



## EMERALD COAST PARROT HEAD CLUB

ExComm Meeting Minutes  
April 10th, 2023 at O'Quigley's

**ExComm Members In Attendance:** Matt McPhillips, Kathy Imgrund, Sherine Price, Bob Armstrong, Kira Bell, Mike Whitley, Larry Cowsert

**Note:** ExComm "job descriptions" per club by-laws are included here to familiarize the ExComm members & organize ExComm tasks & committees for better communication, efficiency & effective execution of ExComm responsibilities going forward. Many ExComm tasks have been disorganized over the years as one or a few people have taken on all tasks in lieu of recruiting Excomm members & volunteers who will effectively manage each role's tasks. It's a common challenge in a volunteer-run organization but easily corrected & easily maintained going forward. The ExComm owes it to its club membership to run an effective Excomm. One or two people should never have to be responsible for a disproportionate portion of ExComm tasks. It should be an organized team effort (that's why we have by-laws) carried out by club membership as they take their "turn" volunteering on the ExComm or on a committee. We can do a better job of creating interest & participation from club membership in volunteering their time & unique skills as well as taking their "turn" on the ExComm.

- I. **President's Welcome: Matt McPhillips** (liaison w/other groups/organizations; preside over ExComm meetings; appoint committee chairpersons w/approval of majority vote of ExComm)
  - A. Called meeting to order at 6:07 pm & agendas were distributed & are attached in the Handouts.
- II. **Secretary's Report: Sherine Price** (keep minutes of all ExComm meetings; furnish copies of minutes to all ExComm members; compile agenda & submit to president one week prior to ExComm meeting & post on website; respond/correspond w/other groups/individuals as requested by ExComm or president; pass on all materials/books/notes/records for present/prior years in good condition to succeeding secretary)
  - A. **March meeting minutes** were emailed to all board members for review.
  - B. Bob Armstrong motioned to approve March meeting minutes; Sherine Price seconded the motion.
  - C. **Club Email:** Sherine Price set up club email address: [ecparrotheadclub@gmail.com](mailto:ecparrotheadclub@gmail.com) & will share the password with board members who need access to the email. At each year's ExComm turnover, the password will be changed & provided to the next ExComm secretary.
- III. **Treasurer's Report: Kathy Imgrund** (assume responsibility for financial matters; attend ExComm meetings & have books ready for examination; present books annually for inspection by president-appointed ExComm member; prepare quarterly reports for ExComm; pass on present/prior years funds/records/books in good order to succeeding treasurer; disperse scholarship funds prior to December 31 to ensure matching state funds are provided if available)
  - A. **Treasurer's report** was emailed to all board members for review & is in the attached Handouts.
    1. Total 2023 Income to Date: \$17,535.77
    2. Total 2023 Expenses to Date: \$4,615.68; Net Income: \$12,920.09
    3. Bank Account Balance \$23,479.82
    4. Bob Armstrong motioned to accept the treasurer's report; Kira Bell seconded the motion.
  - B. Old Business: Andy Holdnak closed his Square account.
  - C. Old Business: Square accounts are currently set up for Kathy Imgrund, Kira Bell, Sherine Price, Bob Armstrong, & Mike Whitley including card swiper so that they can easily take payments as needed.
    1. Upon each annual change over of executive board members, unused accounts should be closed & new accounts should be opened for new board members who need to be able to take payments.
    2. Kira Bell set up Square Team so treasurer has easy access to all transactions and can manage the annual change over of board members and square accounts.
  - D. Matt McPhillips turned over to the treasurer a \$160 deposit slip for the Mardi Gras float rider funds (8 riders @\$20 each). He also turned over to the treasurer \$300 cash for coupon book sales.
  - E. Larry Cowsert reimbursed the club \$60 for the unpaid check at GI Jades at a recent meeting in which he had forgotten to pay his tab so the club had paid it for him.
- IV. **Vice President's Report: Bob Armstrong** (assist president in administrating business of the organization; preside in the absence of the president; succeed president if president is unable to serve their term; oversee plan/implementation of all committees; oversee plan/execution of all phlockings; oversee all club communications)
  - A. Meeting Calendar is fully booked.
  - B. Rescheduled Beach Clean Up for June 10th since it was cancelled April 8th due to rain.

C. **Raffle Items:** Thommy & Kathlene Armbruster should provide an updated Raffle items report to the board. Bob Armstrong will request this from them and report to the board for them, unless we want to start inviting them to board meetings to report to us. Sherine Price has suggested this multiple times but no decision or action has been made yet on this.

