



VETERANS MEMORIAL PARK FOUNDATION OF PENSACOLA, INC.
Board of Directors Meeting, November 08, 2018
MINUTES

Board Members Present

Paul Entrekin, Andy Caputi, Pete Frano, Peter McKanna, Jim Murphy, Butch Hansen, Stacy Pruitt, Richard Penrose, Jill Hubbs, Nancy Bullock-Prevot, David Glassman, and Vernon Stewart (City Representative).

Board Members Absent

Jim Durr, Lisa Rawson and Ed Holt (legal advisor).

Guest(s) Present

Katherine Ford and Jessica Edwards (Junior League of Pensacola); Chris Comeau (Wingman Foundation); Bob Rivera; Stan Barnard; French LaFontaine, and 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 we represent in the Park. The Pledge of Allegiance followed the moment of silence.

Katherine Ford from the Junior League of Pensacola gave a presentation about the group's upcoming Evening in White dinner which is annually held at a surprise location announced 24 hours before the event. The Junior League is requesting to conduct this dinner in Veterans Memorial Park for 400 to 500 hundred people on April 06 or April 13, 2019. The event is a fundraiser for Kinds in the Kitchen, which helps feed underprivileged children, and to raise awareness about Trafficking in Persons (TIPS). **Motion by Jim Murphy to endorse use of the Park on the preferred date of April 06. Second by Andy Caputi.** After discussions about concerns of having a 'party' in front of the Wall South and no definitive plans to honor the military or KIA, **the motion was tabled until the next meeting.** The Junior League will return to the Board with plans to appropriately honor the military and those represented in the Park. Dave Glassman and Jim Murphy both volunteered to assist the Junior League in that endeavor.

Chris Comeau gave a brief presentation about his group's fundraising efforts. President Entrekin presented Chris with a framed photograph of the Marine Aviation Memorial Bell Tower in recognition of his group's recent and substantial contribution.

Lisa Rawson was not present for presentation of her framed photograph of the Park in recognition of her service on the Board. Her term will end after the Veterans Day ceremony on November 12.

Stan Bernard had nothing to report.

Warren Palmer reported that he is working with Stacy Pruitt to arrange transportation for military volunteers from NAS Pensacola for the ceremony on November 12.

French LaFontaine has a group of volunteers, including Brown Helicopter and Sherwin-Williams, interested in painting the Cobra. This group includes the labor needed to perform the work.

Secretary's Report: The Secretary was absent from the last meeting. Nancy Bullock-Prevot took notes and will present them as minutes in the near future. At President Entrekin's request, Mr. Murphy discussed his wife Jayne's recent VIP ride in Blue Angel 7.

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

- The current combined balance (Pen Air and Bank of Pensacola accounts) is \$39,324.78. **Motion by Jill Hubbs to accept the Treasurer's report. Second by Stacy Pruitt. The motion carried.**

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

- There have been no recent reports from Signal 88.
- He and Andy Caputi presented the photograph to Gus Silivos at Skopelos, immediately before the meeting, in recognition of his support of the Park. The print will be hung prominently in the restaurant.



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- Asked Vernon Steward, the new City Representative, to introduce himself. Vernon was replaced Bill Weeks in this role and pledged his support from the City and to the Junior League getting any necessary approvals for their event. Butch Hansen mentioned he would like to meet with the incoming mayor, along with President Entekin, to provide background information on the Park.

Committee Reports

Operations Officer: Pete McKanna reported on the following:

- The rope in the Marine Aviation Memorial Bell Tower was repaired.

Walk of Honor: Richard Penrose reported on the following:

- Distributed a report detailing section one sales. Net profit from the first section was reported as \$11,476.50.

Vice President: Andy Caputi thanked those who volunteers to gather chairs earlier in the day in preparation for Veterans Day.

Past President: Butch Hansen had nothing to report.

Technology: Dave Glassman reported on the following:

- An email blast about Veterans Day will be released to approximately 7,300 email addresses this afternoon.

Military Liaison: Stacy Pruitt reported on the following:

- There were over 100 volunteers at our last clean-up event in the Park. President Entekin has signed Letters of Appreciation for each volunteer and Stacy will distribute them.
- Veterans Day ceremony volunteers will include uniformed Marine lieutenants to serve as ushers. Warren Palmer may have four or five Soldiers from the Army Veterinary Center as volunteers as well.

Marketing: Jill Hubbs reported on the following:

- Distributed a proposed marketing program plan. Andy Caputi has pledged \$100.00 toward Facebook advertising. Dave Glassman will confirm if any funds remain from the previous Facebook marketing effort by Wendell Slater.
- The proposal includes a plan to use Cox Cable advertising which reached 50,000 households. A total of 170 advertising spots would cost \$400.00. Jill also discussed other paid television and radio ads and free interview spots.
- She has already sent a Veterans Day Press release.
- Ballinger Publishing has offered 3 half-page color ads in the Gosport in December with a holiday theme.
- Presented a draft ad for the Pensacola News Journal which offers limited free advertising for non-profits. This ad would be for the Walk of Honor.
- Discussed the recent WEAR Angels in our Midst piece about Warren Palmer.
- Discussed a plan to use a new digital billboard at Garden Street and Barancas Avenue to advertise the Walk of Honor at a cost of \$500.00. Vernon Stewart committed the city's billboard on Chase Street for the same purpose, free of charge.
- **Motion by Andy Caputi to increase the previously-approved \$800.00 Gosport advertising budget to \$1,300.00 to fund \$400.00 on Cox, \$400.00 on Gosport, and \$500.00 for the billboard. Second by Richard Penrose. The motion carried.**

Merchandise: This position is vacant.

Public Affairs: Covered in Marketing.



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City: Vernon Stewart made his comments earlier.

Legal: Ed Holt was not present.

Business from the floor:

- Andy Caputi suggested we make a blank 8x8 brick available to General Secord to express our gratitude to him for serving as our guest speaker on Veterans Day. The concept was approved without objection.
- Warren Palmer reported that the bell in the Marine Aviation Memorial Bell Tower is working fantastically.
- Jill Hubbs asked if the Board had a plan in case of inclement weather during the Veterans Day ceremony. The decision was made to make a go/no go decision based on the parade go/no go decision anticipated to be made the morning of the event.

Adjournment:

The meeting adjourned at 4:53p.m. The next meeting, an Executive Committee meeting, is scheduled for Thursday, November 29, at 3:30p.m. The next regular Board meeting is scheduled for December 13.

Submitted by:

James M. Murphy