

# MINUTES

## **Wildlife Alert Reward Association Meeting Farris Bryant Building Tallahassee, Florida March 4, 2016**

### Members Present

Ms. Jenny Brock (Chairman), Mr. Braxton Jones, Mr. David Jones, Ms. Diana Flynt, Mr. Michael Kennedy, and Mr. Neal White

### Members Not Present

Mr. Alfred Hammond, Mr. Buddy Boyd, Mr. John Shaw, and Mr. Rex Wimberly

### Others Present

Captain Avery Tubbs and Ms. Sara Burke

### Opening Remarks

- Meeting called to order, attendance taken, and quorum was met.
- Mr. D. Jones motioned to accept the agenda, Mr. Essen seconded. Motion passed.
- Mr. White motioned to accept the minutes, Mr. B. Jones seconded. Motion passed.
  - (Mr. Wimberly, not in attendance today, was in attendance at the prior meeting, the minutes will need to be adjusted.)

### Old Business

- Secretary and Treasurer Positions
  - The appointment of a Treasurer were discussed at length during the October 9<sup>th</sup> and November 9<sup>th</sup> meeting of 2015. It was suggested that the Bylaws should be amended to remove the Treasurer position. The amendment was put on hold (11/9/15) until FWC legal could be contacted on the legality of removing the Treasurer.
  - During the March 4<sup>th</sup> meeting, it was noted that the Bylaws require one month notification to the board members prior to motioning the Bylaws to be changed.
  - Changes to the Bylaws were discussed regarding amendments to the Secretary and Treasurer positions and to the regulations regarding Audits of the Wildlife Alert (WA) financials. These amendments will be voted on in approximately one month.
- 2016 Marketing Events
  - Utilizing a company to organize events around the state was discussed. Considering that the events are only meant to be for advertising the WA brand, it was thought that other ways that would be more cost effective could be utilized rather than spending \$7,000 on an event. Some other avenues discussed included boat shows and outdoor expos throughout the state.
  - Mr. D. Jones suggested that a network of “friends” be created for use volunteering around the state in attending shows and expos with the WA message and promotional give-a-ways.
  - Ms. Flynt suggested that each board member should attend an event in their region to promote WA and to obtain a network volunteers to attend other events as well.

- A suggestion was made to research hiring an outside company to create a marketing plan for WA. Either an established company or a graduate student from FSU to intern at WA in order to create a marketing plan for credit in their program at FSU.
- Ordering new promotional products was suggested at this time, along with joining with the FWC float at Springtime Tallahassee to promote WA.

#### Financial Reports

- Ms. Brock referenced the financial report provided by the new accountant. The account had increase approximately \$13,000 in 2015.
- Mr. Kennedy motioned to accept the financial reports, Ms. Flynt seconded. Motion Passed.

#### Law Enforcement Report

- Captain Tubbs discussed the 5-year comparison of calls and rewards. The number of calls are increasing at a fast rate while the number of rewards are staying low. The types of reports are also developing, such as more reports on Gopher tortoise violations.
- Captain Tubbs discussed the creation of a Standard Operating Procedures Manual (SOP) for use by the FWC staff when processing documentation for WA.
- IANRC – Captain Tubbs asked to attend the IANRC in Texas this summer. Ms. Flynt and Mr. D. Jones asked for some new approaches to marketing from other states that may be useful in Florida for WA.
- Mr. D. Jones motioned to allow Captain Tubbs to attend the IARNC paid for by WA, Ms. Flynt seconded. Motion passed.

#### Audit

- The scheduled 2014 audit was discussed briefly. The audit must be completed before the Florida legislation will move forward with approving WA to receive fines in Florida Statutes.

#### Reappointments

- Members in attendance accepted reappointments. Members not in attendance will receive a request for reappointment to the board. The requests will be sent with attendance records and reference to the Bylaws.
- All members not in attendance this meeting, March 4<sup>th</sup> 2015, were determined to be valid absences and excused by the members of the board that were in attendance.

#### Schedule Next Meeting

- A conference call meeting will take place in approximately one month. It will be announced to the public as soon as scheduled.
- The next meeting will be October 7, 2016. A possible location in Ocala at the Youth Center Facility was suggested. Ms. Flynt motioned to accept the location and date of the next meeting, Mr. D. Jones seconded. Motion passed.

Adjournment

- Mr. Essen motioned to adjourn, Mr. White seconded. Meeting adjourned.

Action Items

- Ms. Burke will adjust the November 9<sup>th</sup> meeting minutes to reflect the attendance of Mr. Wimberly.
- Ms. Burke will amend the Bylaws and send to the board for review prior to the meeting next month.
- Ms. Burke will send the Articles of Incorporation to the board members for review and input regarding any amendments that may need to be made to the Articles.
- Ms. Burke will verify reappointments of board members and generate reappointment letters.
- Ms. Burke will contact FSU Marketing School and obtain bids from established marketing firms in Tallahassee.