

Veterans Memorial Park Foundation of Pensacola, Inc.

Minutes

Tuesday, February 23, 2016

9:00 A.M.

Vince Whibbs Conference Room

1st Floor City Hall

Board Members Present

Butch Hansen, John B. Clark, David Glassman, Peter McKanna, Paul Entrekin, Lisa Rawson, Roberto Rivera and Bill Weeks (City Representative), Ed Holt (Legal Advisor).

Board Members Absent

Paul Brown, John Ochs, Joe Glover, Michael Swinehart and Jack Brown (Immediate Past President).

Guest(s) Present

Dottie Dubuisson

Jon Shell

Dina Doyle

Warren Palmer

Grayson Berry

(Motions and actions taken are listed in red)

Call to Order and Welcome: The meeting was called to order at 9:00 by Board President Butch Hansen who 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 welcomed visitors present. He provided board members with an update on the health status of John Ochs, Jack Brown and Michael Swinehart. Jack Brown is doing well and Michael is recuperating from his knee surgery.

President Hansen introduced Jon Shell who has been involved with the efforts to establish a public skateboarding park in Pensacola. He began by apologizing for those skateboarders who were using the Park. He noted Waterboyz has a skateboarding arena but it is too expensive for many skateboarders. Mr. Shell said that many cities has public skateboarding parks like the one he is trying to establish. He has already incorporated a non-profit group called Upward Intuition. One of his supporters is Dina Doyle whose son was a friend of Mr. Shell. Mrs. Doyle's son passed away last year and the skateboard park is a testament to his memory. Mr. Shell's vision is to create a public skateboarding park under the I-110 overpass south of the City Police Department. It would have an exercise area, walking path and green space. Ultimately he would hope that the park would host regional and national skateboarding events.

There followed some brief questions and answer period:

- Who will "man" or coordinate activities at the park and what about liability issues? Most communities do not have their skateboarding parks manned by a staff person. He plans to model the Pensacola park after those in other cities. He also believes there are laws which would grant immunity to such public parks.
- Will this be a City of Pensacola Park? This will be a city owned park, but modeled after the VMP and City of Pensacola arrangement. President Hansen offered to share the licensing agreement between Pensacola and the VMP.

- What about City of Pensacola support? The city requested and Mr. Shell plans to submit a proposal and plans for the park to the city.
- Will there be areas for skateboarders who are beginners and those more advanced? Yes.

President Hansen offered to provide a tour of the VMP for Mr. Shell and members of his group. Dottie Dubuisson said that Jon Shell has been advocating for this type of park for several years. Paul Entrekin mentioned that Jon Shell was his Eagle Scout and that he is a great representative of his generation who will accomplish much in his life.

Minutes: The minutes of the February 9 board meeting were presented for approval. **Motion by Paul Entrekin to approve minutes as presented. Second by Lisa Rawson. Motion Carried.**

Treasurer's Report: In the absence of Paul Brown, Treasurer, there was no formal report. President Hansen reported that we have a balance of approximately \$69,000. We have also received \$2,000 from the Suburban West Rotary. The Combat Vets Motorcycle organization is still working on securing financial support from their national organization.

We have received a contract renewal from CPA, Ed Rouse, in the amount of \$2,400.00 for accounting services, including preparation and submission of the organization's 990 Tax Return. **Motion by David Glassman to approve the contract renewal in the amount of \$2,400 with Ed Rouse. Second by Paul Entrekin. Motion Carried.**

President's Report:

- Reminded board members we have two open seats. We should be looking to recruit members who could be supportive of the Park in a variety of way; financial and volunteering. Was suggested to provide any prospective board member with the board's approved list of expectations.
- Security update: nothing significant to report.
- Has submitted grant application to City of Pensacola and has one ready to submit to Downtown Rotary; question as to whether it should be for general operations or a specific project.
- The IMPACT 100 Grant is moving along. Have received second set of bids. One is for \$109,000 from A.E. New Construction; the others were in the \$130,000 range. Not included were some costs for architect and engineering, which would bring the cost above the 5% leeway we have with IMPACT. Anything over that has to be submitted to IMPACT. Irrespective we may have some costs to bear over and above the IMPACT grant.