V. **Membership Committee Report:** **Kira Bell, Chairperson/Member at Large** (accept/process new member applications; maintain membership roster; welcome new members personally/phone/email at or before their first event; email renewal reminders to all club members 30 days prior to membership expiration; contact lapsed members; staff membership table; transfer all docs to succeeding membership chairperson; maintain/promote timely communications w/xComm & membership)

A. **Membership Report:**

1. 188 Memberships so far for 2023; 25 of them are new members; Membership goal for 2023: 300.
2. 8 members are honorary: Paul & Debbie Woodman, Brian & Sue Haussmann, Jan Patton, BT Turner, Dan Empson, Luisa Garcia.
3. Between March and April executive board meetings, the board voted via email to make Luisa Garcia of GI Jades Tiki Bar as an honorary member due to her generous donations.

B. Kira Bell ordered a new badge for Bob Armstrong with Vice President on it.

C. Business cards were distributed to ExComm for handing out to new members, sponsors, venues, etc.

D. Matt McPhillips is storing club business cards for the club.

E. We need to work on strategies to increase membership & meet our goal of 300 members for 2023.

VI. **Website/Social Media Committee Report:** **Sherine Price, Chairperson** (maintain/post club website/social media info; work w/public relations committee to ensure accuracy; coordinate w/website host provider as needed)

A. **Website:**

1. Sherine Price updated the website.
2. Mike Whitley requested more photos and videos on the website. Larry Cowser noted that videos are very trendy now.
3. Discussed removing our personal email addresses from the website. Sherine Price has removed them within a few days after the meeting.)
4. Matt McPhillips requested a page that highlights the charities we support. (Sherine Price has added the page to the website.)
5. Sherine Price has created an online membership form/payment as a quick & easy digital way for the club to manage membership information and payments. She is working on making the form integrate with Quickbooks and Mailchimp.

VII. **Merchandise Committee Report:** **Bob Armstrong, Chairperson** (maintain supply of club merchandise w/ proceeds funding club events; attend monthly membership meetings to provide access to merchandise for club members; support special events as needed)

A. Larry Cowser has declined the appointment to the Merchandise Committee Chairperson position.

B. Bob Armstrong to maintain the Merchandise Committee while we search to identify someone to take over the committee asap.

C. **New Artwork:** Matt McPhillips brought club artwork samples from Ink Trax & reported that we are obligated to order at least 140 pieces from them.

1. A few days after the meeting, Matt McPhillips proposed an email vote regarding the artwork proofs to vote on whether we want the artwork proof "with swords" or the artwork with "no swords". A majority vote was obtained in favor of "with swords", 4 votes for swords and 3 votes for no swords. Sherine Price suggested that we get some club member feedback on the artwork to make sure it's something the members will like and purchase, especially since there were 3 board members who voted against the swords but also because we want to make sure the club members are excited about the new merchandise and will purchase lots of it so we don't get stuck with unsellable inventory again.

D. **Inventory Issues:** Sherine Price proposed again a discussion about slashing the price on 2022 shirts & also giving some away as prizes/awards to get rid of the heavy inventory. No decision was made.

1. On Thursday after the meeting, Sherine Price emailed all board members with a detailed proposal for discussion & a vote on Friday morning. Results of the vote were a majority vote in favor of the proposal to clearance all t-shirts to make room for new t-shirts, to minimize inventory going forward, to get smaller items in inventory such as koozies & pins, to utilize the online store that is in development, to utilize pre-orders to reduce inventory we get stuck with.

- E. Sherine Price is working on the threadless.com merchandise shop & almost has it ready to share with the board for review & implementation. She still needs more & better artwork files.
- F. Lanyards needed for Membership. Kira Bell to talk to Sue Calhoun or Paul/Debbie to get those ordered.

