**BOARD MEETING MINUTES**

February 12, 2020

**ATTENDANCE**

BOARD: President Janice Gaultney

Vice President Kelly Thomas

Secretary Pam Cain

Treasurer Ann Perry

Janet Becker

PARK: Park Manager Sasha Craft

Assistant Park Manager Allen Murray

Park Maintenance Manager Mark Lee

**CALL TO ORDER**

Janice called the meeting to order at 5:35 PM.

**APPROVAL OF MINUTES**

One change to the January minutes was made – the spelling of Jason Cutshaw’s name. Pam moved to approve the minutes of the January Board meeting with that change, Janice seconded, and the Board approved unanimously.

**TREASURER’S REPORT**

Ann gave a report on January financials. Total revenue was $2,575; total expenditures were $769. We have $6,942.11 in our checking account, and $48,801.59 in our money market account.

Kelly moved that the board approve the financial report, Pam seconded, and the Board approved unanimously.

**ART IN THE PARK**

Pam reported that the February Art in Park was fully booked and that the dates for the rest of the year have been set. She said a macramé artist was interested in having classes at the park and that she and Kelly would assess the opportunity.

**BREAKFAST WITH A RANGER**

The February Breakfast with a Ranger had a large turnout, between 65-70 people. Janice thanked Sasha for providing volunteers and spoke to how wonderful the volunteers have been.

**COMMUNICATIONS**

Pam reported that the morning videos that Allen shoots have been popular on Facebook.

Pam gave a report on switching from our current website program, Weebly, to Wild Apricot. She went over the pros and cons of making the switch. Wild Apricot is designed for member organizations and is utilized by many Friends organizations in the state. Pam has been working within Wild Apricot during a free 30-day trial and showed the board what the home page would look like. Kelly made a motion to switch to Wild Apricot, Ann seconded, and the Board unanimously approved.

Pam distributed new logo and tagline ideas to the Board as part of a freshening of the Friends brand as had been previously discussed. A discussion was held, and Pam will email the Board the logos that were favored to get a final decision.

**KIDS CLUB**

Janet reported that the next Kids Club is February 20th. Kids are off of school that day that should facilitate good attendance. She said Kids Club is alternating between a weekend day and weekday.

**MEMBERSHIP**

Pam reported that currently there are 48 active members.

**REWARDING SPONSORS**

Kelly spoke about the need for better recognition of sponsors and those that donate items. After much discussion, it was decided that gifts should reflect the park in some way. Pam will look into a photo-type plaque and other park-related options.

**MEETING DAY AND TIME**

After some discussion on what was the best day and time for Board meetings, it was decided to leave the meetings on the second Wednesday of the month at 5:30 pm.

**PARK MANAGEMENT REPORT**

Sasha gave the park manager report including the January accomplishments.

Sasha also talked to the Board about a celebration planned for May 9th to mark the 85th Anniversary of the Florida Park Service. The park will be working closely with Visit South Walton on this event which will feature booths, music, food trucks, kid’s activities, etc. She requested that the Friends also be a sponsor and expressed the hope that the old tram can be restored by that time to take people on tours. Pam made a motion for the Friends group to help sponsor the event, Ann seconded, and the motion was unanimously approved. Sasha suggested the Board begin to collect things of value for a silent auction or raffle and mentioned at a previous park, those who joined the Friends group got more raffle tickets which led to a large increase in membership.

Sasha requested the Board purchase a Root Jack for the park at a cost of $189 and approve cost of initial items needed for the rebuild of the old tram. Ann made a motion to approve those purchases, Kelly seconded, and the motion passed with unanimous approval.

**CHAMBER OF COMMERCE**

Ann said that she, Sasha and Janice would attend the Chamber’s event for non-profits on Wednesday, February 19th. Sasha will gather things for the table and Pam will work with Copy Systems to produce an information board at an approximate cost of $100.

It was also decided that Kelly would be a good front person for Chamber activities. Pam will change our membership contact person to Kelly.

**MISCELLANEOUS**

Pam distributed an updated contact list for Board members.

Ann distributed a sheet with the mailing and physical address of the Friends group as well as tax exempt number.

**ADJOURN**

Ann made a motion to adjourn the meeting, Pam seconded, and the Board approved unanimously. Meeting was adjourned at 6:35. A dinner and planning session followed the meeting.

Respectfully submitted,

Pamela S. Cain

Secretary