

The Krewe of St. Andrews Board of Directors
Meeting Minutes
6/7/2023

Call to order

The monthly meeting of the Krewe of St. Andrews Board of Directors was called to order at 1726 by Madame President Judy Biddle at the KOSA Event Center.

Attendance

Attendance was recorded by Secretary Pam Wiggins: Madame President Judy Biddle, President-Elect Paul Ortiz, Treasure Leslie Fuqua, Board Members Lee Head, Claudia Anderson, and Treasure Emeritus Don Cox. Also, in attendance were the following: Joe Wilds, Diane Daigle, Jim Daigle

Approval of Minutes from last meeting Secretary Pam Wiggins

A motion was made by Lee and seconded by Claudia to accept last month's meeting minutes. The motion was passed without opposition.

Treasure Report

Treasurer Emeritus Don Cox presented the financial report and stated that our Cadence Bank account general fund has \$73,293.97 as of 5/31/ 2023.

Centennial Bank account has \$8966.53 as of 5/31/2023

The P&L for May shows a PROFIT of \$4,208.79.

The Year to Date P&L shows a LOSS of \$22,507.15

Lee made a motion to approve the treasure's report and Pam seconded the motion. The motion passed without opposition.

Previous Business

1. Roof Update: Lee will repair the two spots that are leaking.

2. Dinner at the Den: Sept 15th. Judy proposed we share the event with breast cancer silent auction all board members agreed.

3rd Quarterly Membership Meeting: The next will be September 15th, 2023. The current Board will organize the quarterly meetings. (serve and cater) money goes to the den.

3. Electronic Gate, Website, Marketing, Sponsorship Flyer: Moe Parker (Tasker) not present

4. Festival Management Position: Executive Director Job Description:

Leslie Fuqua (Tasker)

Leslie talked with Jay who confirmed with Lee about pay....WE ARE GOOD TO GO

Board approved the maximum of \$500 for expenses. (supplies for den)

Paul brought up concerns about turning over our finances to another person.....

Executive Director will not be on the bank account and will not have the check book.

All expenses will need to be board approved.

Executive Director will transition into Don's position.

Leslie will post on Employ Florida and in the E-blast for position... applications will be sent to Judy.

A committee will review applications.

5. Ball Contracts: Signed for 2024 and 2025

The 2023 Ball is a three-day weekend being planned and hotels secured. By September a website will be up and running for visitors to sign up.

6. Christmas Party: Being planned for 1 Dec – confirmed with Pat.

7. Bar Continuity Book: (no update, in progress)

8. Den Rental Management Contract: Still with Judy to update.

9. Plants: Sharron would like a budget of \$300....waiting on information from Sharron

10. Ramp: out back door for trash. Lee will research. Board agreed that concrete would be best for longevity.

NEW BUSINESS

1. Air conditioner maintenance: Small R22 leak in the coil still is working okay.

2. Festival expenses report to city : A budget of \$80,000 is ready to submit...need to set up a meeting with the Quality of Life ... (all new employees in the City Government) Judy, Don, Joe and Lee will meet with Josh Street and another commissioner.

Working on getting in a Big Name performer for festival.

Save the Date reminders will be sent out in October.

Don will email the budget for board approval

Questions and Other Business:

Pam George needs to update website

Lee suggested that the next newsletter/e-blast/Krewe only Facebook post should have a request that every Krewe member needs to like/share our Krewe Facebook open page with all of their friends. Someone needs to post the link. Joe Wilds will reach out to Micah for help.

Judy - Minimum rental fee is \$300 for nonprofit, not for profit or members.

Need to include in den rental-

- Store trash cans on side not in front of building.
- If you work an event, you are responsible for taking those trash cans to the street.

Judy: Jim Daigle has offered to purchase an icemaker for the den. It will need monthly maintenance.

Public Relations Chairman: Joe Wild (Tasker) suggested setting up a booth at the St Andrews Farmers Market to advertise on Saturdays. Joe will get with Don to complete application. First month will be free. Any KREWE member can represent us on these days, however, we need members who are knowledgeable.

Joe has arranged to have PSAs organized for advertisement for the event center.

Pam: Committee member lists were sent to Committee Chairs and asked for additional information. Pam sent out an email to the committees that needed a chairmen all have a chair except for Community Involvement and Seafood Festival

Meeting should include expectations with guidance and preparations for committee books.

Pam suggested that the board should control committees and guide them.

