

Board Meeting Minutes 4 Oct 2023

Meeting called to order at 5:30pm

Board members present: President Judy Biddle, President Elect Paul Ortiz, Secretary Pam Wiggins, Treasurer Emeritus Don Cox, Lee Head, Claudia Anderson, Past-President Moe Parker, (Lucy Podolske by phone)

Other members present: Jerry and Lorena Kelly, Patty and Walt Stinson, Tina Head, Evette Parker, Kirk and Heather Bergman, Peter and Julie Slatcoff.

Priority Business: Chris Pfahl and Joey Capo

Chris reported discussion from meeting with Don Cox.

Questions.... Do we want to use Marina or Bayview so we can include a better music venue, set up our bar...etc.

Paul motioned to move the festival to the marina, Lee seconded, motion passed without opposition.

Vendor Application is out.

Events for festival

- **Friday Festival opens at 4:00 pm – 10pm**
- **Friday Kids Parade – Rolls at 4:30 pm** from 15th St south on Beck Ave to 11th st
- **Friday Mask Parade---** Anyone welcome... walk begins at 6:00pm from 13th Street and Beck Ave, down to Bayview and to Marina
- **Saturday Festival opens at 10:00 am – 10pm**
- **Main Parade-** Rolls at 2 from Oakland Terrace Park down 11th , north on Beck to 15th St.
- **Saturday After-Party** is reserved at Shrimp Boat....
- **Sunday Festival opens at 12:00 pm – 3pm**
- **Pet Parade-** Registration at 1 at Oaks by the Bay Park, Parade rolls at 2 pm out of park and west to Marina.
- **Craft Beer festival on Saturday and Sunday**, New Orleans themed.
Offer 2 day or 1 day ticket to Beer festival

Discussion of Staging Floats at Marina with security

Bayview will be used for overflow vendors. (retail)

Merchandise Tent for Krewe

50/50 raffle

Pre-Staging area with Food and Beer

Previous Minutes Lee moved to accept the Sept minutes, Judy Seconded, motion passes without opposition.

Treasurer's Report

Profit for of \$9770.35 for September

\$3700 Silent Auction

\$1644 Bar for Saturday

\$1045 Bar for Dinner at the Den Friday

Loss for Jan to Sept \$25515.98 (due to insurance)

Pam motioned to accept treasurer report, Lee seconded, motion passes without opposition

Money Market account was created with \$18,000.

(earned \$44 in less than a month)

Previous Business

1. Website and marketing updates – Tina is doing great getting information out. Tina reported she has sent a request to the St Andrews Mardi Gras Festival Facebook page asking, who is the current administrator.

Lee discussed using Aaron Rich for \$10,000 for outside marketing. We need to seek revenue generating marketing. Lee suggested we need to cancel I heart Radio. Lee and Don Spoke with Joe about how things were not working for us.

No one attended the fall festival from hearing the radio advertisement, no one has purchased tickets for Draw Down from hearing the radio.

Destination Panama City says Radio is the worse type of advertisement.

Pam motioned we cancel further use of I Heart radio at the end of this month, Claudia seconded, motion passes without opposition.

Lee and group will explore using Aaron Rich marketing more.

2. Where are we with sponsorship flyer.. Tri-fold completed and will be taken to First Friday. There is a large portfolio to be used for big money sponsor marketing.

3. Den Rental Contract to be updated with Evette, Sharon and Stacy.

4. Ramp out back door for trash. Tabled indefinitely.

5. Festival expenses report to city – update

a. \$30,000 for Entertainment and Marketing

b. Commissioner Street says the city is in for other expenses for police, trash, electric, etc.

6. Ordering of Pins – update from Claudia—pins are in the mail.

Toomey's has asked for \$1600 deposit for the DPC pins.

Coozies are available for distribution at First Friday.

7. Whistle blow policy still needs to be worked – Don and Patty will take care of this.

8. Floor update – Don Cox saw Charlie Coram's, it's nice and durable, however, probably not what we want for our event center. We need to keep working on it.

9. Ambassador chair position and responsibilities – Judy working for update in by laws.

10. Moe has a new key box to put on the gate.

New Business

1. Den maintenance – Jerry

a. Door closure for front will be purchased and replaced.

b. Lock for back door is repaired.

c. Ceiling tile will be replaced by Kirk on Wed for upcoming event

2. Dinner at the Den – Nov....canceled.

3. Veteran's Day Parade starts at 8:30am at 11th and Frankford Ave. Jerry is point of contact.
4. 20 spots for Poker-\$10 entry for Corn Hole tournament – 3 Nov
5. KREWE Sock Hop Nov 17th ticket sales for benevolence and bar for KREWE
6. Income producing events – Lee
7. Placeholder – Judy
8. Pensacola Property, Lee reported land price has dropped, do we go ahead and sell.
Do we want to sign a listing agreement for 6 months.
9. Now is the time to get out and push hard for sponsors.
10. Lee thinks we still own the property next door 150 feet, there is no deed transfer. Lee is going to Corner stone to see if they will research. There is property between us and the car lot that is inaccessible to owner. Lee checking on obtaining and using for parking lot.
11. 20 foot Bar Trailer \$6000, air conditioned, pre wired, insulation, propane tanks, canopy.
We have \$18,000 put aside for this purchase. We can use for Off premise bar once a month.
12. Kirk wants someone to speak at First Friday for Draw Down....Judy will do
Tina has changed a few things on the Facebook post so we won't get flagged.
Ticket sales are down.
13. New members need information for parades. Orientation should be taking care of getting the information to new members.
14. King Peter reported that when they bought beads for the court, Toomey's shared that they could do a party for us if we wanted. KREWE of Maque has invited us to join them.
15. Vet, Calendar for Events on her I-pad needs to be linked with the KREWE calendar.
We need a plan for cleaning the den before the next event.
16. Patty will be our spokesperson at First Friday.
17. Paul reported floats are leaving den at 10:00am to go to Pier Park. Staged at 11:00am.
Floats will bring own food and we can set up large area for gathering.

Lee motioned to adjourn, Pam seconded, motion passes to adjourn at 7:30pm

ONLINE BUSINESS

Patti Fowler: Scholarship- Next round closes Oct 15, 2023. Application has been updated on website and notices have been sent to FSU, GCSC, Troy and Haney. July 2023, we gave \$2500 to three students at GCSC and \$1500 to 2 students at Troy. Nine KOSA members participated in interviews and selections.

Nick Hartwell: Float Maintenance- the three floats (Riverboat, Pirate, Royal) participating in Pirate Bash were inspected. All is good. There were loose lug nuts on Riverboat, Nick tightened down and made arrangements with Paul to check after it travels for loosening.

Pensacola Property-Paul made a motion to allow Nathan Lee Head to represent the KREWE of St Andrews at the Tax Board in Pensacola on 7 November to hear the case for Tax Exemption on the property in question. Motion passes without opposition

Commissioner After Hours Paul made the motion to put together a Chamber of Commerce after hours in February after our parades are over. Patty and Lee thought maybe the second week after so that the parade is fresh on minds. We need some giveaways. Lee was thinking a few dinners at the den and maybe a bar tab. We

also have old tee shirts and other swag that would make good giveaways. The KREWE would have to allow free beer and wine drinks two per person then cash bar after that on whatever they want.

Motion passes without opposition

Adjournment

Paul made a motion to adjourn Lucy seconded. Motion passed unopposed and the board meeting was adjourned at approximately 1930hrs.

Minutes Submitted: Pam Wiggins

Minutes approved: KOSA BOD 11-1-2023