**VIII. Community Events Committee Report: Mary Kenyon, Chairperson/Member At Large** (plan/execute/recommend to ExComm a schedule of social/service activities for the club; gather/disseminate info regarding charities/community service projects; oversee all club charitable/community service projects)

**A. ETTI: Mike Whitley, Chairperson**

- 1. Mike Whitley distributed an itemized report of expenses and income to date along with some projections/budget items.
- 2. 80 tickets sold/\$6000, 4 tents \$200, and \$8825 sponsorships so far.
- 3. Still need help selling tickets and getting sponsors.
- 4. ETTI Income: \$15,025; ETTI Budget: \$20,000; Current Shortage: \$4,975
- 5. It's looking like the event will meet its budget if we can get a couple more sponsorships that are in the works (Margaritaville \$1000 and Florida Power and Light \$2500), sell more tickets, sell t-shirts, raffle, cork pull, silent auction, Harry T's donation of food proceeds.
- 6. Musician Fees: \$7500, Hotel: \$3933, Total: \$11,433 (significantly higher than 2022)
- 7. Mike Whitley asked Kathy Imgrund to set up the Square items for the ETTI event to facilitate successful payments onsite at the event.

**B. Other Events:**

- 1. Mary Kenyon was not present to update us on the Billy Bowlegs parade and other information about upcoming parades & events that we can participate in for 2023.
- 2. Trying to get on A1A party tour when coming through Destin on the way to MOTM Gulf Shores.

**C. Charities:**

- 1. Current charity is Seacrest Wolf Preserve. We'll be presenting them with a \$1,000 check this month. They won't be able to attend our Friday meeting, so we will send a group out there to present the check.
- 2. Chose Emerald Coast Autism Center as our next charity.

**D. MOTM:** 32 members are registered for MOTM so far, per Matt McPhillips. Hoping to have a lot more in attendance.

**E. Nauti Dogs** are to come to KC's Sandbar meeting April 28th with their dogs.

**IX. Communications/Public Relations Committee: Matt McPhillips, Chairperson** (publicize events to membership; contact membership to encourage participation; coordinate with community to publicize events and participation; coordinate w/website committee to ensure all events are posted)

- A. Matt McPhillips to do newsletter about PHIP programs & Margaritaville Intern program; need to schedule interns to join us at an event.
- B. Mailchimp will cost \$13 monthly going forward in order to send email newsletters 2-4 times per month to the membership.

**X. New Business:**

- A. We need volunteer opportunities for club. (This was on agenda; no discussion/no decision made.)

**XI. Important Reminders/Homework for Board Members:**

- A. Report your monthly hours that you work at home to Matt McPhillips for volunteer hours reporting.
- B. Invite friends, family, acquaintances, non-members at meetings & events to join the club and help the club meet/exceed membership goal of 300 for 2023.
- C. Welcome new members, members, and non-members at all meetings and events to make them feel welcomed & valued, to help them have a great time, and to gain repeat and new members for the club for 2023 and beyond.
- D. Share merchandise ideas for club for 2023, identify new t-shirt/hat provider, design new t-shirt/hat.
- E. Share charities ideas to add to our list for 2023.
- F. Share parades we can participate in for 2023.
- G. Share parade float renovation ideas for 2023.
- H. Share ideas to improve our social media and website presence.
- I. Share ideas for additional events for 2023.
- J. Encourage members to get with the Armbrusters to sign up to provide a raffle basket in 2023.
- K. Sign-up with the Armbrusters to contribute at least two raffle baskets in 2023.
- L. Buy your ETTI tickets.

- M. Join the ETTI committee.
- N. Contribute a raffle item for ETTI & enlist members to contribute a raffle item for the event.
- O. Promote the ETTI to increase ticket and sponsorship sales.
- P. Sell ETTI sponsorships to members & any sponsor contacts you have.
- Q. Familiarize yourself with the by-laws.
- R. Use your tax exempt form when purchasing for the club.

## XII. Unfinished Business:

### A. President:

1. Matt McPhillips to produce newsletter about PHIP programs & Margaritaville Interns.
2. Schedule Margaritaville Interns to join us at at least one event.
3. Consider getting a large standing club sign to put up at meetings and small ones for the membership table and merchandise table.
4. We were supposed to have a majority vote when appointing Bob Armstrong to VP position and Mary Kenyon to Member at Large position but never did.
5. Address member complaints we've received: 1) not enough notice for events (send out newsletters more in advance or publicize the full year's schedule in the newsletters so they have plenty of advance notice), 2) music too loud to have conversations/no time for conversations (perhaps have a "social hour or 1/2 hour before the live music starts; that's what some other clubs do), 3) not enough food and drink specials and discounts at venues (negotiate this with the venues), 4) not receiving their newsletters (clean up the membership/email list, fix errors, obtain missing email addresses, make Mailchimp list congruent with a master list, utilize digital import of member data to avoid typo errors in Mailchimp)
6. Get volunteers to appoint to merchandise and communications/public relations committee.
7. Create volunteer opportunities for club.

