

## Friends of South Walton Sea Turtles

### General Meeting

May 12, 2015

The meeting was called to order at 5:15 PM CST at The Bay restaurant on Hwy 331 in Santa Rosa Beach by President Beth Coppedge.

Present: Beth Coppedge, Catherine Desautels, Elaine Parrett, Faith Whalen, Janice Gaultney, Linda Voorhees.

The meeting agenda was distributed.

#### REPORTS:

Education Committee - Presented by Beth Coppedge and Catherine Desautels

-Contact made with Five Star Rentals

-Meeting with Jennifer Sullivan, Acct & HR Director of Rosemary Beach. Educational material will be made available to all home owners and Cottage Rental to be approached regarding magnets and stickers for rentals.

-Letters of introduction sent to managers at Southern Resorts and 30a.com

-Radio interview given to 30a.com by Beth Coppedge and Catherine Desautels

-World Turtle Day education program will be held at Coastal Branch Library on May 19<sup>th</sup> led by Faith Whalen and assisted by Beth Coppedge and Catherine Desautels. Faith created and distributed 300 flyers to the library to advertise the event.

Treasurer - The bank balance of \$580 was reviewed. It included expenditures for stickers and a donation by Janice Gaultney.

Marketing/Advertising Committee Chair - Linda Voorhees presented the final version of activity booklet, which is approved and ready to print. Placemats are approved and ready to print. Booklets and placements will take about a week for printing. Labels will take approximately two weeks to print. Due to size of order, pick up will need to be coordinated with adequate size vehicles. Total print order of \$3516 includes 15,000 placemats, 5,000 activity books and 10,000 stickers.

Publicity/Communications Committee - Presented by Faith Whalen. The Earth Day event at E.O. Wilson Biophilia Center drew 300 people to our booth. 100 turtle activity kits and bags were distributed. The total cost for the activity kits and printing was \$600. Remaining kits will be used for future education opportunities included World Turtle Day at the Coastal Branch Library. The cookies ordered and sold for the Earth Day event were a break-even outcome and so it was determined to eliminate this option for future activities.

Startup Committee - Faith Whalen provided an update on the 501c3 application progress with further changes made to the by-laws to include conflict of interest. The June Board meeting is projected to present a draft of the by-laws for voting. With August being the presentation target date to General Members.

The next General meeting will be June 9, 2015 at 5 PM CST at The Bay restaurant.

Meeting adjourned at 5:50 by Beth Coppedge.

*Minutes submitted by Secretary, Catherine Desautels*