

MINUTES

Wildlife Alert Reward Association Meeting Farris Bryant Building Tallahassee, Florida May 5, 2017

Members Present

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

Members Not Present

Ms. Diana Flynt

Others Present

Major Grant Burton, Captain Avery Tubbs, and Ms. Sara Burke

Opening Remarks

- Meeting called to order, attendance taken and quorum was met.
- Ms. Brock made a motion to add two additions to the agenda in regards to a Marketing Committee and Trailer Design Budget. Mr. Boyd motioned to approve amended agenda, Mr. White 2nd, amended agenda accepted.

Wildlife Alert (WA) Business

- **New Banking Options**
 - Mr. Braxton Jones and Mr. Michael Kennedy abstained from the discussion and vote of a new bank due to possible conflict of interests.
 - Ms. Burke discussed the future banking needs of WA along with possible changes to the board. A new bank would need to be flexible with any changes made to the board and locations of the account holders/signers. Also, using a bank that is more tailored to non-profit needs. Ms. Burke described each of the five banks pros and cons:
 - Capital City Bank
 - Local Community Bank with locations near the current signers – Virginia Brock and Edward Boyd – must be in person to make changes
 - Very low APYs on Interest Checking, CDs and Money Market Accounts
 - Basic online access with only one login for access to the accounts – no dual management of banking
 - Credit card provided in-house
 - Centennial Bank
 - Local Community Bank with locations near the current signers – Virginia Brock and Edward Boyd – must be in person to make changes
 - Very low APYs on Interest Checking, CDs and Money Market Accounts
 - Dual online access, all online users must be signers; therefore, the accountant could not process online bill pay and such
 - Credit card provided in-house

- EverBank
 - Online bank with headquarters in Jacksonville – there are several banks throughout Florida as this is a Florida based bank that specializes in non-profits. All necessary documents, signatures and changes do not have to be done in person.
 - Great APYs on Interest Checking and Money Markets; excellent APY on CDs
 - Administrator Login and supplemental logins with restrictions – Dual Control
 - No credit card available through their bank; will need to find a new provider
 - Use of a regular desk scanner for checks is sufficient.
 - First Commerce Credit Union
 - Local Community Bank with locations in Tallahassee only – must be in person to make changes
 - Very low APYs on Interest Checking and Money Market; OK APY on CDs
 - Dual online access, all online users must be signers; therefore, the accountant could not process online bill pay and such
 - Credit card provided in-house
 - Fee required for scan to deposit checks
 - Renasant
 - Florida bank with locations in Ocala and S. Georgia. The closest location to Tallahassee is in Valdosta ~60 miles away
 - Low APYs on Interest Checking and Money Market accounts
 - Dual control for online access – \$10 per month
 - Scanner rental for online check deposit – \$50 per month
 - Discussion was had – Mr. Hammond thought that having dual control on the accounts was a necessary factor. Mr. Boyd noted that EverBank had a great reputation regarding non-profit accounting practices. Mr. Essen believed that EverBank would be the most convenient and provide the highest APYs for the WA funds.
 - Mr. D. Jones motioned to have EverBank represent Wildlife Alert for Interest Checking, Money Market, and CD accounts. Mr. Boyd seconded the motion. The motion passed with seven ayes’, along with the two abstentions.
- **SunTrust Bank Accounts**
 - Mr. Braxton Jones and Mr. Michael Kennedy abstained from the discussion and vote of a new bank due to possible conflict of interests.
 - With a new bank chosen, the checking and savings account funds will need to be moved. Mr. Boyd motioned to close the SunTrust checking and savings accounts and move the funds to EverBank. Mr. White seconded the motion. The motion passed with seven ayes’, along with the two abstentions.

- As the CDs at SunTrust mature, the money should be moved into the accounts at EverBank. New CDs will have already been established at EverBank, therefore the monies from the CDs with either go directly to the Interest Checking or the Money Market accounts. Mr. Hammond motioned to close the CDs at SunTrust upon maturity and move the funds to EverBank. Mr. Essen seconded the motion. The motion passed with seven ayes', along with the two abstentions.
- **SunBiz Annual Report**
 - Mr. Rex Wimberly appears on the annual report as a 'member' of WA. To remove Mr. Wimberly, the report must be amended at a cost of \$61.25. Mr. Boyd motioned to approve the amending of the annual report. Mr. B. Jones seconded the motion. The motion passes unanimously.
- **IWC (formerly IANRC)**
 - 2017 Annual Conference – July 16-19, 2017 – North Conway, NH
 - Major Burton asked to attend this year. Mr. Boyd motioned for the Major to attend the conference. Mr. B. Jones seconded the motion. The motion passes unanimously.
- **Addendum #1 – Marketing Committee**
 - Ms. Brock and Ms. Burke met with Moore Communications Group (MCG) on May 2nd to discuss the preliminary strategy of MCG. The beginning phase is Research and that commences with an "Innovation Incubation" team meeting with MCG. WA will set up a marketing committee to attend MCG meeting and make decisions on marketing plans and projects. Mr. D. Jones volunteered to be part of the marketing committee. Mr. Boyd suggested that Ms. Flynt be on the marketing committee as well, with himself and Ms. Brock as alternates if needed.
 - Mr. Boyd motioned for the marketing committee have authority to move forward with strategies presented by MCG in matters not involving the additional spending of funds. Mr. Hammond seconded the motion. The motion passes unanimously.
- **Addendum #2 – Trailer Design Budget**
 - Ms. Flynt has been working with an artist to develop the design for the trailer wrap and the internal educational design to promote WA. The artist is generously giving us his time and expertise for the design pro-bono, WA will need to pay for cost of materials. Depending on how interactive it is the range of price will be \$1,000 to \$2,500; this is much cheaper than hiring a design company for ~\$300 per square foot.
 - WA has received an estimated quote to print and install the trailer wrap of \$2,905.50.
 - Overall the budget requested at the meeting totals \$5,500 for materials and trailer wrap.
 - Mr. D. Jones motions to approve the budget with the final approval to go through the marketing committee. Mr. Shaw seconded the motion. The motion passes unanimously.

Meeting Adjourned

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Action Items

- Ms. Burke will prepare all banking documentation to initiate the closing of SunTrust accounts and opening of EverBank accounts.
- Ms. Burke will follow the SunTrust CD maturations and withdraw funds for deposit into the WA account at EverBank.
- Ms. Burke will amend the Annual Report on SunBiz to reflect Mr. Wimberly's dismissal from the WA board.
- Ms. Burke will arrange for Major Burton to attend the IWC conference.
- Ms. Burke will contact Ms. Flynt, Mr. D. Jones for a date to set up the "Innovation Incubation" with MCG; once a date is settled on, Ms. Burke will contact MCG to confirm.
- Ms. Burke will work with Mr. Flynt and Mr. D. Jones on coordination of the WA display trailer outfitting.