



## Department of Urban Redevelopment

Fort Pierce Authentic Tours - Advisory Board Meeting

March 7, 2013

### Minutes

**Board Members Present:** Mike Adams, Clive Daem, Mark Harrison, Chop Legé, Cristin Ryan, Donald Voss, Jann Widmayer

**Board Members Absent:** Excused: Rosemary Knight; Unexcused: Charlotte Bireley

**Staff in Attendance:** Jon Ward, Director, Urban Redevelopment; Anne Satterlee, Communications and Marketing Manager; Brittany Athey, Marketing Assistant; Libby Woodruff, Grants Administrator

**FPAT Members and Visitors:** Gary Guertin, Buzz Smyth, Alan Hayes, Billy Gibson, James Burke, Kerry Firth, Claudia Harrison, Jim Masterson, Ken Smith, Camie Sellin, Michael Stark, William Vazquez, Jim Oppenborn

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Chop Legé called the FPAT Advisory Board meeting to order at 3:42 p.m. with the Pledge of Allegiance. Afterwards, Libby Woodruff called roll. Mr. Legé asked for approval of the minutes from the February 7, 2013 Advisory Board meeting. There being no changes to the minutes, **motion was made by Don Voss and seconded by Mark Harrison that the minutes from the February 7, 2013 meeting be accepted; motion carried.**

#### **I. FINANCIAL REPORT**

Jon Ward presented a copy of the financial statement as of February 28, 2013 to each Board member. The financial report shows total funds available as \$225,803.08. Jon stated that it looks like there are plenty of funds available for the 2013 grants and some available if we are able to do something on the Becker preserve project and we need a little bit of seed money. Budget this year for grants is \$80,000. **Motion was made by Don Voss to accept the financial report; seconded by Mike Adams; motion carried.**

#### **II. OLD BUSINESS**

##### **A. Membership Report – Libby Woodruff**

Libby stated that we have one new member – Last Mango Charter Fishing and said that if anyone sees Tris out and about to welcome him to FPAT. Libby made a recommendation to the Advisory Board on behalf of the Membership Committee that Last Mango Charter Fishing become a member of FPAT. **Motion was made by Mike Adams; seconded by Don Voss to accept the membership of Last Mango Charter Fishing as a member of FPAT; motion carried.**

##### **B. FPAT Board Meeting Schedule – Jon Ward**

Jon reminded the Board that they had previously discussed changing their meeting schedule to either bi-monthly or even quarterly and he suggested they discuss it now and decide at this meeting. Chop stated that he thinks it will be fine to go bi-monthly but if we get closer to doing something with the County on the Becker property, that he thinks

we may not want to go bi-monthly. Mark Harrison stated that this might be a special project. Jon agreed that this would be a special project and if we get to a point where we are actually getting involved in the Becker property, that a Committee comprised of as many FPAT members that want to participate; will meet, as needed, as plans come together, to handle this. Jon said this would be outside the regular Board meeting.

Jon provided a calendar and the Board reviewed the potential meeting dates if they chose to go to a bi-monthly schedule. Jon asked what was the status of the grant opportunity release dates. Libby stated that she would provide a short presentation on the grant opportunity today, that the grant RFP would be released to FPAT members March 13, would be due April 16 and the Advisory Board would review and score the grant applications in May.

Jon went over bi-monthly meeting dates and stated that FPAT is scheduled to meet July 4<sup>th</sup>, which is the 1<sup>st</sup> Thursday in July. Jon stated that FPAT should back that up a week and schedule the July meeting for July 11. He also stated that meeting bi-monthly will mean FPAT will not meet in December. Don Voss stated that memberships renew in October and FPAT would not meet in October if they go bi-monthly. Libby stated that she would be able to take care of the membership renewals without having an October meeting. Cristin Ryan stated that she was not at last month's meeting and asked why FPAT was considering going to bi-monthly meetings; possibly because there is a lack of business content for monthly meetings? Cristin stated that she also wanted to make an observation that the FPAT Advisory Board meetings have never gone shorter than about an hour and asked if this is because a bulk of that time is taken up by presentations by local interest groups and businesses and asked how the presentations are scheduled – are they approved by the Chairman, since she has never seen an opportunity to vote on whether or not people will present. She said she wants to ensure we are limiting how many presentations are scheduled, especially if FPAT goes to a bi-monthly schedule, to ensure all of FPAT's business is taken care of and that the bulk of the meetings are not taken up with outside presentations. She suggested that as a board, they might just receive a packet of information from potential presenters and either vote on who gets to present or just have them provide an outline of their material instead of presenting.

