



# City of Fort Pierce, Florida

Fort Pierce Authentic Tours - Advisory Board Meeting

May 1, 2014

## Minutes

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

**Board Members Absent:** Charlotte Bireley (excused)

**Staff in Attendance:** Libby Woodruff, City Grants Administrator

**FPAT Members and Visitors:** County Commissioner Chris Dzadovski, Karen Smith (St. Lucie County), Pattie Arp (Treasures in Town), Otis Tukes (Kingdom Christian Bookstore), William W. Martz (Kingdom Christian Bookstore), Shari Bentley (Al’s Family Farms), Chrissie Hoeffner (Al’s Family Farms), Arlo Koletzky (SLC Chamber of Commerce), Cathy Gibson (Motorized Kayak Adventures), Meredith Bennett (Manatee Observation & Education Center)

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### 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

### IV. **MINUTES**

Motion to approve April 3, 2014 Advisory Board meeting minutes by Cristin Ryan, second by Rosemary Knight, motion approved.

### V. **FINANCIAL REPORT**

Libby Woodruff presented update of financial report. Previous balance \$77, 211. Deducted expenses: Required ads to advertise meetings for Feb, Mar & April; and expenses for (30) banners. Current balance: \$77,211.28.

### VI. **NEW BUSINESS**

#### A. **“2<sup>nd</sup> Street Saturdays” (Libby Woodruff)**

Several owners of businesses on 2<sup>nd</sup> Street attended today’s FPAT meeting by invitation for a brainstorming session to see if together we can come up with some ideas that would generate additional exposure for the businesses on 2<sup>nd</sup> Street and how to obtain tax dollars that will work towards exposure. After much discussion, it was suggested that the 2<sup>nd</sup> Street businesses get together and develop a proposal defining what they are looking for and incorporate ideas for mutual support. The FPAT board will look forward to hearing a formal presentation at a future meeting.

**B. Quick Response Code (QR) (Libby Woodruff)**

FPAT does have the QR code capability now. The code will be incorporated on signs, brochures, and other advertisements.

**C. Becker Property (Libby Woodruff)**

Karen Smith and Commissioner Dzadovski presented the opportunity of using the Becker Property to springboard the eco-tourism industry, specifically as a home base for FPAT. At this time, the City and FPAT do not have the staff or resources to move forward with that idea. Working within specific guidelines, Karen Smith offered that there were other ways to partner with both nonprofit and for-profit businesses. Libby suggested that Karen get some information together including her contact information and Libby will send that information out to all FPAT members.

**D. FPAT Board - Officer Nominations (Libby Woodruff)**

Rosemary Knight, Alan Hayes, and Cristin Ryan's terms as board members are up for renewal. Cristin Ryan has decided to step away from her position on the board, but will continue to be an active member. Libby will be presenting all other applications to the City Commission for approval. The FPAT board will be voting to accept new board members and electing officers at the June meeting.

**E. Hospitality Classes (Camie Sellin, Arlo Koletzky)**

Arlo Koletzky said that the Chamber has teamed up with IRSC's CCTI department to offer a class on Hospitality. Emily McHugh will be the instructor. Next class is May 12, 19, 26 (holiday-no class), and June 2. Arlo has taken the class and said it was well worth the time. She gave everyone hand-outs about the class and encouraged participation.

**F. Promotional Signs (Camie Sellin)**

Camie Sellin suggested that we have Kory Benton back to discuss directional and promotional signs to get visitors to our businesses in Fort Pierce. Now that we have the banners, it is time to revisit the idea of signage. Libby will ask that Kory come back to the board for presentation and discussion.

**G. National Geographic Ad Leads (Libby Woodruff)**

Libby received from Charlotte a list of 80-100 leads from the National Geographic advertorial who are requesting additional information about FPAT. Libby requests that everyone get her about 200 rack cards so that we can send the information requested. She needs some volunteers to stuff the packets and would like approval from the board to cover postage. **Chop Legé motioned that FPAT cover postage to send out the packets; second by Rosemary Knight; motion carried.**

**H. FPAT Board Meeting Schedule (Camie Sellin)**

Camie Sellin revisited the idea of meeting every other month instead of monthly. The board voted that meetings continue to be held monthly.

**VII. OLD BUSINESS**

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

No new information. There have not been any new membership applications. Mike Adams stated that he spoke with Gary Roberts, and although he could not make today's meeting, he is interested in FPAT and would like to be added to the email/ mailing list. Commissioner Dzadovski suggested that Libby and FPAT members come to the County's Tourism Committee meeting to discuss FPAT memberships. The next meeting is on May 14<sup>th</sup> at 1:30 pm, County Building in the 3<sup>rd</sup> floor conference room. Libby, Chop and Rosemary offered to attend.

