



Fort Pierce Authentic Tours Program

AGENDA

May 1, 2014

3:30 p.m.

I. CALL TO ORDER

II. PLEDGE OF ALLEGIANCE

III. ROLL CALL

IV. MINUTES

V. FINANCIAL REPORT

VI. NEW BUSINESS

- A. 2nd Street Saturdays Brainstorming Session (Libby Woodruff; Guest – Otis Tooks, Downtown Fort Pierce Business Owner)
- B. Quick Response Code (QR) (See Agenda Attachment) (Libby Woodruff)
- C. Becker Property (Libby Woodruff)
- D. FPAT Board - Officer Nominations (Libby Woodruff)
- E. Hospitality Classes (Camie Sellin, Arlo Koletzky)
- F. Promotional Signs (Camie Sellin)
- G. National Geographic Ad Leads (Libby Woodruff)
- H. FPAT Board Meeting Schedule (Camie Sellin)

I. OLD BUSINESS

- A. Membership Report (Libby Woodruff)
- B. Website Updates (FPAT and Visit Florida) (Libby Woodruff)
- C. Banner Update (Libby Woodruff)
- D. Billboard Update (Libby Woodruff)
- E. City Parking Garage Retail Space (Libby Woodruff)
- F. Poster Display Space at City Marina (Libby Woodruff)
- G. FPAT Presentation to City Commission (Libby Woodruff)
- H. Status - City Marina Webcam & FPAT Advertising on Webcam (Libby Woodruff)
- I. Facebook "Credits" and Facebook Updates (Libby Woodruff)

VII. BOARD COMMENTS

VIII. PUBLIC COMMENTS (5 MINUTES PER CITIZEN)

IX. STAFF COMMENTS

X. CLOSE

Q-R Codes for FPAT Promotional Materials

A QR Code (it stands for "Quick Response") is a mobile phone readable barcode.

In its simplest sense think "print based hypertext link" - simply encode a URL into the QR Code and then point a mobile phone (or other camera-enabled mobile) at it. If the device has had QR Code decoding software installed on it, it will fire up its browser and go straight to that URL.

But it doesn't stop there - a QR Code can also contain a phone number, an SMS message, V-Card data or just plain alphanumeric text, and the scanning device will respond by opening up the correct application to handle the encoded data appropriately courtesy of the FNC1 Application Identifiers that are embedded in the encoded data.

Check this out:

