



City of Fort Pierce, Florida

Fort Pierce Authentic Tours - Advisory Board Meeting

April 3, 2014

Minutes

Board Members Present: Alan Hayes, Barry “Chop” Legé, Cristin Ryan, Camie Sellin, Jann Widmayer

Board Members Absent: Mike Adams (excused), Charlotte Bireley (excused), Rosemary Knight (excused)

Staff in Attendance: Libby Woodruff, City Grants Administrator

FPAT Members and Visitors: Cathy Gibson (Motorized Kayak Adventures)

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 - Noted that Jann Widmayer would arrive late.

IV. MINUTES

Motion to approve March 6, 2014 Advisory Board meeting minutes tabled until next meeting (no quorum). Cristin Ryan will request that Jann Widmayer correct error and resend minutes.

V. FINANCIAL REPORT

Libby Woodruff stated that there were no changes to the financial report. Approval of financial report tabled until May meeting (no quorum).

VI. OLD BUSINESS

A. Membership Report (Libby Woodruff, City Grants Administrator)

No new information.

B. Website Update (Libby Woodruff)

Libby encourages everyone to log on to FortPierceTours.com to view the website. Many revisions and upgrades have been made and it is looking much better.

C. Banner Update (Libby Woodruff)

Libby Woodruff created a power point program to present options for banner designs and billboard designs. Banner proofs selected was the one with four photos. Libby will revise banner proofs with board suggested changes and send by email to board for final approval. **Cristin Ryan motioned to accept banner template with four photos with adjustments as discussed. Second by Chop Legé, all in favor. Motion carried.**

D. Billboard Update (Libby Woodruff)

Board preferred proof numbers 6 & 7 with some revisions. Libby will revise the two billboard proof choices and send by email to board for final approval and vote.

E. City Parking Garage Retail Space (Libby Woodruff)

Currently windows are being cleaned and lights are being put in. Posters will be put in the windows and they may be up by next weekend.

F. Poster Display Space at City Marina (Libby Woodruff)

Glass display cases will be available to FPAT for summer months. We will also share with Marina when they have tournaments, etc.

G. Notifying FPAT Members of Board Activity (Libby Woodruff)

FPAT members are not getting much information about what is happening within the organization. We should brainstorm about how to keep members connected to let them know what is happening.

VII. NEW BUSINESS

A. FPAT Presentation to City Commission (Libby Woodruff)

Libby reviewed presentation she created to show to the City Commission.

B. Tourism Expo (Libby Woodruff)

SLC Chamber BASH and Tourism Expo on May 21st from 5:30-7:30 pm. Cost is \$100, must be a Chamber Member and supply a door prize. Expected attendance is 100. **Alan Hayes motioned that we pass on this event, second by Jann Widmayer, all in favor. Motion carried.**

C. FPAT Members Volunteering at Community Events (Libby Woodruff)

FPAT should have a plan to attend community events so that we will have a presence in the community. Jann Widmayer offered to try set up a calendar of events that can be voted on to determine which events FPAT would like to attend. Then perhaps we can set up a way to have volunteers sign-up to man the booth at the event.

D. "2nd Street Saturdays" (Libby Woodruff)

The City Manager wanted us to be aware that business owners have come to him for suggestions on how to bring visitors to 2nd street. Everyone gravitates towards the waterfront and festivals, and the other downtown businesses need exposure as well. Maybe FPAT wants to get involved in developing a plan for some type of festival that allows exposure for their businesses. The board would like to invite the downtown businesses to attend an FPAT meeting and join FPAT. Then, perhaps we could develop a plan together that would meet their needs. Libby will communicate with the City Manager and invite those interested businesses to attend and begin to work together.

VIII. BOARD COMMENTS-None.

IX. PUBLIC COMMENTS

Cathy Gibbons suggested that on the number 7 billboard that the designer put FortPierceTours.com be put over the sand, then it will be very large.

X. STAFF COMMENTS

Libby Woodruff will get the designs and suggestions for changes to the designers and back to the board as soon as possible. Then banners and billboard can be ordered.

XI. CLOSE

Meeting adjourned at 4:45 pm.