

The Krewe of St. Andrews Board of Directors Meeting Minutes

05/04/2022

I. Call to order

The monthly meeting of the Krewe of St. Andrews Board of Directors was called to order on May 4, 2022, at 05:29 pm by President Moe Parker at the KoSA Event Center, Panama City, FL.

II. Attendance

Attendance is recorded as follows: President Moe Parker, President-elect Judy Biddle, Treasurer Emeritus Don Cox, Treasurer Leslie Fuqua via phone, Secretary Jerry Kelly, Board member Lee Head, Board Member Pam Wiggins, Board member David Blasi, and Sergeant-at-arms Paul Ortiz. Also present are Past President Jay Rea, Lorena Kelly, and Evette Parker.

III. Approval of prior meeting minutes

Minutes from the April 2, 2022 Board of directors meeting were presented by Secretary Jerry Kelly. Lee Head made a motion to accept the minutes. Judy Biddle seconded the motion. The motion passed without opposition.

IV. Treasurer Report

Treasurer Emeritus Don Cox presented the financial reports. He noted a decrease in bank account balances (Bancorp -\$1398.49 and Centennial -\$5364.40) predominately due to a recent insurance premium payment of more than \$6000.00. P&L for April shows a loss of \$5718.80 again due to insurance payments. P&L for January through April shows a profit of \$6201.29. Don reminded the Board that April is the month that the largest membership renewal happens, and those dues continue to come in through May. Lee Head asked for details on our building debt which Don reported the current balance of \$468,939.45. Don also reported that money collected for participation in the Springtime Tallahassee parade has not been distributed. Lee stated that he elects to receive no reimbursement for expenses for taking his float. Therefore, the money remains for Krewe use as determined by the board. Lee Head made a motion to accept the treasurer report. Pam Wiggins seconded the motion. The motion passed without opposition.

V. Old Business

- a) Moe reported he has tried to contact Legistix to set up a review and planning meeting but has had no response. He will continue efforts to make this happen.
- b) Moe reported that there are still some leaks that need to be addressed. Lee reported that there has been work done on the roof. We are still awaiting estimates from several contractors to replace all the screws and washers which should fix all the leaks.
- c) Don reported that the materials used to stabilize the driveway erosion have significantly increased in price. Rather than the 800 square feet we originally discussed, he is awaiting delivery of 300 square feet of material and will proceed when it arrives.
- d) Kitchen cabinets have been delivered. Lee plans to have them assembled and installed on Monday or Tuesday of next week. As soon as installation is complete, countertops will be ordered. They will be installed upon arrival. It was mentioned that cabinets must be done by June 16.
- e) Lee reported on the issue with water inundation at the float barn doors. He has contacted Sikes concrete about a box drain system and is awaiting an estimate.
- f) Drape installation on the back wall to cover Mardi Gras posters was discussed by Moe and Jay. Apparently, the original drapes obtained by Stephanie Gagnon did not sufficiently cover the art (too sheer), so drapes of heavier material were procured. The mounting hardware (poles, brackets) has also been procured. The decision has been made to only cover the back wall and the posters at this time will be arranged only on that wall.
- g) Jerry reported that due to the busy event schedule an ambassador meeting has not yet been scheduled. Will be done after Bowlegs festival.
- h) Jerry reported that re-decoration of the 25th Anniversary Float (Royal Float) has begun.
- i) Lee and Don reported follow-up on the damage to Jerry Wilson's truck that was loaned to us for the Mardi Gras parade. Mr. Wilson wants no compensation as he now believes his driver may have caused the damage.
- j) Moe reported follow-up on the "reverse" parade proposal by the City of Panama City on the Saturday after our festival. He followed up with Quality-of-Life department. The bar situation is not set in stone. The proposed a "glass share" program. Not exactly sure how this would work.

Discussed other Krewe participation, in particularly Macque and Dominic Youx. Moe received assurance that this was not intended to interfere with our festival or detract from it at all. The City proposed that we provide entertainment with the stage rental but Moe and Charles declined and suggested Pro-Tek or someone similar who is in that business. Moe suggested group advertising. The City will provide the beads or throws. Discussion of merchandise possibilities, ticket sales for participation, food sales, and liquor sales. The restaurants need to have buy-in for our liquor or food sales. Don discussed better procedure and follow-up for float assignments. No commitment has yet been made for any of this and is dependent upon their final plan as approved by the City. Jay reminded us not to depend on verbal discussions with QOL but only on written commitment from the City. Should know about liquor sales within 1 month.