### B. Secretary:

1. Survey membership.

### C. Treasurer:

1. Eliminate Venmo

### D. Vice President:

1. Armbrusters to get raffle items sign-ups scheduled for 2023 & report to ExComm.

### E. Membership:

1. Increase membership to reach goal of 300.

### F. Website/Social Media:

1. Get info about PHIP website option and get that set up.
2. Finish updating website. Add photos and charities.
3. Finish getting online membership form integrated with Mailchimp and quickbooks.

### G. Merchandise:

1. Identify new t-shirt/hat design and new merchandise for 2023 (Ink Trax)
2. Sherine Price to investigate mini mart novelty items to add to merchandise.
3. Consider selling buttons, especially for ETTI.
4. Sherine Price to set up online merchandise shop.
5. Set up a system for pre-orders.
6. Clearance all old shirts before ordering more inventory.
7. Add small items to merchandise inventory such as pins, buttons, decals, koozies, hats.
8. Order lanyards.

### H. Community Events:

1. Create a list of charities for 2023.
2. Present check to Seacrest Wolf Preserve.
3. Identify additional parades and/or events we will participate in for 2023.
4. Matt McPhillips to prepare club parade float renovations rendering and plans.
5. Consider Billy Bowlegs parade and other suggested events: Biloxi, Chili Cook-Off, Bowling
6. Get on the A1A party tour.
7. Escape to the Island:
  - A. Promote ETTI to increase ticket and sponsorship sales.

XIII. **Next Meeting:** May 8th, 2023 6:00 pm at O'Quigley's

XIV. **Meeting Adjourned:** Matt McPhillips motioned to adjourn meeting at 8:00 pm; Sherine Price seconded.



## **ECPHC – Executive Bd Meeting 2023**

April 10, 2023

### **Agenda:**

**Welcome:** Matt and opening statement.

- ✓ We need to discuss upcoming events
- ✓ Pick next charity

**Secretary Report –Sherine**

- ✓ Review meeting minutes from March 2023 meeting

**Treasurer Report – Kathy**

- ✓ Update on state of the club financially.
- ✓ Lets talk ETTI event financials
- ✓ Monthly fees deducted

**Vice President Report – Bob**

- ✓ Venue's and dropping the beat!
- ✓ New date for beach Clean up

**Membership - Kira**

- ✓ Membership season
- ✓ New badges were ordered.
- ✓ Business cards – Matt has them

**Merchandise – Larry will be the man! ?????**

- ✓ Proof #1 delivered – Matt will speak to that.
- ✓ New proof in the works
- ✓ Sherine shared a link that the PCBPHC uses for other products – we need to get digital logo's

**Charity of the Month**

**Matt reached out to Seacrest Wolf Preserve waiting to hear back from them**

- ✓ List of Charities



Fresh Start – Sandcastle Kids – Bikes or Bust – Youth Village – Fisher House – Nauti-Dawgs

Divers Down PP – Emerald Coast Autism Center (New)

### **Raffle Items (monthly)**

- ✓ They need help – it is up to us to push the subject at all events.
- ✓ List has been circulating

### **Parades / Events**

- ✓ **Escape To the Island** – Mike Whitley – Updates – need sponsors – Ticket sales
- ✓ **Other parades?**
- ✓ **MOTM** – we are trying to get on the A1A party tour coming thru to Gulf Shores

### **Czar of Social Media – Website/FB/Instagram**

- ✓ New revised website is running – changes have been made.
- ✓ Mailchimp costs \$13 per month until we find another way to do it.
- ✓ Sherine is now working it all.
- ✓ Matt going to put a newsletter together highlighting all the National programs available for all active members thru PHIP.

### **New business**

Things to Do: Margaritaville Intern program is in play again. We need to come up with at least 1 event interns can join us at.

We do need some volunteer opportunities for the club.

