

Veteran's Memorial Park Foundation Meeting
August 9, 2016

Minutes

VMPF Meeting commenced at 0903

Moment of Silence/Prayer

Pledge of Allegiance

Members Present: Jack Brown, Paul Brown, Dave Glassman, Butch Hansen, Joe Glover, Paul Entrekin, Pete McKanna, Rob Rivera, Bill Weeks

Members Absent: John Clark, Mike Swinehart, Lisa Rawson, Peter Frano, Ed Holt

Visitors Acknowledged

Guests: Warren Palmer, Rick Dye (REAP)

Rick Dye – Reentry Alliance Pensacola (REAP) gave a brief presentation on the organization's purpose and intent. He stressed the importance of providing a second chance for Vets and Non-Vets who were incarcerated due to drug and or alcohol abuse. He explained the lack of recognition for those experiencing Post Traumatic Stress Disorder (PTSD). He shared how REAP supports individuals by helping them obtain employment. Mr. Dye also discussed the various benefits and support services available to which give those returning to society stability.

In support of the Veteran's Memorial Park, REAP offers volunteers volunteer hours, supervision of volunteers, transportation, and park clean up. Mr. Dye mentioned a revenue producing opportunity using REAP resources to provide food concessions during events.

Butch Hansen commented on the prospect of the proposed clean up support at the park and mentioned Warren's efforts to supervise clean up.

Dave Glassman encouraged the board to collaborate with REAP in an effort to assist each organization. He volunteered to speak at REAP engagements to market the park and encourage community involvement.

Rob Rivera introduced Hotel Representatives from Suburban Lodge and Red Roof Inns. The regional manager discussed perks provided in support of Veteran's groups visiting the area. Bonuses include complimentary rooms, meeting space, and other support. Rob Rivera discussed how the Gulf Coast Veteran's Advocacy had been supported in the past.

Discussion on Veteran's Day Parade meeting with the city

Grand Marshal – Jack Brown

Guest Speaker – TBD

WCOA?

President Hansen discussed the Pokémon Go issue at the park. He discussed the accumulation of litter and cigarette butts throughout the park. As a result of the increased activity, he approached some of the Pokémon Go participants in hopes that they were learning about the purpose of the memorials in

the park. However, there was little to no interest in what the park was about in addition to the disrespect demonstrated by the increased volume of trash. The president stated that he had received feedback from veterans who were offended by the lack of veneration for the fallen and asked the city to support the VMPF by discouraging Pokémon Go activity within the park as it is deemed an inappropriate game site. This led to interjection by Councilman Bare who disagreed with restricting the park as a game site. President Hansen gave a synopsis of the email exchanges that he had with Councilman Bare before ultimately discontinuing communications regarding the issue.

Paul Brown spoke about his time in Washington, D.C. and specifically the time he spent in Arlington National Cemetery, the Holocaust Museum, and the Tomb of the Unknown Soldier. He spoke of how many memorials and national monuments have been restricted by Nintendo as Pokémon Go game sites. Mr. Brown recommended to the board to contact Nintendo again to remove the park as a game site.

Rob Rivera recommended exploiting the increased activity as an opportunity to reiterate the educational aspect of the park.

Butch Hansen stated that he would let the mayor's office know that Nintendo has not honored the request to remove the VMP as a game site.

Meeting Minutes for July 12, 2016 were presented for approval.

Paul Entrekin made the motion to approve the minutes as written with a Second by Pete McKanna. Minutes were approved unanimously.

Committee Reports

Financial Report – Paul Brown

Total Income	\$22,784.36
Expenses	\$55,496.80
Total Current Assets	\$40,812.03
Donation	\$ 250.00

President's Report – Butch Hansen

The President stated that he missed the last meeting due to the Escambia County Budget Workshop. He briefly discussed how the funds for the Veteran's Memorial Park were initially classified under tourism. He was asked to defend the funds being placed in the Tourism Development category. After some discussion, the Board of County Commissioners was not convinced that the funds were categorized appropriately. They did not consider the park as a viable means to put "heads in beds" or increase the patronage of area hotels. President Hansen stated that the commissioners are very supportive of the park; the funds should just be classified under a different heading. He engaged the county administrator in discussions to reclassify funds and will be following up on August 15th.

Dave Glassman

Discussion on Marine Corps 5k Run – September

Running Wild

11 Different Organizations

We have an opportunity to receive donations through race registration.

Events

Tour Promotion by Vietnam Veteran amputee, Tim Lee at Marcus Point Baptist Church
Share information on website

Veterans Day Parade/Celebration

Speaker – TBD

Grand Marshal – Jack Brown

Color Guard – TBD (Escambia High School, Sherriff's Explorers)

Opera singers

WCOA – TBD

Gulf Coast Veteran's Advocacy Council (GCVAC)

Guest – Frenchie discussed Disabled American Veterans (DAV) – Dave Riley
Connections to Military Veteran organizations, events, reunions, etc.

City – Bill Weeks

No Report

New flags on hand

Maintenance & Planning – Pete McKanna

Acknowledgement and thanks to Jack Brown for flags and efforts to have flags raised , and support tower repairs– Saved approximately \$3,500 – KUDOS!

Wall names:

Pete McKanna addressed an old subject – Last section for the names on the wall, still one panel to confirm, looking for a solution to confirm the names (58,315 names)

Warren stated that he has been working on the names by hand; estimated that he was approximately a fifth of the way complete.

Butch committed to taking a series of pictures to expedite the process; will collaborate with Warren

Wall lights are 100% operational – Pete McKanna stated that Smith Electric has 4 fixtures on stand-by if needed.

Vietnam Plaques/Panels – Dave Glassman stated that the board must determine what is appropriate (e.g., battles, units, locations, and times) Should represent the timeline flow of the Vietnam War – A motion needs to be made when we have a quorum

20 plaques @ \$300 each = \$6,000

\$85 for each installation

Butch commented on how well the pump system is working at the park.

GWOT planning

Dave Glassman fundraising strategy status

Business from the Floor

Randy New – BLAB TV made a pitch for the Veteran’s Memorial Park explaining the necessity and how to make contributions. There was discussion on funding the Global War on Terror (GWOT) Memorial – looking for an interested entity to sponsor the project.

Old Business

Butch Hansen confirmed that the city sponsorship did not include money; merely support for the cause.
Dave Glassman – Friend of the Park status was provided – Channel 10 to promote the park (WEBY)

Dave Glassman – Presented an iteration of the park sign followed by discussion on what’s appropriate.
Paul Entrekin recommended less conspicuous lettering for “Pensacola, FL” and adding the Veteran’s Memorial Park Foundation to the sign for marketing and informational purposes.

Finance and Marketing

Butch Hansen presented his idea for a fundraising initiative coined 5 for 5
He discussed the number of veterans in Escambia and Santa Rosa Counties
100,000 veterans / 50,000 committed to pledge \$5 for 5 years = \$250,000 for 5 years

Jack Brown recommended contracting the services of a professional marketing company that would target solicitations using various strategies. (Direct mail, social media, etc.)

Next Meeting – August 23, 2016

Meeting Adjourned at 1113

Minutes approved at the August 23, 2016 meeting of the VMP board of directors.