**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. Libby updated the VisitFlorida website with current information. Although usable now, Libby is still working with Stacey to get some of the issues resolved. In approximately six months, the City's new web designers will be ready to take it over.

**C. Banner Update (Libby Woodruff)**

Libby Woodruff showed the new banners. There are 30 banners and we need to discuss placement. Areas suggested: Orange Ave, Okeechobee Road, Indian River Drive, Downtown Fort Pierce, Farmers Market area, North US 1, along causeways, near County building on Virginia. Libby will check availability.

**D. Billboard Update (Libby Woodruff)**

The final design for billboard has seven proofs. Proof number 5 was voted best with the following tweaks: add white lines between photos and outline around font with a dark, dark blue. Rosemary Knight motioned to approve proof #5 with revisions suggested; second by Mike Adams; motion carried.

**E. City Parking Garage Retail Space (Libby Woodruff)**

Posters have been mounted in windows of retail space around parking garage.

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

Glass display case at the City Marina will be used to promote FPAT beginning in June.

**G. FPAT Presentation to City Commission (Libby Woodruff)**

Libby thanked those who were able to attend the presentation to the City Commission and thanked those who were with them in spirit. The Commissioners were pleased and impressed with the progress of FPAT.

**H. Status - City Marina Webcam & FPAT Advertising on Webcam (Libby Woodruff)**

Libby said that the contract for the webcam project is still in legal. Commissioner Dzadozski said that he would be meeting with the city attorney to expedite things. If the city is unable to sign on for whatever reason, the County is proceeding and will have webcams, but will not be able to have a webcam at the City Marina.

**I. Facebook "Credits" and Facebook Updates (Libby Woodruff)**

Rosemary offered to work with Libby to investigate and understand what Facebook credits are and how they work.

**VIII. BOARD COMMENTS**

Camie Sellin wanted to thank Libby for her participation and work with FPAT. She did an excellent job on the presentation to the City. She wanted to reiterate that every member should be sending in information that can be posted on the FPAT Facebook page. Consistency is the key and fan base and activity should be increasing if promoted properly. Rosemary will send out the email address weekly where members should be sending their information. Cristin offered to help with postings if promoted properly and fan base increases.

Chop thanked Cristin for her service and let her know that she will be missed on the board.

Alan Hayes stated that promotions and FPAT advertising is working based on the tours he has given and where some of his patrons are visiting from (national and international). Commissioner Dzadozski supports the efforts of FPAT and will continue to be involved. The County has a Hotel Association and if FPAT is represented at their meetings, it is an opportunity for them to send tourists to Fort Pierce.

Mike Adams said that May 8<sup>th</sup> is the 100<sup>th</sup> year Anniversary of the Florida Extension Program and has a full day of activities planned. On May 16<sup>th</sup> there is a Treasure Coast Business Summit in Port St. Lucie in case FPAT wanted to be represented.

Rosemary requested that everyone get their rack cards to her, she is running low at the Vistana.

**IX. PUBLIC COMMENTS**

Meredith Bennett promoted two events coming up at the Manatee Center: on May 9<sup>th</sup>, Ken Gioeli, SLC Extension Agent will be speaking about Sea Turtles and proper lighting and restrictions. We are also busy signing up kids for summer camps. Today, we have 112 kids at the Center for programs. This past week we have had many tourists from overseas and have stated that the Manatee Center is listed in overseas travel magazines.

Arlo Koletzky said that the parking lot is looking better and we think it may be open by next week. Can we put some posters up in the vacant windows at places like the Renaissance building and 121. It would beautify our town and get the word out as well. Fishing Frenzy fishing tournament is downtown on May 9<sup>th</sup> and 10<sup>th</sup>. Weigh in is on the 10<sup>th</sup> about 3 pm and they would love to have donations from local businesses for both the Captains party and for the weigh in.

Shari Bentley from Al's Family Farms wants to know how to get their brochures in various places such as the SLC Aquarium and other places around town. Commissioner Dzadovski suggested that she come to the Tourism meeting to discuss that. Cristin Ryan offered a contact at the Parks & Rec department at the County to discuss having their brochures at the Aquarium, as they are the ones that dictate policy on that.

Chris Dzadovski is working on getting the SKA Kingfish Tournament held in October into the area and it will be a 2-year agreement. If it happens, keep it on your radar so that you can offer specials and coupons so that the families will have opportunities to visit and patronize our local attractions. He will keep us posted on developments.

**X. STAFF COMMENTS**

None.

**XI. CLOSE**

Motion to adjourn by Rosemary Knight; second by Camie Sellin; motion carried. Meeting adjourned at 4:55 pm.