



VETERANS MEMORIAL PARK FOUNDATION OF PENSACOLA, INC.
Board of Directors Meeting, September 27, 2018
MINUTES

Board Members Present

Andy Caputi, Pete Frano, Peter McKanna, Jim Murphy, Jim Durr, David Glassman, Richard Penrose, and Nancy Bullock-Prevot.

Board Members Absent

Paul Entrekin, Butch Hansen, Stacy Pruitt, Lisa Rawson, Jill Hubbs, Bill Weeks, and Ed Holt (legal advisor).

Guest(s) Present

Stan Barnard, Wendell Slater, and Warren Palmer (Volunteer Coordinator).

(Motions and actions taken are listed in red)

Call to Order and Welcome: Vice President Caputi called the meeting to order at 3:30 p.m. and asked those present to observe a moment of silence to commemorate and honor our Fallen Veterans. The Pledge of Allegiance followed the moment of silence. Since we had visitors, the meeting was called to order without a quorum initially but a quorum was established soon thereafter.

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

- The minutes from the September 13, 2018 meeting were presented and accepted without objection.
- He spoke briefly about his desire to turn over Secretary responsibilities at the beginning on the next business year, in part because he will miss several upcoming meetings due to an out-of-town work commitment. He highlighted the needed for written minutes as a recording is insufficient, especially in light of a recent, potential subpoena of those minutes regarding.
- He was contacted by the Foundation's legal advisor regarding a process server attempting to serve the Foundation with a subpoena in State of Florida v. Link. Mr. Murphy left a voicemail for the process server and has not yet heard back from her.

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

- The current balance in the Pen Air account is \$14,838.83. The current balance in the Bank of Pensacola account is \$32,480.11 which includes funds raised for the Gulf War Memorial. The Treasure's report was accepted without objections.
- Later in the meeting Pete has a question about Gold Star Memorial donations. He recently received a check for that project. He will ledger the books to notate those donations.

President's Report: Vice President Caputi reported on the following:

- President Entrekin is recovering from his recent surgery.
- The Foundation is an Impact 100 finalist for over \$100,000 toward the lighting renovation and improvement. A final decision is expected in about two weeks. Andy submitted a 'wish list' of items the Foundation needs which will be posted on the Impact 100 website. He included gifts cards from Home Depot or Lowes, flags, and other items along with Walk of Honor brick sponsorship and cash donations.
- Public Storage has not been cooperative regarding our storage space. He will be moving the trailer and the storage space to Thrifty Storage which offers a much better rate and lower than previously approved by the Board.
- He has struck a deal with Speed-D-Printing for business cards. Board members can contact Jenni and receive 250 cards for \$32.00. There is a four-day turnaround on these orders.
- **Recommended using Walk of Honor bricks, at our cost, to recognize donors. After some discussion, a final motion was made by Jim Durr to use Walk of Honor bricks to recognize donors and in-kind donors with a large brick for donations of \$400.00 and over. Second by Richard Penrose. The motion carried.**

Committee Reports



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Operations Officer: Pete McKanna reported on the following:

- The Gosport Walk of Honor advertisement will run on September 14, one week later than planned. This ad was donated by Mr. Malcolm Ballinger, the publisher. The ad will be repeated, funded by the Foundation, in the September 21 issue of the Gosport.
- He previously shared the draft grant proposal from Andrea Krieger. He was unclear who was responsible for submitting grant applications. Andy Caputi will follow-up with Jill Hubbs who has accepted the role of Fundraising chair.
- He has not received any word yet on the Home Depot grant application, the funds from which would support the October 13 clean-up event. Several hand tools and supplies are needed to adequately employ the expected volunteers which may number close to 100. **Pete McKanna made a motion for up to \$700.00 toward supplies and hand tools if the grant is not approved in time for this event. Second by Nancy Bullock-Prevot. The motion carried.**
- Pete has been approached by a concerned citizen experienced in landscaping who recommended removal of the crepe myrtles at the Park entrance. This led to a brief discussion but not decision on how to move forward.

Walk of Honor: Richard Penrose stated that current brick sponsorship is 30 4x8 and 11 8x8 plus 10 that were not installed in section one.

Vice President: Andy Caputi gave his report previously.

Past President: Butch Hansen was not present.

Technology: Dave Glassman reported on the following:

- The recent Walk of Honor email went to 7,981 good email addresses. We have had 2,409 people opt out of receiving our emails all time (not after the recent email). There was a 26% open rate; 15% is considered very good. The click rate was 2.47 (considered pretty good) but the conversion rate (those who sponsored a brick) was very low with only six conversion from the 7,981 email recipient.
- DigiPro is working on a development sprint that will upgrade the online purchasing software used by Walk of Honor. This is a DigiPro domain-wide effort not specific to the Foundation website and at no cost to us.
- Cat Country radio and three other stations have offered a 15-minute interview on October 2. Since President Entekin continues to recover from surgery and Vice President Caputi will be out of town, Dave will participate in the interview and use the opportunity to market Walk of Honor.
- There is a Skyhawkers reunion in November. A total of 350 will be in town for the event and 250 of them will be in the Park on Saturday, November 3.

Military Liaison: Stacy Pruitt was not present but Pete McKanna mentioned that no transportation was needed for military volunteers for the October 13 event.

Finance and Marketing: Jill Hubbs was not present.

Merchandise: No report was given.

Public Affairs: No report was given.

City: The City Representative position is currently vacant.

Legal: Ed Holt was not present.



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Business from the floor: Wendell Slater gave a brief presentation to the Board. He had some concerns on Walk of Honor marketing messaging consistency and presented the Board a marketing guide he prepared. Who will work this strategy for free because he wants a position on the Board. His strategy revolves around the words Priceless, Meaningful, and Legacy. He is specifically interested in being the Social Media chair and attracting a younger demographic. This committee does not currently exist and Marketing is chaired by Jill Hubbs.

Adjournment:

The meeting adjourned at 5:10p.m. The next meeting is scheduled for Thursday, October 11, at 3:30p.m.

Submitted by:

James M. Murphy