

# MINUTES

## **Wildlife Alert Reward Association Meeting Farris Bryant Building Tallahassee, Florida October 9, 2015**

### Members Present

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

### Members Not Present

Mr. Alfred Hammond, Mr. Braxton Jones, Mr. John Shaw, and Mr. Rex Wimberly

### Others Present

Lieutenant Colonel Mark Warren, Major Rett Boyd, Captain Avery Tubbs, Ms. Charlotte Jerrett, and Ms. Sara Burke

### Opening Remarks

- Chairman Brock opened the meeting with a letter from Rex explaining why he was not able to attend the meeting.
- Meeting called to order, attendance taken, and quorum was met.
- Mr. Boyd motioned to accept the previous meetings minutes, Mr. Jones seconded. Motion passed.
- Mr. Boyd motioned to accept the financial reports, Mr. Kennedy seconded. Motion Passed.

### Accounting

- Ms. Jerrett communicated the need for Wildlife Alert to obtain a new accountant. Being a citizen support group puts more pressure on Wildlife Alert to meet certain standards of record keeping regarding general accounting measures and the filing of taxes. The accountant filed extensions in 2013 and 2014 and took until the last moment to file the taxes.
- An audit of the 2014 Wildlife Alert ledgers needs to be performed.
- The board members were supplied with two audit proposals and one accounting proposal.
- Lt. Colonel Warren suggested that a more in depth search of accountants needed to be conducted.
- Mr. Boyd motioned to obtain proposals from accounting firms in Tallahassee, Mr. Essen seconded. Motion Passed.
- Buddy motioned for Captain Tubbs to obtain a Wildlife Alert credit card in his name, Ms. Flynt seconded. Motion passed.

### Treasurer Appointment

- Duties of a Treasurer include the creation of yearly budget and overseeing the general finances of the corporation
- Contact Braxton Jones and John Shaw – possibility of becoming Treasurer
- David Jones said he would be Treasurer under duress (he said he would not be a very savvy appointment).
- This will be put on the agenda for the meeting in approximately six weeks.
- Mr. Boyd suggested redefining the duties of the Treasurer in the Bylaws.

### New Membership

- Much discussion occurred regarding appointing a new member to the board and if the Bylaws should be amended from “No employee of the FWC, nor any full-time law enforcement or judicial officer shall be eligible for appointment” to open the appointment to state’s attorneys. This was determined to be a conflict of interest and no change in the Bylaws will occur at this time.
- Mr. D. Jones suggested pursuing a new member in the NW region to fulfill the Treasurer position.

### WA Exposure

- Captain Tubbs discussed the IANRC conference and expressed new ideas on promoting Wildlife Alert with billboards in rural areas for extremely discounted pricing.
- Captain Tubbs suggested that Wildlife Alert permit a monthly contract of \$100 dollars to promote Facebook and Twitter accounts; this would include 3 Facebook posts per week and 5 Tweets per day.
  - This cost would come out of the bi-annual marketing budget.
- Mr. Boyd questioned why the number of complaints were significantly higher than the number of rewards issued.
  - It was discussed that one reason to account for the difference was that many callers did not request a reward when calling in. It is difficult to see the trends of calls versus rewards when looking at comparisons on a quarterly basis.
- Mr. D. Jones suggested to create the outreach trifold marketing product to send to all regions to provide for youth outreach and other such venues. Specifically to Tony Young for his events.
- New events in southern Florida for 2016 were discussed. These events would include a cross-country run in Miami, a road bike ride in Palm Beach, and a mountain bike race in Tampa. Each event would cost \$7,500 to \$8,500 depending on the event.
  - These events would be coordinated by DRC Sports and Wildlife Alert, hence the cost.
  - The board members would like to see information the DRC Sports company, such as, but not limited to, the history of success and number of races put on.

### Donations

- Captain Tubbs discussed jewelry seized from an investigation conducted by The Florida Fish and Wildlife Conservation Commission that they would like to donate to Wildlife Alert.
- Mr. White motioned to accept the donation and sell the metals, Mr. D. Jones seconded. Motion Passed.

### Scheduling Meeting

- The next full meeting will be Friday, March 4, 2016 from 1:00-4:00pm.
- A conference call meeting to discuss and motion on four items will be scheduled in approximately six weeks.

Mr. Boyd motioned to adjourn, Mr. D. Jones seconded. Meeting adjourned.

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SEB/

Action Items

- Captain Tubbs and Sara Burke will obtain accountant proposals.
- Captain Tubbs and Sara Burke will sell the donated jewelry/silver on behalf of Wildlife Alert.
- Sara Burke will create a call record of the past 5 years for comparison of the number of calls vs the number of rewards, and to exhibit the noticeable increase of calls.
- Jenny Brock will look for a new appointee in the NW region.
- Sara Burke will compile information on DRC Sports to present to the board in approximately six weeks.