

MINUTES

**Wildlife Alert Reward Association Meeting
Farris Bryant Building
Tallahassee, Florida
April 9, 2014**

Members Present

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

Members Not Present

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

Others Present

Captain Rett Boyd, Ms. Sara Burke, and Ms. Kelly Daire

Opening Remarks

- Chairman Brock opened the meeting with introductions.
- Mr. Essen motioned to accept the agenda, Mr. White seconded. Motion passed.
- Mr. Kennedy motioned to accept the previous meetings minutes with one correction regarding Ms. Brock in the opening remarks, Mr. D. Jones seconded. Motion passed.
- Financial reports accepted.

Law Enforcement Report

- Captain Boyd spoke about the finalization of the Wildlife Alert incorporation and the progress of the citizen support group MOU with Florida Fish and Wildlife
- Captain Boyd spoke about marketing Wildlife Alert through products and billboards throughout the state
- Captain Boyd printing Wildlife Alert information cards to be given to officers to turn in with the citation. These cards would inform the judges and lawyers about the program and the penalties that can be paid as restitution by the violators. Wildlife Alert will work on having a check box added directly to the citations in the future.

IANRC

- Captain Boyd requested approval and funding to attend the IANRC 2014. Ms. Flynt motioned to approve Captain Boyd's request, Mr. White seconded. Motion passed.

Legislation

- Captain Boyd reviewed citizen support group requirements regarding lobbying
 - Ms. Brock asked how Wildlife Alert was proceeding on receiving donations as part of a violator's fines in Florida statutes. Captain Boyd said that Wildlife Alert is about a year away from accomplishing that goal as Wildlife Alert just became recognized as a citizen support group.

Member Appointments

- All current members at the meeting were polled to determine their wishes to continue serving on the board. All members in attendance elected to continue. Mr. D. Jones motioned to reaffirm member appointments, Ms. Flynt seconded. Motion passed.

Additional Rewards

- Wildlife Alert needed to appoint a member to approve additional reward amounts when the reward is not sufficient to cover the severity of the violation. As chairman, Ms. Brock was selected to have the authority to approve additional reward amounts. Mr. D. Jones motioned to accept, Mr. Kennedy seconded. Motion passed.

Fundraising and Marketing Events

- Ms. Daire discussed the Wildlife Alert's second annual golf tournament and asked for ideas on sponsorships.
- Ms. Daire spoke about the outreach event in Fort Myers – after this event, Wildlife Alert reports rose to 3x the previous quarter.
- Ms. Daire spoke about two future outreach events in Tampa and W Palm Beach.
 - A travel budget of \$3,000 for outreach programs over the next 5 months was suggested. Ms. Flynt motioned to accept the budget, Mr. D. Jones seconded. Motion passed.
- Ms. Burke discussed marketing products for outreach events and FWC regional offices.
 - A bi-annual marketing budget of \$10,000 was suggested. Ms. Flynt motioned to accept the budget, Mr. D. Jones seconded. Motion passed.
- Mr. D. Jones suggested that further marketing banners and display products be researched.

Scheduling Meetings

- As discussed in the October 2013 meeting, the next meeting will be the first Friday in September from 1:00-4:00pm if all meeting rooms are available.

Action Items

- Ms. Burke will contact member not in attendance to determine if they wish to reaffirm their positions on the Wildlife Alert board.
- Ms. Burke will email information on the upcoming FORE the Wildlife golf tournament.
- Ms. Daire will send a notice to members of upcoming outreach events and send report on such events upon completion of event.

Meeting adjourned.

SEB/

Wildlife Alert Committee Meeting Minutes – 4/9/2014