



City of Fort Pierce, Florida

Fort Pierce Authentic Tours - Advisory Board Meeting
March 6, 2014

Minutes

Board Members Present: Mike Adams, Alan Hayes, Barry "Chop" Legé, Camie Sellin, Jann Widmayer

Board Members Absent: Charlotte Bireley (excused), Rosemary Knight (excused), Cristin Ryan (excused)

Staff in Attendance: Libby Woodruff, Grants Administrator

FPAT Members and Visitors: Kerry Firth (Inside Track Almanac); Arlo Koletsky (SLC Chamber)

I. **CALL TO ORDER**

Chop Legé called the FPAT Advisory Board meeting to order at 3:50 p.m.

II. **PLEDGE OF ALLEGIANCE**

III. **ROLL CALL**

Libby Woodruff

IV. **MINUTES**

Mike Adams motioned to approve the minutes from the February 6th, 2014 Advisory Board meeting. Second by Alan Hayes; motion carried.

V. **FINANCIAL REPORT**

Libby Woodruff stated that the only change showing on the financial report was an increase of \$150 due to two new memberships. **A motion was made by Mike Adams with second by Cristin Ryan to accept the Financial Report dated November 30, 2013; motion carried.**

VI. **OLD BUSINESS**

A. **Membership Report (Libby Woodruff)**

Received two new membership applications.

B. **Update on City Parking Garage Retail Space Build-out (Libby Woodruff)**

City is moving forward with plans for build out. They are in the process of cleaning the windows and having them lighted to display posters touting the Sunrise Theatre, City Marina and FPAT.

C. **Update on Billboards (Camie Sellin)**

Libby, Camie, and Walt Hines met to discuss billboards. Sunrise Theatre would have the billboard at the Orange Avenue Exit for half the year and FPAT can have it for the other half of the year. All FPAT would have to pay for is design, printing and hanging will be handled by St. Lucie County. **Mike Adams made a motion to offer \$300 to Walt Hines to design a billboard, second by Camie Sellin, motion carried.**

D. **Website Update**

Libby met with Mike Monti and received a list of items that he has accomplished thus far. He met with Libby personally and they viewed every page of the website to get it working properly. That is for the short term. Long term, FPAT will fall under the auspices of the City and the professional web development company that has been contracted to update and maintain all City sites.

E. Marketing Plan Update (Camie Sellin)

Camie said that she, Cristin, and Rosemary take turns posting to the FPAT Facebook page. She stressed that FPAT members should send photos, notices and other information to the specified email address so that it can be posted. With regard to the banners that were discussed at the last meeting, 50 spots are available with 20-30 of those being target spots for FPAT. Libby will try to have 2 or 3 banner designs for the board to view at the next meeting. After discussion, board voted to accept the following expenses to the marketing budget (some of these were previously voted on and approved): **Motion made by Mike Adams to accept \$2,250 for banners; \$5,400 for webcam project; \$3,500 for National Geographic advertorial; \$5,000 match if grant is awarded from Visit Florida; \$300 for billboard development and \$600 for website. Second by Alan Hayes, motion carried.**

VII. NEW BUSINESS

A. Advisory Board Meetings - Days and Times (Libby Woodruff)

It is imperative that meetings start on time and end on time so that we can be out of the building before the end of the day. If any member of the public is still in the building, we would have to absorb the cost of paying a security guard overtime to be there until everyone is out.

City Commissioners have invited Libby to give a presentation at one of the April City Commission meetings. Libby would like the members to be there to stand up and introduce themselves. City Staff and Commissioners are supportive of FPAT and would like to hear more about it.

B. Newsletter (Jann Widmayer)

It is important that FPAT have a newsletter to keep members up to date on what is going on. Someone would need to take over that task.

VIII. BOARD COMMENTS

Camie Sellin asked if the board wanted to keep the same ad in the Inside Track Almanac or go with something different. After suggested changes, Kerry said that she would provide several new designs for the board to proof. Libby will send out to the board and each member will send their vote to Libby.

Mike Adams said that after two years of work, construction would begin on the Indian Hills Recreational Area. This will be a positive impact for the area, as it will function as a water treatment area as well.

IX. PUBLIC COMMENTS

Arlo complimented Treasure Coast Boat Rentals on their hospitality. She had family visiting, they rented one of their pontoon boats and it was wonderful. Also, St. Lucie County Chamber of Commerce Tourism Committee has joined with IRSC's CCTI department to develop a course called 5-Star Hospitality. There is a charge of \$100, but the county has shared some of the cost and may have some funds left. It is worth your time to check into that.

Kerry Firth, Inside Track Almanac, offered FPAT the services of her graphics department if we have a need for some artwork. Then, all FPAT would have to do is have it resized for whatever we need.

X. STAFF COMMENTS

Libby commented that the City is in the process of implementing three grant awards for the Veteran's Park area. They are addressing some drainage issues and the park will have a nice arch and some commemorative-type artwork. Further down the road, there will be additional improvements made. The city also received a multi-year grant to construct the Melody Lane public fishing pier. It will have an archway that will match the Veteran's Park archway. It will also have a musical theme.

XI. CLOSE

Meeting adjourned at 4:30 pm.