

Friends of South Walton Sea Turtles

Board of Directors Meeting

March 13, 2015

The meeting was called to order at 2:50 pm at The Bay restaurant on Hwy 331 in Santa Rosa Beach.

President Beth Coppedge called the meeting to order. In attendance was Catherine Desautels, Gayla Schaefer, Elaine Parrett, Faith Whalen, and David Boink. A quorum was present.

The meeting agenda was distributed electronically and hard copies were made available.

Coppedge asked those present to introduce themselves and then gave the executive summary.

Treasurer report was presented by David Boink and sent via email. Funds received to date \$1000, payouts \$338, ending bank account balance of \$662. Questions were posed to David Boink regarding recording initial funds received as a loan or donation and availability of a submission form for expense reimbursement. Faith Whalen may provide a template form. The directors discussed procedures for expense reimbursement, including proposing two signatures for amounts more than \$50. Expenses would first require budget approval, committee chair approval and final approval by President. Currently, two people are signatory on bank account, David Boink and Beth Coppedge. Directors discussed the need to establish policy regarding check writing. Full SSL security of donation page on website was mentioned and Catherine Desautels made a motion to approve a security certificate for the donor page and Elaine Parrett seconded. Unanimous vote to approve.

Next were the Committee Chair Reports.

Gayla Schaefer reported on Publicity Committee that met in February. A Marketing/Advertising subcommittee was formed. Linda Voorhees volunteered to have the logo redesigned. Each social media site has a board member heading, the blog is Elaine Parrett, website is Julie Gibson, Twitter is Gayla Schaefer, Instagram is Faith Whalen. The current social media results are 1482 Facebook likes, 73 Twitter followers, 9 Pinterest followers. A formal schedule of posting and updates on all the sites has been established.

Gayla Schaefer recommended the software Constant Contact to manage marketing communications. Faith Whalen made a move to approve a six month subscription, Elaine Parrett seconded. Unanimous vote to approve.

Education and Events Committee reports were presented at the General Meeting directly following Directors meeting.

For the Fund Development Committee, Gayla Schaefer presented information regarding establishing paid membership levels. Detailing the naming convention, levels and adding corporate sponsors. Gayla moved to sell donation levels, motion seconded by Faith Whalen. Unanimous approval.

Recommendation by Faith Whalen that Bylaws, Articles of Incorporation and 501c3 discussion be tabled until adjustments can be made to Mission Statement.

Gayla suggested an Ad Hoc Start Up committee. Faith Whalen agreed to chair with Beth Coppedge and Gayla Schaefer on the committee.

Catherine Desautels distributed the February 13, 2015 meeting minutes. Faith Whalen moved to approve the minutes as presented. Gayla Schaefer seconded. Unanimous approval.

Next meeting will be Monday April 13<sup>th</sup> at 3:00 p.m. at The Bay restaurant. A general meeting will be held in May 2015. The date yet to be determined.

Meeting adjourned at 3:30 by Beth Coppedge.

Minutes submitted by Secretary, Catherine Desautels