



# City of Fort Pierce, Florida

Fort Pierce Authentic Tours - Advisory Board Meeting

June 5, 2014

## Minutes

**Board Members Present:** Mike Adams, Charlotte Bireley, Alan Hayes, Barry “Chop” Legé, Camie Sellin,

**Board Members Absent:** Cathy Gibson (excused), Rosemary Knight (excused), Jann Widmayer (excused)

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

**FPAT Members and Visitors:** Arlo Koletzky (SLC Chamber), Kerry Firth (Inside Track Almanac), Al Beltran (Sailfish Brewing Company), Adam Pozniak (Dolphin Watch Boat Tours), Billy Gibson (Motorized Kayak Adventures)

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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

*At this time there was a change in schedule allowing Kori Benton to give his presentation on Signage for Tourism Promotion (recorded below as A. under New Business). Then resumed agenda.*

IV. **MINUTES**

**Motion to approve May 1, 2014 Advisory Board meeting minutes by Mike Adams; second by Alan Hayes; motion carried.**

V. **FINANCIAL REPORT**

Libby Woodruff stated that the only expense was for the National Geographic Advertorial in the amount of \$3,500. Current balance \$73,711.28. **Motion to approve financial report by Mike Adams; second by Alan Hayes; motion carried.**

VI. **NEW BUSINESS**

**A. Signage for Tourism Promotion - Board Discussion (Mike Reals, City Public Works Manager; Kori Benton, City Historic Preservation Officer)**

Kori Benton apologized for Mike Reals not being able to be present. Kori gave a presentation on roadway signs and options available to FPAT. Options include sign color and font. He will get exact size of signs and will sketch up some ideas to send to board. Kori mentioned that there may be three signs that can be revamped for FPAT use, either free or for minimal cost. **Mike Adams motioned that we move forward on updating the free signs and after they are completed, discuss placement of the signs; second by Chop; motion carried.**

**Kori distributed forms to all FPAT Advisory Board members asking them to write their suggestions for sign contents and locations for the signs and return the forms at the next meeting.**

**B. FPAT Board Elections (Libby Woodruff)**

In Jann Widmayer's absence, Libby stated that Jann was willing to continue as Secretary/Treasurer if the board desires her to. Newly elected officers are: Camie Sellin, Chairman; Chop Legé, Vice Chairman; Jann Widmayer, Secretary/Treasurer.

**C. Summer Fishing Campaign (Charlotte Bireley)**

Charlotte Bireley stated that this is the third summer the county is using television to promote our area as a boating/fishing destination using budget funds of \$25,000. The spot that is currently running in the Orlando market was created by a local television producer.

**D. Rack Card Distribution Ideas (Camie Sellin)**

When FPAT rack cards are available, Camie Sellin wanted to know what they might look like or if there were any ideas about design. As far as distribution, she said that we should really have some near Disney. She said that FPIS is a company that has various options and that they can distribute everywhere. Camie handed out information on FPIS. She said that FPIS is only one option, but she would welcome other ideas and options submitted by members. Camie will put together a plan for using FPIS. **Motion was made by Charlotte Bireley to assign some marketing funds for brochure distribution; second by Mike Adams; motion carried.**

**D. Billboards (Chop Legé)**

Chop Legé stated that he thought the billboard we have up is great and suggested that we should have additional billboards. The cost of billboards is approximately \$1,000 per month for a prime location such as I95. Libby will put together some prices for various locations to present at a future meeting.

**E. FPAT Minutes (Camie Sellin)**

Camie Sellin would like to have the minutes sooner for review. Others agreed. Mike Adams will speak with Libby to offer help with getting them out sooner.

**VII. OLD BUSINESS**

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

No new information.

**B. Updates on Website, Banners and National Geographic Ad (Libby Woodruff)**

Banners have been picked up and are slated to be installed. Website is running and looking good. Great response to National Geographic Ad which has generated over 500 requests for additional information. There have been two mail-outs of information.

**C. Webcam (Charlotte Bireley)**

Charlotte provided an update on the Webcam program. It is progressing quickly and scheduled to be on the City's board agenda on June 16; the County board agenda on June 17; and the IRSC board agenda on June 24. This is a joint venture between the County, City and IRSC and will include 3 webcam locations: the City marina, the old Coast Guard Station and Jetty Park. FPAT will be featured on webcam.

**D. Visit Florida Grant Award Update (Libby Woodruff)**

Received letter of award and are waiting on contract.

**E. Facebook “Credits” and Facebook Updates (Libby Woodruff)**

Just today, Libby received an email from Rosemary related to Facebook credits. She has not had time to review, but will bring information to a future meeting. There have been no Facebook posts at all, so Libby asks that information be sent to her from now on.

**VIII. BOARD COMMENTS**

Mike Adams suggested that we work with IRSC to put together a video/commercial showing local attractions and activities of members to have posted to our County channel. It would show that if you are a member, there are advantages and if you are not a member, you are losing a great opportunity. Charlotte will get some information on cost and opportunity.

Camie Sellin received information regarding the Treasure Coast Sportsman’s Expo scheduled for August 9-10 at the PSL Civic Center. It is put on by South Florida Event Management and they said that it is promoting outdoor activities. They are having booth vendors indoors-\$250 per 10x10 booth and includes table, linens and two chairs. She brought the information to FPAT to evaluate interest. It was suggested that she bring it back to the next meeting along with additional information and how they will be promoting the event and budget.

**IX. PUBLIC COMMENTS**

Arlo Koletzky said that the SLC Chamber is hosting the new teacher orientation this year. They are looking for donations for the event. Event is August 8, and they would like donations by August 1.

Kerry Firth of Inside Track Almanac said that the next issue is all about summer activities. She wanted to be sure everyone knows that advertisers also receive editorial. Cost is \$325 for ¼ page, \$575 for ½ page, and \$1,050 for full page. She wants to put information about the webcam project into an issue, so keep her posted.

Al Beltran of Sailfish Brewery would like to be a bigger part of FPAT. Saturday Sailfish Brewery is hosting a benefit for Undercover Skate Shop. He offered that FPAT could set up a tent for every event at no cost. They have brewed over 50 beers in the past 7 months. He invited everyone to come to him, offer up ideas and let’s work together.

(Not sure who was speaking-did not identify himself) Asked about signage opportunities at the County for those businesses that are not located within the City of Fort Pierce. Charlotte Bireley said that she did not think that there were any programs, but she would check and get back to him.

Billy Gibson of Motorized Kayak Adventures said that Cathy would probably be able to help with the minutes.

**X. STAFF COMMENTS**

No commentd.

**XI. CLOSE**

**Camie Sellin motioned that the meeting be adjourned; second by Chop Legé.** Meeting adjourned at 5:10 pm.