There followed discussion about the required thickness in the base (ability to handle light versus heavy traffic) originally recommended by engineering. This could alter the cost significantly; maybe by \$10-15,000. Entire project still has to go before the City for approval. After discussion, Peter McKanna agreed to double check with STOA and engineer about the bid thickness requirement; however, any proposal still needs to be approved by the city.

- Kevin Layman with Remote Access will be attending a meeting so that we can show our appreciation for his donation of the drone flyover.
- Reported that roundtable discussions on possible uses of the Hawkshaw property are scheduled for April.
- Will contact city and county elected officials regarding contributions from their discretionary accounts.

Break

Events: Roberto Rivera

- Reported that two military retirees wanted to get married at the Park on June 25 and they were granted permission by the President.
- Memorial Day: Nothing new to report. Roberto Rivera is working on color guard, honor guard and taps.
- Roberto has the hats and buttons for donors.

Maintenance and Planning: Peter McKanna

- Reported that the IMPACT 100 bid includes a backup pump and a warning light notifying of any problems with the pumping station. Project should be completed on or before April 8. Some of the benches will have to be moved; however, they will still be symmetrical.
- Based on discussions at last board meeting a proposal was secured from Wallace Landscaping Company (attached to these minutes) for removing pine straw around oak trees and installing sod, installing metal edging around rock beds and installing large rocks around evergreen trees, jasmine bed and rose bed. Total cost would be \$2,460. This would eliminate the constant need to purchase and install pine straw. **Motion by David Glassman to approve the Wallace proposal. Second by Lisa Rawson. Motion Carried.**
- The Marine Corps Memorial Bell Tower maintenance agreement is due for 2016. Cost is approximately \$2,000. National Marine Corps League may be willing to pay for this cost. David Glassman agreed to contact them regarding payment.

Technology: David Glassman

- Revisions of website are in full swing. Will focus on social awareness and fundraising. Revision will streamline the navigation process.
- Three sets of names for the Wall have been sent to Paul Brown for possible reconciliation.
- We have all the collaterals available to promote fundraising for the Friends of Park (FOP) page on the website.
- All these changes are up for discussion. It is a starting point and gives an idea of Lisa Rawson's FOP project.
- Grayson Berry was asked to present information on analytics with a three part overview; concentrating on marketing campaign. Highlights of his presentation follows:
 - ✓ FOP initiative; big push to introduce concept. Leverage as much as possible with local media.
 - ✓ Marketing; increase awareness of park and mission; using all available media.
 - ✓ Establish bond with community and those who served in military in our area.
 - ✓ Create a portal to use/allow individuals to post interesting stories about military service.
 - ✓ Utilize the fact that the Park has a high trip advisor ratings of all tourist outlets, except beach.
 - ✓ Optimize search ratings; consolidating some pages so there are not as many to scroll through and make text easier to read and navigate. Simplification is key.
 - ✓ Emphasize and promote community events listing.
 - ✓ Big objective is to steer people to donation page and get as many donors as possible so that it can grow. Identify collaterals for each donation.

- ✓ Have different messaging for different groups; military, parents, grandparents, etc.
- ✓ Perhaps need signage near the Park so that it can be readily identified by the public.
- ✓ Important to try to reach younger people.
- ✓ Memorial Day event; create infographics about the day so that younger people will understand the difference between Veterans Day and Memorial Day. Emotionally connect people to the event.
- ✓ Use drone video of the Park on Instagram and other social media.
- ✓ Create a concept called local heroes; biographical sketches of “local legends” that people might not be familiar with. Do this during Memorial Day month and let other media know about this. Will speak to PNJ to get a long story about these local legends.
- ✓ Audience leverage; let’s piggy back on something like the Heroes Among Us Series so we can promote such events that are in line with our mission---this will be better for the Park’s visibility and ultimate donations to the Park.
- ✓ Following FOP (Friend of the Park), Memorial Day, we would have Veterans Day (perhaps Veterans Flight), GWOT and end of year appeals. We did receive a briefing about Veterans Flight; purpose and mission. They are not a non-profit entity and do not have a legal structure. Would we promote this event that would ultimately result in funds being raised for both entities? David Glassman will follow up with Roy Kinsey for further information. *No decision was made on level of support for the Veterans Flight program / event.*

Adjournment:

Being no further business, the meeting adjourned at approximately 11:20. Next meeting is March 8, 2016.

Submitted by:
John B. Clark

These Minutes were approved at the VMP Board of Directors meeting on March 8, 2016.