



VETERANS MEMORIAL PARK FOUNDATION OF PENSACOLA, INC.
Board of Directors Meeting, May 10, 2018
MINUTES

Board Members Present

Paul Entrekin, Michael Swinehart, Jim Murphy, Butch Hansen, David Glassman, Jim Durr, Stacy Pruitt, Andy Caputi, Peter McKanna, and Richard Penrose.

Board Members Absent

Pete Frano, Lisa Rawson, Nancy Bullock-Prevot, Bill Weeks (City Representative), and Ed Holt (legal advisor).

Guest(s) Present

Stan Barnard; Terry Runyon (Viet Nam Vets/Legacy Vets MC); Wendell Slater (DigiPro); and Warren Palmer (Volunteer Coordinator).

(Motions and actions taken are listed in red)

Call to Order and Welcome: President Entrekin called the meeting to order at 3:30 p.m. and asked those present to observe a moment of silence to honor the Fallen represented in the Park. The Pledge of Allegiance followed the moment of silence.

President Entrekin recognized the visitors and asked if any had presentations. Terry Runyon informed the Board that an active duty Marine Staff Sergeant is planning his retirement ceremony in the Park at 9:00am on July 20. Stan Barnard recommended a book to the Board, "The Inspiring True Story of a Mother" which includes some passages about his friend, CWO4 Phil Garvey, an Army H-60 Blackhawk pilot KIA in Operation DESERT STORM / DESERT SHIELD. Mr. Barnard believes CWO4 Garvey, a Pensacola native, should be memorialized in the Park. This led to a discussion of the fact there is not a DESERT STORM/DESERT SHIELD memorial in the Park nor anything memorialize local KIA except for the 13 individual GWOT Memorial plaques. It was recommended that an immediate solution would be to memorialize CWO4 Garvey with a Walk of Honor brick.

Wendell Slater provided a VMP Social Media Financial Expense Report which highlighted his recent efforts with paid advertising on Facebook. His results were based on just \$4.00 in advertising costs resulting in over 600 Facebook impressions (approximately ten cents per impression); there were also two Walk of Honor brick sales during this timeframe. Mr. Slater recommended a \$10.00 to \$15.00 weekly investment to build brand awareness, create lead generation, and create conversions (donations or event attendance). He asked for \$80.00 to \$100.00 for advertising dedicated to the Walk of Honor in the next two weeks in an attempt to reach a goal of 150 total bricks sold before Memorial Day. **Motion by Jim Murphy for \$100.00 toward Walk of Honor advertising to make the goal before Memorial Day with preliminary results from Mr. Slater at the next meeting. Second by Butch Hansen. During discussion, Andy Caputi offered to double the amount with a \$100.00 donation to allow Mr. Slater to target both the Walk of Honor and Memorial Day. The motion carried.**

Secretary's Report: The minutes from the April 26, 2018 meeting were presented. **Motion to accept the minutes as presented was made by Andy Caputi. Second by Michael Swinehart. The motion carried.** Jim Murphy reported that the NAS and Corry Chief Petty Officers have scheduled their annual Chiefs Initiation event in the Park for September 4, from 4:30pm to 8:00pm.

Treasurer's Report: Pete Frano was not present.

President's Report: President Entrekin reported on the following:

- There was one report from Signal 88 about two visitors in the Park after hours. They left when asked without incident.
- Boogie Inc. is set-up for Memorial Day. Efforts continue to confirm a Chaplain for the event.
- There were some struggles this week with online sponsoring of bricks for the Walk of Honor, specifically Firefox users were unable to make credit card donations. The issues was successfully addressed by DigiPro.
- The issue of skateboarding in City parks and Veterans Memorial Park has been in the news. Butch Hansen reported the City will enforce a skateboarding ban in the Park.



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Committee Reports

Operations Officer: Pete McKanna reported on the following:

- Jill Hubbs will use the Foundation's podium, speaker, and tent for the Reading of the Names event.
- Bill Clark, president of the local Special Forces organization has volunteered to help sell brick and will have at least 10 sold by next week.
- Presented the signs to advertise the Walk of Honor program. Signs will be placed in appropriate locations nears the various Park entrances.
- Presented three samples of coffee mugs to be offered for sale during Memorial Day. The mugs cost \$10.00 each and will be sold for \$20.00 each.
- Presented a sample of a new t-shirt design proposed to replenish supplies before Memorial Day. This led to a lengthy discussion of design ideas. **Motion by Andy Caputi to purchase a maximum of 100 shirts in various sizes in the existing design and three new designs, each with one image of the Park on the back, before Memorial Day. Second by Michael Swinehart. The motion carried.**

Vice President: Michael Swinehart reported on the following:

- Memorial Day will be his last event as a Board member after six years. He briefly spoke of his time on the Board, respect for the Board members and all they do for the Park and pledged his continuing support.
- Recommended and **made a motion for Andy Caputi to replace him as Vice President. Second by David Glassman. The motion carried.**

Technology: David Glassman reported on the following:

- Discussed an organization called Guns to Hammers which is providing training and construction jobs for disabled Veterans. The organization will have an event at Pensacola Bay Brewery on the afternoon of Memorial Day.
- Honor Our Marines will sponsor bricks and a reception for the August 19 ceremony at the Marine Aviation Memorial Bell Tower. David Glassman will produce an event schedule.
- was not present.

Military Liaison: Stacy Pruitt discussed the following:

- Had a recent meeting at the National Museum of Naval Aviation about repainting the Cobra. Museum officials recommended not taking the aircraft down for restoration and provided some recommendations on acquiring paint and painting. Additional information will be provided at the next meeting.
- Everything is set for Memorial Day.

Finance and Marketing: A chairperson is still needed for this committee.

Merchandise: No report.

Public Affairs: No report.

City: Bill Weeks was not present.

Legal: Ed Holt was not present.

Business from the floor:

- Michael Swinehart mentioned that the media preview of the GWOT Memorial unveiling is set for 2:30pm on May 23.
- Richard Penrose read an email from Pete Frano describing current brick sale revenue of \$6,000.00.
- Andy Caputi said he will attend the memorial ceremony for Captain Jeff Kuss in Smyrna, TN, on June 9.

Adjournment:

The meeting adjourned at 5:28p.m. The next meeting is scheduled for Thursday, May 24, at 3:30p.m.

Submitted by:
James M. Murphy