# Emerald Coast Parrot Head Club

## Profit and Loss January - March, 2023

	JAN 2023	FEB 2023	MAR 2023	TOTAL
<b>Income</b>				\$0.00
Pass-through Event Income				\$0.00
Escape to the Island				\$8,785.00
ETTI Donations & Sponsorships	2,100.00	1,200.00	5,485.00	\$8,785.00
ETTI Entrance Fees	374.94	450.00	674.60	\$1,499.54
ETTI Raffle Sales		210.00	222.00	\$432.00
<b>Total Escape to the Island</b>	<b>2,474.94</b>	<b>1,860.00</b>	<b>6,381.60</b>	<b>\$10,716.54</b>
<b>Total Pass-through Event Income</b>	<b>2,474.94</b>	<b>1,860.00</b>	<b>6,381.60</b>	<b>\$10,716.54</b>
<b>Sales</b>				\$0.00
Coupon Books Sales			280.00	\$280.00
Hurricane Relief	3,061.32			\$3,061.32
Memberships	940.74	480.25	844.28	\$2,265.27
Merchandise Sales	117.80	55.64	53.20	\$226.64
Raffles		446.00	540.00	\$986.00
<b>Total Sales</b>	<b>4,119.86</b>	<b>981.89</b>	<b>1,717.48</b>	<b>\$6,819.23</b>
<b>Total Income</b>	<b>\$6,594.80</b>	<b>\$2,841.89</b>	<b>\$8,099.08</b>	<b>\$17,535.77</b>
<b>GROSS PROFIT</b>	<b>\$6,594.80</b>	<b>\$2,841.89</b>	<b>\$8,099.08</b>	<b>\$17,535.77</b>
<b>Expenses</b>				
Advertising & Marketing	90.00			\$90.00
Dues & Memberships	267.00			\$267.00
Entertainment		200.00	150.00	\$350.00
Float Expenses	224.60		-160.00	\$64.60
Hurricane Relief		3,061.32		\$3,061.32
Merchandise	133.75			\$133.75
Pass-through Event Expenses				\$0.00
Escape to the Island - Expenses				\$0.00
ETTI Marketing		50.00		\$50.00
ETTI Supplies	33.00		6.10	\$39.10
<b>Total Escape to the Island - Expenses</b>	<b>33.00</b>	<b>50.00</b>	<b>6.10</b>	<b>\$89.10</b>
<b>Total Pass-through Event Expenses</b>	<b>33.00</b>	<b>50.00</b>	<b>6.10</b>	<b>\$89.10</b>
QuickBooks Payments Fees	59.12	58.09	58.09	\$175.30
Reimbursable Expenses			59.99	\$59.99
Supplies	243.92		80.70	\$324.62
<b>Total Expenses</b>	<b>\$1,051.39</b>	<b>\$3,369.41</b>	<b>\$194.88</b>	<b>\$4,615.68</b>
<b>NET OPERATING INCOME</b>	<b>\$5,543.41</b>	<b>\$ -527.52</b>	<b>\$7,904.20</b>	<b>\$12,920.09</b>
<b>NET INCOME</b>	<b>\$5,543.41</b>	<b>\$ -527.52</b>	<b>\$7,904.20</b>	<b>\$12,920.09</b>

## Escape to the Island

### Expenses

#### Advertising

Phlockers Magazine- \$100

Promotional Cards- \$110

#### Supplies

Printing- \$33 + $\phi$

Armbands- \$131.61

Banners- ? (estimate, \$300)

Total \$700

#### **Musicians**

Cadillac Attack- \$400

Harold Boothe - \$300

Dogwater - \$600

Jerry Diaz Trio - \$1250

Jeff Brewer - \$250

Brent Burns - \$500

Rick Lamb & Bob Banerjee - \$1000

DDD- \$2500

Jim Asbell - \$500

Rich McGuire - \$200

Total \$7500

#### **Hotel**

\$3933

#### **Sponsors**

Buffalo's Reef- \$2500

Destination Homes by Pam Ludwig- \$1000

Harry T's- \$500

Phil & Lynda Cook- \$500

Ben & JB Buehler - \$500

Rutherford Accounting - \$500

Landsharks Pizza - \$500



Enfield Enterprises - \$500  
Paradise Paper - \$500  
Harrington Electric - \$500  
Pholckers Magazine - \$500  
G I Jades - \$225  
Julia Bennett - \$100  
Gulf Coast Electric - \$100  
Swan Contracting - \$100  
Aleta Jefferson- \$100  
Bobbie Parker Headley - \$100  
Melissa Melton - \$100  
Sub Total \$8825

Margaritaville- \$1000  
Florida Power & Light - \$2500  
Total \$12325

**Ticket Sales - 80, \$6000 + Sponsors, 22**

**Potential Revenue**

Tshirts \$400  
Harry T's \$800 ( Burgers and Chicken)  
Cork Pull \$500  
50/50 \$300  
Silent Auction \$1500

Tent Sales \$200