

## FOR Meeting - October 12, 2004

### Attendance:

- Daryl LaBello,
- Bill McIntosh,
- Agnes Danciger,
- Bill Dudley,
- Carl Hampp,
- Janet Zimmerman,
- Bill McQuilkin,
- Kramer Upchurch,
- Barbara Starck,
- Joe Hutman,
- Steve Harrison,
- Ken Berk

- 1) Meeting called to order at 4:05 p.m.
- 2) Approval of September minutes.
  - The minutes were approved.
- 3) Potential new board members:
  - Email was sent with nominations.
  - Agnes proposed six new board members and passed around biographic forms for board members to peruse.
  - Agnes motioned that the slate of new directors be elected.
  - Bill McQuilken seconded the motion.
  - Motion passed unanimously.
  - Slate of proposed new directors:
    1. Sheryl Aycock-Anderson
    2. Wilford W. Coleman (Bill)
    3. William R. Gellatly (Bill)
    4. Gail L. Hankinson
    5. Frank R. Pixler
    6. Carol C. Travis
- 4) Website Update
  - All areas now have information
  - Hurricane data for all three storms posted in the Research section
  - Public access area now has information on parking and entry fees
  - Trail map posted
  - NERR boundary map posted

- Over a 1000 unique people visited the website during September.



5) Membership, brick brochure, and logo

- Bill McIntosh presented design and paper choices for new brochures.
- He passed around proof copies of each item
- Price of four color brochures (for 10,000 pieces) is \$8,584.96. (For 15,000 pieces) approximately \$12,086.96
- Discussion was made about how many we should mail and how many we should print for handout supply.
- Need to determine whether it is worth the ROI to mail 10,000 versus 15,000.
- Group has about \$52,000 in discretionary funds, but some of those funds need to be used to stock the Nature Store.
- Agnes made discussion about the possibility of having a \$100 membership option.
- It was decided not to change the number of options but to possibly change the amount of each membership and eliminate the \$10 and make it \$25.
- Board consensus was that there should be a \$100 category but it will be up to the committee to make the final decision.
- Carl made a motion to mass mail 15,000 pieces.
- The motion was seconded by Barb.
- The motion passed.
- An additional price will be obtained for addition brochures, letterhead, and envelopes.

6) Treasury

- New bank forms were signed by officers.

- 7) Plaques were given out to Steve Harrison and Kramer Upchurch for their services to the Friends Group.
- 8) Nature Store:
  - Steve has been performing research on Nature Store options.
  - Possibly ready to order by the next meeting – will bring details.
- 9) Building Update:
  - Coming together quickly
  - Electrical being connected
  - AC starts testing next week
  - Substantial completion by the end of the month
  - Final completion by the end of November
  - At the end of this month, large exhibits will be going in
  - Still need to finalize aquarium apparatus
  - Advertising for maintenance coordinator. Close by Oct 25<sup>th</sup>
  - Grand Opening date still uncertain
  - No beach renourishment planned for the Guana Area.
- 10) Miscellaneous Business:
  - Take Pride in Florida Program sponsored by Governor.
  - Beach clean-up October 23<sup>rd</sup> at 9:00 a.m. Meeting at Gate Station parking area or northernmost parking lot. Bags will be provided and parking fee will be waived.
- 11) The next meeting will be held November 9<sup>th</sup> at 5:00 p.m. at the Guana office.
  - Will begin to rotate locations
  - Moving time to 5:00 p.m.
  - December meeting will be held on December 14<sup>th</sup> at 5:00 p.m. in Marineland.
- 12) The meeting was adjourned at 5:30 p.m.