

Veterans Memorial Park Foundation of Pensacola, Inc.

Minutes

Tuesday, May 24, 2016

9:00 A.M.

Vince Whibbs Conference Room

1<sup>st</sup> Floor City Hall

**Board Members Present**

Butch Hansen, John B. Clark, David Glassman, Peter McKanna, Paul Entrekin, Michael Swinehart, Roberto Rivera, Lisa Rawson, Peter Frano, Bill Weeks (City Representative) and Jack Brown (Immediate Past President).

**Board Members Absent**

Joe Glover, Paul Brown and Ed Holt (Legal Advisor).

**Guest(s) Present**

Warren Palmer, Volunteer Coordinator

Grayson Berry, DigiPro

Bill Campbell

Dean Halstert, CVMA

Gary Duncan, CVMA

Joe Garner, CVMA

Richard Hord, CVMA

Dave Croach, CVMA

Sgt. Gomez, MATSG

SSGT Anibal Delgado, Jr. MATSG

Second Class Scott Davis

(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.

**Visitor Acknowledgement and Presentations:** President Hansen welcomed visitors present and began by introducing Joe Garner with the Combat Veterans Motorcycle Association.

Mr. Garner introduced members of his association who were present and provided board members with background information regarding their memorial bench representing all branches of the service. He then presented President Hansen with a donation from the CVMA. Mr. Garner reported that they have requested a donation from their national association.

President Hansen provided an overview of the agenda for the Memorial Day event:

- Start is scheduled for 1300.
- Staging area will be directed to the North side of the apex of the Wall to avoid using the newly sodded area.
- Navy Chorus will provide music 15 minutes prior to start of program and will lead the National Anthem.
- Bikes are scheduled to arrive around 12:30.
- Marine Corps will do the Presentation of the Colors.
- Invocation will follow Retiring of the Colors.
- Will have introduction of dignitaries.

- Following introduction of guest speaker, will have brief remarks and introduction of essay contest winners; presentation of first prize awards and runner up medals. President Hansen will read a few lines from each winner.
- Will present recognition for board member, John Ochs. His wife and son will be present to receive the flag.
- Wreath laying ceremony by DAR and Vietnam Legacy Motor Cycle Club.
- Benediction and rifle salute by Navy Honor Guard.
- Concluding with Taps by Navy bugler.

There will be two veterans groups present and they will have tables and displays. We will also have a table that will allow attendees to become a Friend of the Park or donate and receive a shirt and/or hat. Art Giberson will also be selling his book about the history of the Wall South. A percentage of the proceeds will be provided to the Park. Dean Halstert wondered if book could be sold prior to the beginning of the ride to the Wall South; this could be done at the American Legion Post 340. It was suggested that he contact Art Giberson. Everyone was reminded that the Boy Scouts will also be doing a flag retirement ceremony earlier in the morning.

Roberto Rivera reminded everyone that the Heroes Among Us Series begins this Thursday at 6:00 at the Marine Corps Bell Tower Memorial. The complete series can be found on the Park website. Mr. Rivera presented a Certificate of Appreciation from the Marine Corps League to the Park for its support of the HAU Series.

**Minutes:** The minutes of the May 24, 2016 board meeting were presented for approval. **Motion by Michael Swinehart to approve minutes as presented. Second by Lisa Rawson. Motion Carried.**

#### **Treasurer Report:**

- *Detailed financial report is attached to these minutes.*

#### **President's Report:**

- Leaving after board meeting for a Destin speaking engagement with financial planners and CPAs. Will stress need for donations to the Park and also the Friend of the Park Program. David Glassman said to also direct them to the Park website.
- The resignation of board member Joe Glover was discussed. After some discussion, it was suggested that in lieu of resignation that he be officially granted a leave of absence. **Motion by Paul Entrekin to grant Joe Glover a leave of absence. Second by Michael Swinehart. Motion Carried.**
- No reports of security problems at the Park.
- Provided an update to the IMPACT 100 group on the progress of our grant award. Uncertain if we will be eligible to apply for this year as all funds for current grant must be expended before submitting a new grant application.
- Provided a tour of the Park for Bailey Middle School children of active duty military.

#### **Committees:**

**City:** Nothing new to report. However, some expressed concern that the retention pond appeared overgrown with vegetation which could affect its effectiveness. Bill Weeks will share that with the Mayor.

**Maintenance and Planning:** Peter McKanna

- IMPACT Grant project; pump, staging area, etc. is nearing completion. By Friday they should have a punch list for completion.
- Warren Palmer is working with volunteers to get names from the wall and ultimately we should have all 58,315 names.
- GWOT has reached final design; has provided copy to President and David Glassman for the website.
- Pre-bid estimates are not in, but once we get those, they can be added to the \$120,000 in sculptor costs and we will have some idea of what the costs will be for fundraising purposes.

Paul Entrekin noted that we have the design from STOA based on our input and this will be our final design if there is no further input. Of course, minor changes could occur as the project progresses. Once he gets the final costs from STOA and engineering costs, he feels he can move ahead with more aggressive fundraising. We need final numbers from STOA. While it is not the job of the board to fundraise for the GWOT project, he will try to identify some in the community who will be able to support the funding.

Some discussion regarding developing a marketing and messaging piece for the GWOT fundraising project. Michael Swinehart noted that many times someone may start the ball rolling by their donation and will bring others into the effort. David Glassman suggested asking Randy New what his concept would be for marketing and messaging.

Discussion regarding the special recognition for John Ochs. Peter Frano has secured the shadow box and briefly discussed the design and wording for the box.

Lisa Rawson has been in contact with Creative Learning Academy principal and invitation has been extended to entrants and teachers; there is one winner and two honorable mention in each category. Winners will receive gift card. *Names and winners are attached to minutes.*

**Technology:** David Glassman

- Provided a comprehensive overview of how to have a dedicated digital fundraising platform and how it is possible to direct web traffic to specific fundraising goals.
- Grayson Berry from DigiPro provided a detailed review of the analytics and the improvement over the past few months of our social media efforts. The analytics continue to improve.
- Was some discussion about having plaques in front of the Wall (where the old lights are now located) which could provide a timeline of the Vietnam War rather than recognizing major battles.

**Adjournment:**

Being no further business, the meeting adjourned at approximately 11:00. Next meeting is June 7, 2016 at 9:00AM.

Submitted by:  
John B. Clark

**These minutes were approved at the VMP board of directors meeting on June 14, 2016**