

MINUTES

Wildlife Alert Reward Association Meeting Farris Bryant Building Tallahassee, Florida September 12, 2014

Members Present

Ms. Jenny Brock (Chairman), Mr. Buddy Boyd, Ms. Diana Flynt, Mr. Braxton Jones, Mr. Michael Kennedy, Mr. John Shaw, and Mr. Neal White

Members Not Present

Mr. Bruce Essen, Mr. Alfred Hammond, Mr. David Jones, 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. Boyd motioned to accept the amended agenda, Mr. Jones seconded. Motion passed.
- Mr. White motioned to accept the previous meetings minutes, Mr. Boyd seconded. Motion passed.
- Ms. Brock mentioned the 2013 vs. 2014 golf tournament revenue differences and suggested a review of the last 3 to 4 years of financial reports for reference on earnings. Mr. Braxton motioned to accept the financial reports, Mr. Boyd seconded. Motion Passed.

Law Enforcement Report

- Captain Boyd discussed the following:
 - IANRC – setting up memberships for Wildlife Alert as a way to generate donations and creating posters for shops as a way to advertise Wildlife Alert
 - Citizen Support Group Letter – the letter was approved by the Colonel and awaiting approval from the Executive Director
 - Deer Mount – the South Region has a buck that they would like to have mounted for use in promotion of Wildlife Alert during events. Mr. Boyd motioned to have Wildlife Alert pay for the mount, Mr. Kennedy, Mr. Shaw, and Mr. Jones seconded. Motion passed.

Meeting Absences

- Discussion of how many missed meetings should be allowed ended with a motion to amend the bylaws to state the after missing 2 meetings in a row the member will be on probation, after a third missed meeting in a row the member will be removed from the board. Mr. White motioned to approve, Mr. Shaw seconded the motion. Motion Passed.

Accounting

- Ms. Burke discussed the success of the VISA prepaid cards and the officer information cards
- Ms. Burke discussed the increase in fees demand from the accountant

Fundraising and Marketing

- Ms. Daire discussed the Wildlife Alert's second annual golf tournament and explained factors for the low revenue compared to the first annual tournament.
- Ms. Daire discussed the Tampa Reptile Expo:
 - She created a survey to see how much people knew about Wildlife Alert and if they used it
 - A Square account has been set up to receive donations via credit card
 - A professional donation box has been purchased for monetary donations at outreach events and has been successful
- Ms. Daire spoke about future outreach events:
 - Asked for renewal of the \$3,000 outreach budget. Ms. Flynt suggested that a \$5,000 buffer be added to the Marketing Budget. This made the Marketing Budget a bi-annual \$10,000 with an additional \$5,000 buffer if needed for outreach events. Ms. Flynt motioned to accept the budget, Mr. Boyd seconded. Motion passed.
- Ms. Daire asked for a Wildlife Alert credit card for use at outreach events when needed. Mr. Boyd motioned to issue Ms. Daire a credit card, Mr. White seconded. Motion Passed.
- Ms. Daire gave a social media update regarding Facebook and Twitter. They are time consuming but starting to get followers.
- Ms. Daire asked the board for a contract salary based upon the hours she was spending outside of work working on Wildlife Alert's Facebook and Twitter accounts and the preparations for outreach events outside of her FWC hours.
 - The contract will be included in the Marketing Budget.

Scheduling Meetings

- The next meeting will be a destination meeting to meet in person and discuss the future of Wildlife Alert
- Mr. Boyd would like to have information services at the next meeting
- The next meeting will be the first Friday in March from 1:00-4:00pm if all meeting rooms are available or a venue is found.

Action Items

- Ms. Burke will amend the bylaws to include meeting absences.
- Ms. Brock and Mr. Wimberley will discuss the fee increase with the accountant.
- Ms. Daire will send the research survey with results obtained to the board.
- Ms. Daire will estimate the hours used for a contract salary.
- Ms. Burke will email contract estimates to the board.
- Captain Boyd will request that an FWC public relations person attend the next meeting.

Meeting adjourned.

Wildlife Alert Committee Meeting Minutes – 9/12/2014

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