



City of Fort Pierce, Florida

Fort Pierce Authentic Tours - Advisory Board Meeting

August 7, 2014

Minutes

Board Members Present: Mike Adams, Cathy Gibson, Alan Hayes, Barry “Chop” Legé, Camie Sellin, Jann Widmayer

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

Staff in Attendance: Libby Woodruff, City Grants Administrator

FPAT Members and Visitors: Gary Roberts (Endless Summer Winery), Gary Guertin (Treasure Coast Angler)

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 July 3, 2014 Advisory Board meeting minutes by Mike Adams; second by Chop Legé; motion carried.

V. FINANCIAL REPORT

Libby Woodruff stated that the financial statement shows a beginning balance of \$63,311.28. Monies spent: Clear Channel Outdoor (billboards) \$20,150; Postage for Nat. Geo mailout \$1,029; Meeting advertisement \$35; canvas work on banners \$375.00. Available funds \$41,719.28. Should have an additional \$45,000 as of October 1. **Motion to approve financial report by Alan Hayes; second by Mike Adams; motion carried.**

At this time, Chop Legé wanted to thank the board for moving forward with the billboards. He has received comments and new customers from those billboards.

VI. OLD BUSINESS

A. Membership Report (Libby Woodruff)

New application from Art Mundo.

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

Banners are up. Look for them around town. Website is updated and tweaked continuously. One billboard is completed and up (US 1 heading south between Indrio Road and the entrance to Fairwinds Golf Course, second will be installed in September at Midway and US 1 headed North.

Libby also thanked Cathy Gibson and Jann Widmayer for their help in completing the Nat Geo ad response mailouts to approximately 1,000 people.

C. Update on Webcam (Charlotte Bireley)

Libby said that Charlotte is unable to be here and her information about the project is limited. All has been approved and the project is moving forward. She believes that the hardware has been purchased, but is not sure if it has been installed yet.

D. TV Commercial Discussion/Update (Camie Sellin)

Board reviewed information provided and agreed that it is very costly. We do not have the funds for this big a project, so we will table the idea for now.

E. Template for Downtown Sign Design (Camie Sellin)

Reviewed placement for new signs. Decisions moved to next month to allow board to decide on verbiage, font, color; and where we would like them placed.

F. Visit Florida Grant Award Update-Rack Card Designs (Libby Woodruff)

Board reviewed designs submitted and narrowed it down to three front designs and three back designs. Suggestions for a few minor revisions were made and noted. Libby will communicate those changes to Walt Hines. Libby will get some prices for printing the rack cards.

G. Facebook "Credits" and Facebook Updates (Libby Woodruff)

Libby investigated Facebook credits and now knows how to use them. At the moment, we do not have any Facebook credits. There is a possibility that if we had any they expired. We may get some "credits" when we renew the domain names.

VII. NEW BUSINESS

A. TV/DVD Discussion/Purchase for Visitor Center (Libby Woodruff)

Board decided that the 42" TV for exposure in the visitor center is a good investment. **Motion to approve up to \$400 to purchase the 42" TV by Alan Hayes; second by Camie Sellin; motion carried.**

B. Display Booth Discussion /Purchase (Libby Woodruff)

Libby had information on several display booth options. Suggestions for type of display were discussed and Libby said that she would do some additional investigation.

C. Other Marketing Ideas-Static Clings (Libby Woodruff)

Libby had information on static clings. Board thought that was a good idea, so Libby said that she would get some designs and pricing on those.

Libby also brought up that the mural on the back of the 7-11. The mural is in disrepair. It cannot be painted over, something must be put back in its place. Libby wanted opinions on helping with the repairs. There is a mural artist that will donate his time to paint the mural and the supplies and stucco should not cost more than \$2,000. Art Mundo has agreed to do some fundraising if costs should exceed that. If FPAT would cover the \$2,000 cost for supplies, in return, FPAT would have a say in the design of the mural and the FPAT website would be incorporated in it. **Motion made for FPAT to cover up to \$2,000 of the cost of supplies by Mike Adams; second by Alan Hayes; motion carried.**

VIII. BOARD COMMENTS

Camie Sellin wants to be sure that all board members are all active participants. We are a small board and need the input of every member. It was decided that a letter should be sent to any inactive board

member to encourage them to come to meetings and participate, or perhaps they would consider relinquishing their position to someone who could actively participate.

IX. PUBLIC COMMENTS

Gary Guertin (Coastal Angler Magazine) stated that the circulation is over ½ million now. Format of magazine is changing to be more user friendly and will have a big impact as well. He wanted to offer special pricing on advertising for those interested and offer the ability to provide inserts in magazine.

X. STAFF COMMENTS

No comments

XI. CLOSE

Motion to adjourn by Camie Sellin; second by Chop Legé. Meeting adjourned at 5:08 pm.