Jon stated that presenters to the FPAT Board has been traditionally handled like the City Commission handles presentations made during their meetings, i.e., if a FPAT board member submits an agenda item that includes a business he/she would like to give a presentation, then it is listed on the Agenda and the business makes the presentation. Jon went on to explain that staff sends out invitations to Board members to submit items for the Agenda before each meeting. Jon stated that he did question a FPAT Board member this month about a potential presenter to ensure the presented items related to FPAT, and stated that FPAT don't need everybody that is trying to sell something to make a presentation, especially now that they are contemplating going to a bi-monthly meeting schedule. Jon then stated that, just like with the City Commission, if it is important to a FPAT Board member to have something on the FPAT agenda, then it is important to us to get it on the agenda, unless the item does not relate to FPAT. Jon also stated that if there is something that a FPAT Board member wants to talk about then we should show the member the courtesy of placing it on the agenda.

Jon then summarized that the FPAT Advisory Board appeared to be willing to begin meeting bi-monthly and that the schedule is going to work out OK. He asked for a motion to go forward with changing the FPAT meetings to bi-monthly. **Motion was made by Don Voss to accept bi-monthly meeting schedule; seconded by Cristin Ryan; motion carried.**

## **VII. NEW BUSINESS**

### **A. Tours and Promotion of Old Fort Pierce Don Voss / Buzz Smyth**

Buzz Smyth was introduced by Don Voss. Don gave a brief recap of FPAT's marketing efforts including the PowerPoint that plays at the Vistana and on the City's TV station and the Armadillo vehicle that is available to transport tourists.

Mr. Smyth presented an opportunity for FPAT to purchase big screen TV's with built-in CD players to display photographs he has taken of Fort Pierce since the 1980s. He proposed that one of the TVs be installed on a "kiosk" located downtown, adjacent to the PP Cobb building. Mr. Smyth said the kiosk and property belong to Mike Adams, who has said FPAT could use the kiosk if the program featured businesses located in the PP Cobb building. Mr. Smyth suggested that FPAT members could sponsor some of the pictures and other businesses could also sponsor some of the pictures, and the photos would run 24 hours a day. Mr. Smyth proposed that FPAT rebuild the deteriorating kiosk and remodel it to handle the TV. He also proposed purchasing and installing additional TVs at other locations around the City. Mr. Smyth said that they should purchase the TVs first then solicit businesses to display them. Cost for the project - \$8,000.

Jon suggested that Mr. Smyth put something in writing and make a proposal for FPAT. Jon said since it is not on the agenda, the Board would not vote on it today. Cristin Ryan asked if the TVs would be in a weather-proof housing and is that built in to the cost of the \$8,000 fee. Mr. Smyth said he would be volunteering his services to rebuild the kiosk that is located adjacent to the PP Cobb building on Mike Adams property. Mr. Smyth also said that he is hoping is that some of the TVs would be located inside businesses, like in the big picture windows across from Yellow Tail. He said he was hoping St. Lucie Battery would put one in his window and that we could solicit other businesses, schools, etc. Libby asked would this be able to run the PowerPoint that promotes all the individual FPAT members and gives their website and contact information. Don Voss answered that it could do both. Chop asked if there was any way they could have an idea on how many people would be presented with the information. Cristin said her experience is that people will not stand around for extended periods watching a slideshow. Mr. Smyth said that this is about promoting Fort Pierce in a positive light and if just 100 people could see it then it would be worth the money. Chop remarked that when they talked about using the kiosk at the PP Cobb for other FPAT marketing a while back, they did not go forward with it because of its location. Chop suggested the kiosk be moved forward some to attract more attention. Chop stated that John Wilkes has donated Sunrise Theatre space in the framed area by the Tiki Bar to promote FPAT. Chop suggested that the photos displayed on the TVs promote FPAT member businesses, since FPAT would be the ones paying for the project. Cristin Ryan questioned whether the funding for the project would be limited if the project is used to promote all of Fort Pierce instead of focusing on just FPAT members since FPAT is funded through CDBG funds. Mr. Smyth stated that as an outsider looking in he believes that the more you include outsiders then the more interest you will get for your own inner circle, especially with people who don't even know what we are trying to do here. Chop stated that he believes it would create interest for others to become members of FPAT if the photos were only of FPAT businesses. Libby stated that we already have a PowerPoint that features every FPAT trade member that could run on the TVs. Don Voss stated that this is something we could address further down the road.

### **B. Board By-Laws, Missed Meetings – Don Voss**

Don stated that since our new year started in October, it has been difficult to get a quorum and it is discouraging since he has to leave the water and Chop has to leave the

water and others have to leave their jobs to come to the meetings, then they do not have a quorum when they get there. Libby passed out the Bylaws and Don stated that we should be following the bylaws. Don asked what the Board's thoughts were on this. Cristin asked if a Board member is dismissed, would we have to appoint someone else to the board. Jon explained that the Bylaws state that there will be 9 active people on the FPAT Advisory Board. Jon said that he believes the way to approach this is to look at the attendance and have the Board contact the member and find out if they still want to be on the board and give them the opportunity to step aside and give the opportunity to someone else to serve. Chop stated that he believes that everyone should treat each other with the same respect and let people know when you want be here. Jon stated that from here forward, the Chairman would contact anyone who is not attending and find out if they want to continue to serve or resign. Mike and Don remarked that with FPAT decreasing their meetings to bi-monthly it is critical that they have a quorum when they do meet.

