

**Board Meeting Minutes**

March 10, 2021

**ATTENDANCE**

BOARD: Ann Perry, Kelly Thomas, Janet Becker, Bill Potter, Samantha McInnis, Jason Cutshaw, Amy Heavilin, Mike Barker

**CALL TO ORDER**

Ann called the meeting to order at 5:30 pm.

**APPROVAL OF MINUTES**

Samantha made a motion to approve the February 13, 2021 minutes. Bill seconded. The Board approved unanimously. No changes or corrections.

**TREASURER’S REPORT**

Amy presented the financial report for February.

Donations- $659.95, Total Expenditures- $1,242.17, Net Revenue- $-1,052.65, Total Credit Cards- $ 1073.48, Total Liabilities and Equity- $65,963.87, Checking Account Balance- $6,124.90, Money Market Account Balance- $41,372.18, Total Revenue-$175.47, The main activity involved the donation of dumpsters to the park with possibility of one more- $560.00.

Kelly made a motion to approve the financial report. Jason seconded the motion.

**PARK MANAGER’S REPORT**

Sasha wants to have an orientation night for board members not in conjunction with board meeting.

She was going to ask for ATV tires for turtle watch and she received funding from state for it. Thank you for dumpsters. They have been cleaning up more concrete debris and vacated ranger homes. She will get funding from the state for a 3rd one.

**Fundraising:**

**Movie Night:**

Minimum of 50.

Date: Friday, April 16th, 2021

Time: 7:30 movie starts

Rain Date: Saturday, April 17th, 2021- 2 hours earlier or refund or donation to park. (movie deadline time is 24 hours)

Levels of Sponsorship: Diamond and Gold (send logo to Jason)

* Create Banners (2)
* Advertising (print media), mention the night of, Social Media campaign, membership punch card

Committee: Set up (park helpers), point of sales, landing portion on website, sponsorship, Jason works on quotes and locking 30A Taco, gate keeper to show proof of purchase, door prizes, Ann is primary on Facebook and Social Media, Janet is second. Sam will work on credit card payments online. Link goes on Facebook. Janet will be point person for newspapers. Jason will work on print advertising (Copy Systems).

Jason and Sasha looked at audio equipment. There was more than enough audio equipment. 30A Taco will be here (Day Use Parking Lot with the possibility of moving at movie location) and will give a portion of sales back. On average, overhead will be 400$.

Hoot, Finding Nemo, ET, Dolphin Tale are choices for the movie once we get a quote. Gulf Coast based movie, the synopsis will be in the marketing. The park is booked up that night. Bill suggested prices for a family/flat rate. Recommended donation online. Would you like to make another tax-deductible donation to Friends? Fill this form out to reserve your space for the movie. An email with a receipt can be generated in order to show they purchased ticket. Arm bands/stamp hand will show they have purchased. This will also store their information for the next movie. 3$ for individual, 10$ for families up to 5. Store for the event on the member web site. Credit card fees need to be taken into account. Recommended donation online. For drive in (golf cart/vehicle) movie experience, technology costing approximately $100.00 can be purchased.

Marketing will show area of 30A Taco. They will be here for a few hours. We are looking at sponsors now. Amy’s company will donate $500 to first movie.

Food and movie could be 2 separate events in order to Covid limitation to 100. Safety plans need to be in place.

Get a sponsor for environmentally friendly tumblers/cups for water or igloo coolers with water.

**Pam Cain**

She will continue with Facebook and Instagram. Janet will send pictures to her.

**Meetings in June in July**

Consider having no meetings in June and July for travel. Ann will mention to Sasha.

**ADJOURNMENT**

The meeting was adjourned at 6:49 pm.

Respectfully Submitted,

Samantha W. McInnis

Secretary

**NEXT BOARD MEETING WEDNESDAY, April 14th AT 5:30 PM.**