

MINUTES

Wildlife Alert Reward Association Meeting Farris Bryant Building Tallahassee, Florida October 12, 2017

Members Present

Ms. Virginia “Jenny” Brock (Chairman), Mr. Edward “Buddy” Boyd (Vice Chairman), Mr. Bruce Essen, Ms. Diana Flynt, Mr. Braxton Jones, Mr. David Jones, Mr. Al Hammond, and Mr. Neal White

Members Not Present

Mr. Michael Kennedy and Mr. John Shaw

Others Present

Captain Avery Tubbs and Ms. Sara Burke

Opening Remarks

- Meeting called to order, attendance taken and quorum was met.
- Motion to approve the March 2nd minutes, Mr. Boyd motioned, Mr. B. Jones seconded, motion passed.
- Motion to approve the May 5th minutes, Mr. Essen motioned, Mr. Boyd seconded, motion passed.

Wildlife Alert (WA) Business

- **Financial Update**
 - Ms. Brock discussed the accounts at EverBank and SunTrust – she had reconciled the accounts and all monies were accounted for. She updated the Board with the impending closing of the SunTrust checking and savings accounts, to move the money to EverBank.
 - Mr. Boyd mentioned the concern that a substantial amount of funds were being used to purchase marketing products from an out of state promotional product company. Ms. Burke notified the Board that a Florida promotional product company had been found and the switch already made with the last order of product.
- **Reward Amounts**
 - Mr. Boyd would like to update the reward amounts to reflect the severity and type of violation. He suggested to have the reward levels say “up to...” \$300 or \$500, for example.
 - Mr. D. Jones expressed concern about one person deciding how much violation is worth and there should be as little human input as possible
 - Captain Tubbs suggested that the levels can be divided up by species, game vs. nongame, endangered/threatened...He offered to create a new Reward Schedule based species and violations that would be more accommodating for reward amounts
 - Mr. Boyd motioned to authorize a new Reward Schedule to be created and presented to the Board within 45 days. Mr. Hammond seconded. Some discussion was had regarding the urgency of created a new schedule, it was determined that it was urgent. Motion passed.

- **Historical Resource Violations**

- Mr. Boyd questioned if WA is liable for the violations and if WA is justified in paying the rewards. Should these violations be with DEP, since it is not fish and wildlife? He wants the group to decide to pay future rewards for these violations or not.
- Captain Tubbs stated that violators are turning these sites into craters like the moon and that is caused environmental degradation, which in turn destroys the fish and wildlife habitats.
- Mr. D. Jones questioned if the WA mission statement included historical resources. He thinks that WA might want to rewrite the statement to include historical resources if necessary. Mr. D. Jones said that if it involves degrading the environment then a reward should be paid.
- Mr. Essen discussed the Bylaws and questioned whether it was benefitting FWC to pay the rewards?
- Buddy suggested a clarification of the Historical Resource violations be included in the new Reward Schedule.
- This topic was tabled until the new Reward Schedule is completed and presented to the Board.

- **Financial Policy**

- Mr. Kennedy had suggested to Ms. Burke about creating a financial policy for WA. A rough draft was presented to the Board that would require the appointment of a Treasurer. A lot of discussion was had regarding needing oversight of the finances and a proposed yearly budget. A suggestion was made to create a finance committee, but some reluctance on having a board member oversee the finances. This subject was tabled because of lack of interest in creating a financial policy and electing a Treasurer.

- **Announcement**

- Ms. Burke has taken a job as a biologist with FWC's Habitat and Species section with their sea turtle program. Therefore, she will no longer be able to assist WA.
- Mr. D. Jones spoke about the need to acquire more hours to make Ms. Burke's former position full time as a contract laborer.
- Ms. Flynt stated that WA needs more help.
- Ms. Brock announced that she was looking toward the future and the possibility of her not keeping on with the WA Board.

- **IWC Meeting Update**

- Captain Tubbs announced that he is now the IWC Regional Representative for the southeast region. He spoke about working with IWC to secure relationships with "high rollers" for fund raising opportunities. He suggested that WA host a skeet shoot to raise money for IWC and WA. Colonel Brown is very interested in this event and would like to get the FWC Commissioners involved. Captain Tubbs will get more details about the event and address it at the next WA meeting.

- **Marketing**
 - Mr. D. Jones began by speaking about the extensive audit completed by Moore Communications Group (MCG). He was very impressed and appreciative that MCG took the job for way under market value and is very excited to continue working with them. He thinks that WA should implement MCG's plan use resources to build the brand.
 - Ms. Flynt spoke about the many ideas MCG put together – trademark the WA logo; create a tagline; advocacy; social media avenues. And she agrees with all statements Mr. D. Jones made.
 - Ms. Brock stated that she was blown away by MCG's ideas.
 - Mr. Boyd suggested obtaining a tiered proposal from MCG for the next step in implanting the plan. This will be done and presented at a future meeting.

- **Trailer Update** – moving forward with outfitting and design of the wrap.

- **Sponsorship Opportunities**
 - Florida Officer's Association
 - Captain Tubbs asked for \$1,000 to be awarded to the newly formed Florida Officer's Association, a program designed to assist officers in times of great need.
 - Mr. Boyd motioned to approve the donation of \$1,000 to be awarded the Florida Officer's Association, Mr. D. Jones 2nd, motion passed.
 - FWC Cadet Dinner
 - Ms. Burke suggested that WA pay for the cadet graduation dinner and at that time give the information packets (created by MCG) to them so that all officers will be aware of the WA program from the beginning.
 - Captain Tubbs will look at academy projections to determine how many officers and events there will be for 2018.
 - Mr. Boyd motioned to approve \$1,000 to be set aside in a fund for cadet dinner or recognition event, Mr. D. Jones 2nd, motion passed.

Mr. Boyd suggested that an official proclamation of the excellent work that Ms. Burke has done for WA be created and put in her file.

Meeting Adjourned – Mr. Essen motioned and Mr. Boyd 2nd, adjourned.

Action Items

- Captain Tubbs will create a new Reward Schedule to be presented to the board within 45 days.
- Mr. D. Jones or Ms. Flynt will contact MCG to obtain a quote for future business.
- Captain Tubbs will contact the accountant to provide the donation to the FL Officer's Assoc.
- Captain Tubbs will obtain the academy projections for cadet dinner or recognition event.

Wildlife Alert Committee Meeting Minutes – 10/6/2017

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