

Friends of Anastasia Board Meeting Notes/Minutes

March 18, 2014 7:00 PM – 8:15 PM

President: Greg Adams (present)

Vice President: Rita Roberts (present)

Secretary: Sharon Burbelo (present)

Treasurer: Doug Imshaug (present)

Board members: Dennis Salvati, Rich Gallik, Karl Holland

Board members absent: Triss Holland, Bob Ganley, Alt. Director, Dave Goldy

Member Members/Guests: Diane Glass, Louise Gallik

Anastasia State Park: Brittany Sims

1. Call to Order

2. Mission

Friends Gathering Together to Celebrate, Protect & Enhance the Natural Beauty in Anastasia State Park.

3. Roll Call

**3.1 Board Members – Greg Adams, Rita Roberts, Sharon Burbelo
Doug Imshaug, Dennis Salvati, Karl Holland, Rich Gallik.**

4. Discussion and/or Approval of 2/18/14 Minutes

Discussion of need to correct the spelling of one sponsor on website was had. Dennis will make correction. Motion made by Rita, seconded by Karl, to approve with change. Voted yes to approve.

5. Meeting Agenda

5.1 Anastasia State Park: Brittany Sims

Planning for the Haunted Hayride which will be October 25, 2014 5:30 PM – 9:30 PM continues. The next meeting will be on May 20th at 6pm and all are invited to attend.

Brittany will be away from March 31st through April 7th. She will also be attending a training session at the end of April.

5.2 Financial Report: Doug sent by email prior to meeting. He reports bank total is \$19,500. Greg Adams reported that he had another \$371.

5.3 Membership Report:

Dennis gave the membership report and presented a written summary. Total membership: 117 in good standing. He reported that an in-depth purge was done and 35 memberships were dropped.

5.4 Popcorn machine: A discussion followed regarding purchase options and financing. Bob Ganley was not present (as well as Triss Holland) and the decision was made to table the issue until next meeting. Karl Holland agreed to get prices on popcorn, etc.

5.5 Website (Dennis addressed)- Dennis Salvati continues to update the website and recent changes were made to the ESR section.

Rich Gallik presented us with a copy of the email that he had sent earlier regarding updating our website. Included were different options currently used by other Florida State Parks. A discussion followed and we will continue to discuss at upcoming meetings. A discussion followed regarding the fact that it is time consuming to keep the website up-to-date and that Natalie offered in the past to set up “word press”.

Rich Gallik reported that he discovered that Richard Goldman, the Executive Director of St Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau lives in St. Augustine. The board agreed that an invitation to attend one of our board meetings should be extended to him to hopefully give us some insight into how we could increase membership and fundraising outcomes. Rich Gallik agreed to contact him.

Consideration was given to make Brian (of the Beach Shop at ASP) a corporate member of Friends of Anastasia and include this on the website, but before any action will be taken Brittany will discuss with the appropriate Park officials. This has never been done in the past. The board will reconsider at a future meeting.

5.6 Haunted Hayride: Meetings continue and tasks are being delegated. The next Haunted Hayride meeting will be Tues., May 20th, 2014 @ 6:00 PM prior to the regular May Board meeting.

5.7 Endless Summer Run

Dennis Salvati provided each member with a copy of the March 11, 2014 ESR Committee Meeting Notes. After our perusal a lengthy discussion regarding each of the 7 points covered was had by the board and a vote was taken on number 3 and on number 5.

Specifically: regarding point # 3, it was reiterated that:

ESR Committee Proposal: “Previous understandings of the monies that would be split were discussed and Jim Wauldron is now proposing a new split. It would be: Friends of Anastasia State Park would receive all net profit monies up to “double” what our net profit was from the 2013 ESR (the ESR 2013 net profit according to Doug Imshaug for 2013 was approximately \$2,200). The actual ESR 2013 net profit number was verified on Doug’s 2013 ESR Worksheet to be \$2,278. After that, all remaining net profits would be split 50-50 between Friends of Anastasia State Park and Don’s Friends. Using the actual 2013 ESR net profit of \$2,278 stated earlier, the split would be: To Friends of Anastasia - \$4,556, plus ½ of all net profit from the 2014 ESR above that amount. To Don’s Friends - ½ of the net profit above \$4,556. This agreed upon split will be brought to the Friends of Anastasia State Park board for discussion, a vote and possible approval at their monthly board meeting on March 18th, 2014”.

Eight members were in attendance for this vote. Seven members present voted to approve this plan and one member, Doug abstained from voting. A motion was made by Karl Holland to accept this vote and Rita Roberts did second the motion.

Specifically: regarding point # 4, it was reiterated that:

ESR Committee Proposal: “Jim and Renee Wauldron, and the rest of this committee agreed to have the website changed to more prominently show that the Friends of Anastasia State Park CSO is a co-sponsor with Don’s Friends. On the color turtle picture on the website and on the future T-Shirts to be produced, the words “St. Augustine Beach” would be taken out and replaced with “Anastasia State Park, St. Augustine, FL”.

Specifically: regarding point # 5, it was reiterated that:

ESR Committee Proposal: “The Sponsorship level changes/increased dollar figures) were discussed (Green through Platinum). It was stated that any changes like these must be brought to the Friends of Anastasia State Park board for discussion and approval. It was agreed by the committee that the sponsorship changes looked OK at this time, but would be discussed and voted upon by the board on March 18th, 2014”.

The eight members in attendance approve this. A motion was made by Karl Holland to accept and Dennis Salvati did second the motion.

Specifically: regarding point #6, it was reiterated that:

ESR Committee Proposal: “The business owner / sponsor letter that Doug presented would be changed to mention providing logos (where applicable to sponsorship levels), as well as other perks that the various business sponsorship

levels/donors will receive. Dennis Salvati will send an email to Doug Imshaug and this committee with these changes. Doug suggested that we look at the “Sponsors” page of the Endless Summer Run website for suggestions on what should be changed on the sponsor letter. Among other things, we also discussed the adding of a statement that “In-kind donations and cash/check donations of any amount are greatly appreciated”.

Regarding the last line, Doug Imshaug agreed to add this to the bottom of the sponsor sheet.

NOTE: For additional detailed information regarding the ESR-2014 committee meeting that took place on March 11, 2014, please visit the “Items of Interest” area of the Mail page of our Friends website.

5.8 Committee Chair Reports

5.8.1 Fundraising– Open

5.8.2 Endless Summer Run- Open

5.8.3 Roadside Clean-Up (Rita): The weather was good and 9 people participated. We even found \$11 cash on the roadside that was given to Greg and Rita to be donated to Friends. The next cleanup will be in about three months. Thanks went to Rita and the entire volunteer group for a job well done.

5.8.4 Recycling/GoGreen (Greg): \$360 was generated from cans. That’s great.

5.8.5 Website- (Dennis): See 5.5 (above)

6. Announcements –

A cleaning of the shed is planned for April 5th at 8:30 am.

The Next meeting to discuss October Haunted Hay Ride will be held @ 6pm on May 20th and all are invited to attend.

The next Hot Dogs and Jam will be held on May 24th from 6pm-9pm.

Rich Gallik obtained a card to wish Paul Crawford well as he retires from service. We all signed it and Brittany will be sure that he gets it.

7. Next meeting 4/15/14 @ 7:00 PM at the park office.

8. Meeting Adjourned: Motion by Dennis, seconded by Rita.