be aggressive on the advertising. **Rosemary made a motion to seek board approval to utilize the free marketing credits for Facebook advertising. Second by Cristin Ryan, motion carried.**

IX. STAFF COMMENTS

None

X. PUBLIC COMMENTS

Gary Guertin, Treasure Coast Angler magazine is offering special pricing for FPAT and individual FPAT members. Can provide target marketing.

George McArthur came to first FPAT meeting and has been traveling. He is visiting again to see what FPAT is up to.

Representative for Bobbie Deemer from Heathcote Botanical Gardens. Bobbie would like for Rosemary to send her information on how members can sign up to volunteer for FPAT. Rosemary said she would contact her.

XI. ADJOURNMENT

The FPAT Advisory Board meeting adjourned at 5:25 with a **motion by Rosemary Knight. Second by Cristin Ryan, motion carried.**