

Friends of South Walton Sea Turtles

General Meeting

March 13, 2015

President Beth Coppedge called the meeting to order at 3:35 p.m. at The Bay restaurant on Hwy 331 in Santa Rosa Beach.

In attendance were Catherine Desautels, Linda Voorhees, Gayla Schaefer, Elaine Parrett, Faith Whalen, Val Lofton, Etna Tauscher, Janice Gaultney. A quorum was present.

The meeting agenda was made available. Introductions were made of the Board Members and new members.

Treasurer Report:

Faith Whalen gave the treasurer report with an ending bank balance of \$662.

Committee Activity Updates:

Beth Coppedge provided updates for education committee activities and reviewed types of materials that are available at this time.

The following materials were distributed since the February 13 meeting.

Magnets:

30 to Paradise Rentals

30 to Oversee Rentals

300 to Resort Quest

Coloring books:

100 to Great Southern in Seaside

100 to Shades by the loop in Inlet Beach

100 to Pizza by the Sea 2 locations

50 to Angelia's Pizza in Seagrove

25 to Perfect Pig in Seagrove

50 to Bud and Alley in Seaside

25 to Another Broken Egg in Grayton Beach

50 to Café 30A in Seagrove

100 to Resort Quest in Gulf Place

50 to Sundogs in Seaside

375 to Elementary school (via TDC)

100 coloring books, pamphlets (white, 2 sided), door hangers to Royal Beach Rentals

300 stickers at Resort Quest

100 stickers to rentals

A meeting has been scheduled for the coming week with the Resort Quest General Manager to discuss approval to place materials, including magnets, in all 300 of their rental properties.

Gayla Schaefer presented the newly modified logos, both in black and white and color.

Beth Coppedge led a discussion regarding simplifying the message statement for ease of delivery and understanding. An example of "clean, dark and flat" was suggested.

Donation jar samples were presented by Beth Coppedge. A discussion centered on labeling the jars with a description of why and how the funds raised will be used.

Gayla Schaefer recommended the organization recognize the graphic artist who donated the logo design work.

Linda Voorhees volunteered to have a QR Code (Quick Response Code) created for marketing purposes.

Beth Coppedge reviewed volunteers who have signed up for committees.

Ideas were discussed regarding a new coloring book creation and the possibility of purchasing an existing book which Val Lofton had discovered at the Permit Holder Meeting. Val Lofton shared new materials and people she had met at the Permit Holder Meeting.

Gayla Schaefer obtain pricing on new pamphlets and handouts to be used as a development tool.

Beth Coppedge presented a sample t-shirt and led a discussion regarding including them in a donor package.

Gayla Schaefer gave an update on the publicity committee including the website, blog, Instagram, Twitter and Facebook scheduling of updates. Additional media to be created is a newsletter linking to the website.

Old Business:

Bylaws discussion tabled until adjustments can be made to Mission Statement.

New Business:

Gayla Schaefer proposed paid memberships and suggested a naming convention for donor levels. The discussion included recognition gifts. No vote was taken.

Date for next general meeting is May 2015 with date yet to be determined.

Meeting adjourned at 4:35 p.m. by Beth Coppedge.

Minutes submitted by Secretary, Catherine Desautels