- k) Moe and Leslie have been working on a strategic plan. As a 1st step they have created a word cloud and shared it with the board. They will continue and move on to goals. Will need to work on budgets and financing. Will take several months.
- l) Don reported on setting up the new signers for the bank accounts for both banks. The approved people need to go the banks and provide the appropriate information. The banks will then provide the signature cards for completion. Contact info for each bank was provided.
- m) Schedules for the upcoming quarterly meetings were discussed. We have the June meeting scheduled. September meeting is the 16th. Our Christmas party is scheduled for December 10, 2022. Judy made a motion to have the quarterly meeting during the Christmas party, Pam seconded the motion and it passed without opposition.
- n) Evette Parker, Chair of the den rental committee, reported that negotiations are in progress with two people to assume management of den rentals. She and Moe are in discussion with Sharon DiTomasso and Cammie. For a percentage, they will show the den and contract rentals. They will do event prep and manage the bar for events. They both work as bartenders and Cammie is also a caterer. Moe and Vet are working on the contract to present to them. Discussion continued about determination of how much revenue we need yearly from rental and the need to increase our pricing. Moe discussed what he is doing with Instagram and facebook and other media to make information about den rentals more available, including a new Google phone number. The discussion moved to the focus of marketing to include wedding and event planners. Lee offered to pay for a

professional marketing plan/implementation if the Krewe chooses to use one.

- o) Lee the started a conversation about learning from other Krewes and the way they do business. The first point is that other Krewes require participation from all the members. They also do a better job of obtaining sponsorships and fund-raising. We need a better plan. We need to identify what we give to our sponsors in terms of advertising. They need to see the spots we will use, the number of hits we get on social media, and how they are presented on our media.
- p) Moe reported on progress on social media. He linked Instagram to Facebook. We have a new google phone number. He is going to work on new websites which present our Krewe in other ways than just Mardi Gras. We need to present "feel good" stories, such as former scholarship recipients and their accomplishments. Any stories of member participation in community events, etc.
- q) We discussed what was learned from participation at Springtime and at DeSoto. Lee discussed some financial aspects of the participation. Financing the "open bar" at both events was also discussed. Turning our festival into a similar event was then discussed. Offering a pub crawl, a beach party or some other event was discussed. A host hotel and some events will have to be outside of St. Andrews. Moe stated that the City is open for the marketing aspect. They want to promote P.C. as a destination and to bring in new residents. Lee stated that 70% of housing in Bay County is rented and that is unsustainable.
- r) Evette asked about the direction of our marketing. Are we continuing to pursue the contract for den management, or will that be eclipsed by a larger marketing plan? In answer, the professional marketing will be in addition. We also discussed the old, outdated information that is on the internet. How do we remove or minimize that? Moe will pursue that with Pam George.

VI. New Business

- a) Jay Rae presented a draft of a new membership handbook for consideration. The board members will review and discuss at the next meeting.
- b) David Blasi volunteered to take over the secretary role as Jerry will have new duties and responsibilities upcoming. Jerry and David will work out transitioning to that arrangement.

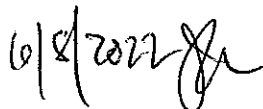
- c) Don reported that our grounds maintenance company needs to raise its price for their services. Our current price is \$150/ month since 2016. He proposes and increase to \$200/month. The board verbally approved his proposal.
- d) Don asked if Moe had tried to contact Chris and Joey of Legistix for discussions. Moe has attempted multiple times but has had no response. Don will also contact him.
- e) Jerry reported being given information on DeFuniak Springs "Living the Lake Life" festival. Will hand that info off to Mary as Ambassador Co-Chair to pursue participation.
- f) Jerry brought up an outstanding item from past meeting. This was concerning an incident at the Kids Parade in February. This item needs resolution by the board. Moe reported follow-up with Paul who did not witness the event. Moe questioned Charles who denied a confrontation but stated it was only a conversation. Lee reported witnessing a physical confrontation, and that the police officer told Lee, at the safety meeting for our Mardi Gras parade, about the incident. Evette expressed concern about drinking at the Kids parade, especially by the drivers. After lengthy discussion, Moe stated that we do need action on this event. Moe and Don suggest a letter of reprimand to Charles over the incident. Moe, Tina, and Judy will work on drafting an appropriate letter.
- g) The Krewe owns barricades which we rent for events. The whole trailer of barricades is rented for \$500. Delivery is \$50. Unload and re-load are not included. Lee has been doing it but needs help. Any pick-up can tow the trailer. Needs to be put in newsletter that we need volunteers to help with this revenue stream.
- h) Jerry asked about Public Relations committee due to a letter from Chamber of Commerce concerning our membership. Discussion revealed that any board member can attend Chamber functions. Public Relations committee is supposed to represent us but currently has no members.

VII. Adjournment

Pam made a motion to adjourn the meeting. Lee seconded the motion and it passed without opposition. The meeting adjourned at 7:06 p.m. on May 4, 2022.

Minutes submitted by: Jerry Kelly, Secretary

Minutes approved by: Board of Directors

6/8/2022 

Tasks from 5-4-2022 Meeting

1. Moe and Don to contact Legistix (Chris and Joey)
2. Awaiting roof leak estimates
3. Kitchen progress
4. Awaiting box drain estimates
5. Wall drapes progress
6. Jerry to schedule Ambassador meeting
7. P.C. reverse parade- new developments
8. Strategic plan progress
9. Den rental management. Negotiation/contract progress.
10. Website and social media progress. Moe to contact Pam George.
11. Progress on reprimand letter. Moe, Tina, Judy
12. Barricade help