



VETERANS MEMORIAL PARK FOUNDATION OF PENSACOLA, INC.
Board of Directors Meeting, September 12, 2019
MINUTES

Board Members Present

Paul Entrekin, Don Chipman, Pete Frano, Peter McKanna, Jim Murphy, Dave Glassman, Stacy Pruitt, Stan Barnard, Jill Hubbs, and Butch Hansen.

Board Members Absent

Nancy Bullock-Prevot, Hosea Goodwyn (City Representative), and Ed Holt (Legal Advisor).

Guest(s) Present

Kevin McMains; Phil Genc; Jessica Roth (Cumulus Media); Warren Palmer (Volunteer Coordinator).

(Motions and actions taken are listed in red)

Call to Order and Welcome: President Entrekin called the meeting to order at 3:30 p.m. and asked those present to observe a moment of silence for those reflected in the Park. The Pledge of Allegiance followed the moment of silence. He welcomed the guests and asked if any wished to address the Board.

Before visitor comments, President Entrekin asked Butch Hansen for a summary of a meeting they had just completed with Mayor Robinson. The City is still considering making Bayfront just two lanes. That could make room for parking for the Park. There is also a possibility of the City adding diagonal parking along 9th Street. Both are State roads controlled by FDOT. In the interim, the Mayor suggested the possibility of closing two lanes of Bayfront (west bound bordering the Park) during major events. The entire street is already closed for the Veterans Day parade, so keeping half closed during the event to allow parking would not have a huge impact. The Mayor will also meet with Gulf Power representatives and ask that they make their lot available for parking during the Veterans Day ceremony. The Mayor also said he would look into past commitments from the City to construct restrooms at the Park.

Jessica Roth from Cumulus Media briefly addressed the Board regarding continued efforts to hold their annual Veterans Day event near the Park. She will also contact Gulf Power about using their outdoor space and will consider closing Romana Street from Bayfront to 9th which is already mostly unuseable after the Parade. Cumulus will also advertise the event on their five local stations with a total listenership of approximately 250,000.

Secretary's Report: Jim Murphy reported on the following:

- He was not present for the August 22 meeting. President Entrekin stated the minutes from the August 8 meeting were approved at that time.
- Briefly discussed the recent annual Chief Petty Officer Initiation training event held in the Park on September 2 and plans for next year.

Treasurer's Report: Pete Frano reported on the following:

- The current balance is \$33,152 which includes all Gold Star Memorial Monument funds (~\$8,500) and monies remaining from the Marine Aviation Memorial Bell Tower (MAMBT) event (~\$4,800). Only about \$20,000 is useable for general Park/Foundation expenses.
- The Wingman Foundation has committed to funding the \$50,000 MAMBT makeover.
- He has spoken to Cox Cable and is awaiting a proposal for faster and cheaper internet service now that our initial contract has expired.

President's Report: President Entrekin reported on the following:

- No word yet from Ed Holt regarding the agreement for the existing cut-outs.
- No word yet from Andy Caputi regarding the Blue Angels Association desire to sponsor a WoH brick section. Pete McKanna said the proposal is still being discussed by that Association.
- Elections for new Directors will be held during the second meeting of October. There are currently four applications for four open seats. Cissie Whitt has expressed interest in serving as Secretary. The other desire duties of future new Directors include a second fundraising point-of-contact, a grant writer, a tech support person, and an event coordinator.
- A possible change to the by-laws, to have new Directors service a one-year 'probationary' term before approval for the second two years, was briefly discussed. President Entrekin will contact Ed Holt about drafting this by-laws amendment.



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- President Entrekin is awaiting confirmation of the Marine Corps Color Guard and Rifle Detail for Veterans Day. Stacy Pruitt remains in contact with that point-of-contact. All other event planning is coming together.
- He asked Pete McKanna about the Purple Heart Monument rehabilitation. Pete McKanna said that Marcus Michels opted for a complete replacement in lieu of a rehab project and has agreed to fund the entire \$7,500 Park improvement. Pete McKanna asked that the installation of the replacement monument be added to the Veterans Day ceremony script.

Vice President's Report: Don Chipman reported on the following:

- He has been updating the website with meeting dates and asked for notice of any upcoming events to add to the calendar.
- He is looking for grant opportunities from the Federal government and discussed the Gulf Power Foundation Amplify grant.
- Stacy Pruitt asked if the Christmas Tree lighting event would be repeated and if so when it would be schedule since this was used last year as a Toys for Tots collection site. After discussion, it was decided the event will be held on Saturday, December 7 beginning at 4:00pm with the lighting held at 5:00pm.

Operations Officer: Pete McKanna reported on the following:

- The new lights on the Korean War Memorial are operable and look great.
- Smith Electric donated all parts and labor for installation of lights on the Persian Gulf War Monument, approximately \$2,000 worth of work.
- Asked Pete Frano if the Square would be operational for merchandise transactions on Veterans Day. Pete said it would be ready. Pete discussed the need to maximize sales at Veterans Day and the Christmas Tree lighting and the need to arrange volunteers in advance of these events.
- He asked if there were any objections to moving the meeting time to 3:00pm. There were substantial objections.

Committee Reports

Walk of Honor: Butch Hansen reported on the following:

- He has received four orders in the last two days and submitted ten brick orders last week.
- The deadline to order a brick and ensure installation by Veterans Day is October 1.
- The Naval Academy Alumni Association will discuss their desires to sponsor a section of bricks at their next meeting. They already have at least 21 members interested in a brick.

Technology: Dave Glassman reported on the following:

- The Facebook advertising campaign has resulted in six brick sponsorships and \$1,000 of revenue since August 5. More detailed metrics will be available at the next meeting.

Events Coordinator: Don Chipman had nothing further to report.

Merchandise: Nancy Bullock-Prevot was not present.

Marketing: Jill Hubbs reported on the following:

- Cox is creating a television ad with general WoH content for she lacks funds to purchase airtime. **Jill made a motion for \$1,500.00 to purchase needed airtime; \$500.00 per month in October, November, and December. Second by Pete Frano. The motion carried.**
- Jessica Roth will produce and run some air for free.
- Jill is working on the forthcoming social media advertising push.
- The Kugelman grant deadline is September 21. This led to a longer discussion about potential grants.
- President Entrekin asked about the proposed Gosport ad in the last-ever edition of the paper. Gosport has offered a full-page, color ad for \$495.00. **Motion by Pete Frano to fund this ad. Second by Stan Bernard. The motion carried.**



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Fundraising: Stan Barnard had nothing to report.

Military Liaison: Stacy Pruitt reported on the following:

- Asked if there was a need to additional volunteers for Veterans Day. He will seek volunteers for set-up and tear-down. Pete McKanna said Home Depot will also be providing volunteers for the event.

City Representative: Hosea Goodwyn was not present.

Business from the floor: None.

Adjournment:

The meeting adjourned at 5:17pm. The next meeting is scheduled for Thursday, September 26, at 3:30p.m.

Submitted by:

James M. Murphy