### **C. FPAT Promotion – Brittany Athey**

Two events coming up – Pelican Fest and Oyster Fest. Requested volunteers. Libby stated that FPAT members are committed to volunteer at least 20 hours at events where the FPAT booth will be. The Board recognized Billy Gibson with Motorized Kayak Adventures for his continual volunteer service to FPAT. Anne stated that if FPAT is not interested in participating in Sandy Shoes or the Oyster Fest then they are not going to continue trying to drum up volunteers for the event. Cristin explained that a number of FPAT members are already required to be at the festivals with their jobs so they will be there but will be unable to volunteer at the FPAT booth. Jim Masterson with Harbor Branch stated that he is in the same position. Brittany stated that FPAT could participate in Friday Fests, Farmer's Markets, etc. and volunteers could work booth. Chop asked if he could send volunteers on behalf of his business to volunteer at the FPAT booth. Brittany explained that this would be fine. She also announced that if other FPAT members have events coming up, to please let her know and she would send out an email blast. Brittany stated that anyone with volunteers for the FPAT booth should email the names and contact information to her.

The Board decided not to have a FPAT booth at Sandy Shoes. They also decided to have a booth at Oyster Festival on April 6. Don suggested they place the FPAT booth next to his booth and they would assist with overseeing the FPAT booth.

Brittany asked if anyone has seen any return on the FPAT discount cards. No one said they had received any cards. Anne stated that 400-500 have been distributed. Brittany explained that the cards expire May 30 and she wanted to know if they were interested in continuing the promotion. Anne suggested that the Board should discuss this at the May meeting.

### **D. 2013 Grant Opportunity – Overview – Libby Woodruff**

Libby presented a PowerPoint overview of the 2013 grant opportunity and answered questions pertaining to the opportunity.

## **VII. BOARD COMMENTS**

Don Voss stated that on June 27, 28 and 29 there would be a Lionfish Safari in Fort Pierce, in coordination with the reef projects up and down the coast. He explained that all the restaurants will join in and cook the fish. Martin, Indian River and St. Lucie County are participating. Weigh-in is at the Fort Pierce City Marina. Don explained that FWC is overseeing the event and there will be a website available soon.

Mike Adams announced a ranch rodeo April 6 at the fairgrounds.

## **IX. PUBLIC COMMENTS**

Jim Oppenborn stated that he could hopefully help improve the tourist destination in Fort Pierce. He stated that a local dive shop wants to get the availability to dive under the bridge. Currently you cannot dive around the bridges. Jim explained that Chapter 57-171 of the Florida Statutes written in 1957 and say thou shalt not have any spear fishing or skin diving around the bridges in Fort Pierce. The law does not state anything about scuba diving. He is looking for anyone who might help make this a scuba diving destination. Chop stated that he is trying to find out if he can legally take scuba divers out on his boat. Don says that there is a law from 1927 that precedes this that outlaws net fishing. He said Debbie Mayfield is working on a law that would allow scuba diving and it will come up in August. He said you can dive at North Bridge south by the channel but you are only talking 8-10 feet of water. He suggested that Ms. Mayfield would be the one to talk to about this and Jon stated that Larry Lee's office is right here so we should approach him for help also.

Jim Oppenborn showed a map of Wesley Island and said he has been in talks with some people, including Cristin Ryan. He is trying to develop a 'sea camp' or ecological restoration camp where local school kids could come on field trips and the Smithsonian and other organizations could also provide field trips to the island. He said a meeting is coming up April 23 for Port of Fort Pierce planning. He is a government employee and is unable to present at the meeting and asked for anyone interested to come to see him about presenting the idea at the meeting. He would like to see the entire island designated as an ecological island and be protected.

Ken Smith commented that he has seen large schools of snook when diving around the island. Jon says this is a good idea. Chop said he took the guy with the robot there a while back and they noted numerous types and schools of fish there.

Billy Gibson asked if we would have quorum issues with FPAT meeting bi-monthly. Jon said that if this turns into an issue, then FPAT will go back to monthly meetings.

Bobbie Deemer stated that she went to Selvitz Road to look at the Becker property after the last FPAT meeting. She stated that the property is absolutely beautiful and the botanical specimens are incredible.

Kerry with Inside Track Almanac stated that she is getting ready with the spring edition and encouraged everyone with any events to contact her to get their events in the magazine.

## **X. STAFF COMENTS**

Jon stated that in this month's Farm Bureau magazine they are talking about opening up farm gates to tourists. The article quotes Mike Adams. The point is that there are currently two sponsors that are working on a bill to limit the liability for agri-tourism providers. Jon suggested we all write a letter to Representative Larry Lee about the legislation so FPAT members could send a letter encouraging him to support the bill.

## **XI. ADJOURNMENT**

Don Voss made a motion to adjourn the meeting. Mike Adams seconded the motion. There being no further discussion, the meeting adjourned at 4:35 p.m.