



VETERANS MEMORIAL PARK FOUNDATION OF PENSACOLA, INC.

Board of Directors Meeting, August 23, 2016

Pensacola City Hall

MINUTES

Board Members Present

John B. Clark, David Glassman, Peter McKanna, Michael Swinehart, Lisa Rawson, Peter Frano, Joe Glover, Butch Hansen Ed Holt (Legal Advisor), Jack Brown (Immediate Past President) and Bill Weeks (City Representative).

Board Members Absent

Roberto Rivera, Paul Brown, Paul Entrekin

Guest(s) Present

Warren Palmer, Volunteer Coordinator
Lt. Colonel William Rasgorshek (Raz)
Laverne Baker

(Motions and actions taken are listed in red)

Call to Order and Welcome: President Hansen called the meeting was called to order at 9:00 and led those present in a moment of silence for those we honor at the Park and their families followed by the Pledge of Allegiance.

Visitor Acknowledgement and Presentations: President Hansen called on Lt. Col. Rasgorshek with the Honor our Marines for a presentation. He provided an overview of the Honor our Marines organization and how it came into existence. After completion of the Marine Corps Memorial Bell Tower they kept organization in existence and has continued to grow. This organization has paid for the ongoing maintenance of the Marine Corps Memorial Bell Tower. However, Lt. Col. Rasgorshek said their board was wondering about the possibility of securing a company which might have a lower fee for yearly servicing; currently Verdin provides yearly service plan for a fee of \$2,000. This does not include any repairs, should they be necessary. Honor our Marines is desirous of continuing to provide support for the Bell Tower maintenance and repairs and feel this is a moral obligation, which is higher than a legal one. Their board also wondered if someone could provide preventive maintenance every two years instead of one or is there anyone with an electrical background who could do the inspection of the tower pro-bono.

Lt. Col. Rasgorshek also stated that his board wanted to know if the Park has a Master Plan as the current Memorial is static in time and they wanted to know how to expand the Memorial and where it could be expanded to honor those who die in the line of duty today. He knows someone in Dallas with a background in landscaping design and architecture who would be willing to assist in designing a master plan for a 5 or 10-year vision for the Foundation. The Honor our Marine board of directors would pay the travel expenses associated with this offer; if we are willing to submit a formal written request. This planner would assist us in developing a master plan that would help us to look at existing space and how it could be developed.

It was decided not to approve the expansion of the Marine Corps Bell Tower plans at this time until we consider the overall Park expansions as part of a master plan; such a plan could also include some ideas for use of Hawkshaw Property. **Motion by Michael Swinehart and second by David Glassman to submit a formal request for the planner recommended by Lt. Col. Rasgorshek to visit the board and discuss the preparation of a master plan for the Park. Motion carried.**



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Second questions related to tower maintenance/servicing; President Hansen noted that our current agreement of \$2,000 is for a one-year period, but does not cover any needed repairs, such as the recent need to replace lights. Peter McKanna agreed that cost might seem excessive, but this is a unique Memorial and it is doubtful that there is anyone else in the area who could perform this type of service. It is even doubtful that an electrician could perform the service. Possibility of coordinating their service visits with other in the area, such as a church which uses Verdin. We will continue to look for ideas about ways to save on this fee.

Sgt. Major Hyatt was introduced and he said he enjoyed taking his sign down to the Park. His sign said, "This is not a playground this is a memorial to those who gave their lives in service to this country." He said he enjoyed meeting people and talking to them and was surprised at the number of people at the Park. He was concerned about the number of people smoking and said he would like the board to consider having a no-smoking sign at the Park. He also said the wall around the entrance needed to be pressure washed. David Glassman noted that September 6 there is a group of CPO selectees due to have a clean-up day at the Park.

Minutes: The minutes of the August 9, 2016 board meeting were presented for approval. **Motion by John Clark to approve minutes as presented. Second by Lisa Rawson. Motion Carried.**

Treasurers Report: In the absence of Treasurer, Paul Brown, President Hansen reported that the Foundation had little activity over the past couple of weeks and we have a bank balance of \$40,798.66. Paul Brown had e-mailed balance sheet and P&L statements.

President Hansen reported that he had received an invoice from STOA for \$20,000 for work on the GWOT memorial planning. He noted that they had done some work for us in the past and did not ask for payment until we got payment and/or a grant. This is twice as much as the IMPACT grant project. He had only mentioned to them that we had \$8,000 in the bank for the GWOT Memorial which is in the hands of the City from BP funds; all we have \$1,000 in our account designated for GWOT. He will discuss this with STOA.

President's Report: President Hansen reported on the following:

- Met with County Administrator Jack Brown to discuss upcoming county budget hearings. Mr. Brown was supportive of our request/efforts and suggested that we prioritize our requests; they were; repairs to lighting and memorials, updating data base locator for Wall, World War II Memorial repairs, engineering planning efforts for GWOT Memorial and other repairs (infrastructure, etc.).
- Question about Visit Pensacola (VP) and could we get any tourism dollars and perhaps be in their budget as a line item. David Glassman noted that our challenge is to show that we bring dollars into the community in some fashion.
- Security patrol is escorting an average of 40 people a night out of Park after hours. Most are Pokémon players; lots of trash being left.



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Break

Committee Reports:

Events:

- President Hansen will follow up with the Marine Corps Run.
- Veterans Day: Jack Brown will be the Grand Marshall for the Parade.
- Some discussion about possible speakers. No final decision was made on a guest speaker.

President Hansen asked Jack Brown to introduce a special guest who was present to provide an overview of fundraising. He introduced Laverne Baker and gave a brief background on her work as a professional fundraiser.

Mrs. Baker provided members with a synopsis on efforts that could/should be undertaken for the purposes of raising funds for the Park. It was a very lengthy Q and A session; both on Mrs. Baker's part as well as on the part of board members.

- What do people know about Park? Many think that it is city run.
- No one likes to give to sinking ship. What happens if we have no more money to perform regular maintenance? Would defer to city for operations and would not be as well maintained as it currently is.
- Need to have fundraising that is pyramid based; that is, a broad based of fundraising at the bottom and rising to the top with higher end donors---and not upside down.
- What does it take to get a professional fundraiser? Question was asked if you could have/contract with a fundraiser and add percent for fee? Mrs. Baker said it was not ethical from a professional basis to have a percent going to fundraiser.
- Comment that we might need the services of a professional fundraiser; whatever that relationship would be.
- Should set a reasonable goal upfront and not set ourselves up for failure.
- Need to set fundraising efforts in stages. Not leap off with unrealistic goal.

Mrs. Baker felt we needed to meet with a smaller group to determine what is feasible and not rush into anything.

Note: this was a lengthy Q and A session and detailed remarks are on CD of meeting.

Other Business:

David Glassman provided members with an overview of the proposed sign and location. Needed to secure approval of wording, no final determination of cost. Detail wording and signage is attached to minutes. **Motion by Michael Swinehart to approve proposed wording for signage (attached) submitted by David Glassman. Second by Peter Frano. Motion carried.**

Adjournment:

Being no further business, the meeting adjourned at approximately 11:15. Next meeting is September 6, 2016 at 9:00AM.

Submitted by:

John B. Clark

Minutes approved at the September 6, 2016 meeting of the VMP Board of Directors.