Don reported in the past a liaison from each committee came to the board meetings... we need to bring that back.

Judy led Discussion on Seafood Festival pros and cons, it's a money maker.

Board agrees we need to bring this back. Judy will look for a chair this year.

Sept 8-9th possible dates at Marina.... Lee will check

Joe would like to have a car show along with the seafood festival.

Don.... Stage float still needs to be repaired. We rent this out. It needs to be usable.

Pam will contact Jerry and David and get the minutes uploaded on the website.

Claudia suggested restarting the happy hours. You need to have food for people to come. Suggested to use Food Trucks. Claudia will check into this.

Completed through Email Business

On June 16, 2023, President Judy Biddle emailed all Board members the proposed 2024 American Style Mardi Gras logo in color format. After some minor changes, an e-vote, of the proposed 2024 Mardi Gras color logo was approved on June 20, 2024.

On June 17, 2023 Joe Wilds presented a promotional proposal to the board via email.

I have been working/negotiating with a representative (Kelsey Hutchinson, Account Executive) of iHeart Media, Panama City in an attempt to get media coverage for the Krewe.

I have negotiated with her, and I am positive that at this point, we have the very best deal that we will get, and I will do my best to explain within the body of this email.

I approached the negotiations with several things in mind. I wanted to get as much as possible donated to us or as cheaply as possible, I wanted to get the best coverage for our needs, and I wanted to reach as many people as possible. IHeart Media has five stations, 99.3 The Beat, ROCK 94.5, Sunny 98.5 WPAP 92.5, and WFLA 96.3-102-5 with each reaching a different age group and area. Based on our needs it was determined that broadcasting on Sunny 98.5 would reach 77,900, adult listeners 18+ years old.

IHeart Media has agreed to match us dollar for dollar spent on our broadcasting campaign. In addition, they have informed me they would like to offer a sponsorship, but the details have not been discussed at this time. As for the media coverage, I will outline the plan best suites our needs.

The broadcast proposal is for 2-30 second broadcast per day, Monday thru Friday 6am-7pm (5 days = 10 x 30 seconds) with an additional 2-30 second bonus broadcast per day (that's the \$ for \$ match) for total of 20- 30 second broadcast per week. The work-up was for a total of eight months, beginning July 2023 and ending February 2023 but we have the flexibility to start the campaign later and end earlier if we so desire.

Our cost of the broadcast will be \$250. per week Or \$1000.00 per month, for the number of months that we choose to run the broadcast campaign.

It is my thought that we have the Krewe of St. Andrews Event Center, but we are not marketing it properly or enough, to see its full potential as a money maker. If we were to take this opportunity and promote the Event Center, I do believe it would be a good investment and we will see larger returns for the money invested. We can't rent it if no one knows it's available and through this broadcast program we can reach the masses.

I asked Kelsey if we would be allowed to switch our campaign from the Event Center to the Mardi Gras Festival as we get closer to our Mardi Gras and her answer was Yes.

I was thinking that 60-90 days before our Mardi Gras Festival we could start pushing that event and I hope that the advertising dollars for that campaign will come from a bank account other than ours.

If I haven't provided enough information, Please don't hesitate to reach out to me.

Thanks,

Joe Wilds

On June 21, 2023 Pam Wiggins made a motion to approve a \$500 budget for the PR committee to begin marketing preparations. Paul Ortiz seconded and motion was approved without opposition.

On June 21, 2023 Judy Biddle proposed we order a limited amount of 2023 Mardi Gras pins (never ordered) when we place our 2024 order... all board members agreed.

Addendums

On June 21, 2023, A Committee Chair meeting was held with the BOD to discuss job descriptions and concerns. All Committee chairs will review their committee descriptions and confirm with Pam an update for the Member Handbook. There was discussions on overlapping of duties and how all committees need to work with the Public Relations and Internal Communications committees to support the work of the committee. Chairmen were encouraged to attend board meetings or send a monthly update of committee business to the board.

Pam George reported the website has been completely updated. Pam Wiggins is working on updating all parade and festival forms and will get approval from Legistix to post on the Festival and Krewe websites and upcoming marketing avenues.

Adjournment

Lee made a motion to adjourn and Pam seconded. Motion passed unopposed and the board meeting was adjourned at approximately 1900 hrs.

Minutes Submitted: Pam Wiggins

Minutes approved: KOSA BOD 7-5-23