



EMERALD COAST PARROT HEAD CLUB

ExComm Meeting Minutes
June 7th, 2023, 6:00 pm, O'Quigley's

Present: Matt McPhillips, Kathy Imgrund, Bob Armstrong, Kira Bell

Absent: Mary Kenyon, Sherine Price, Larry Cowsert

(Minutes taken by Matt McPhillips & prepared by Sherine Price)

I. **President's Welcome: Matt McPhillips**

- A. Called to order at 6:00 pm
- B. Matt McPhillips will reach out to Margaritaville regarding Interns.
- C. Birthday Recognition & Song to be added to meeting announcements (1st meeting of the month).

II. **Vice President's Report: Bob Armstrong**

- A. Negotiate more food & drink specials for all venues (currently only have at Harry T's & Landshark's).

III. **Secretary's Report: Sherine Price**

- A. May ExComm Meeting Minutes were emailed to all ExComm members.
- B. Kathy Imgrund motioned to approve. Bob Armstrong seconded the motion. Unanimous vote to approve May ExComm Meeting Minutes.
- C. Thank You/Retirement card signed by board & mailed by Sherine Price to Paul & Debbie Woolman.

IV. **Treasurer's Report: Kathy Imgrund**

- A. Financial report was presented.
 1. Total 2023 Income to Date: \$23,450.03; Bank Account Balance \$38,236.22.
 2. Total 2023 Expenses to Date: \$14,174.95; Net Income: \$9,275.08.
 3. Matt McPhillips motioned to approve. Kira Bell seconded the motion. Unanimous vote to approve May Financial Report.
 4. ECPHC Venmo account (created by Mike Whitley) elimination to be announced in newsletter & it will not be advertised in newsletter or other places going forward. Per Mike Whitley, he will cancel/close the ECPHC Venmo account by June 18, 2023 and notify the board that it is cancelled/closed.
- A. No update provided on status of annual budget that is needed for the club for 2023.

V. **Membership Committee Report: Kira Bell, Chairperson/Member at Large**

- A. Membership Report:
 1. 217 Members so far for 2023; 48 are new members; Membership goal for 2023: 300.
 2. 8 honorary members: Paul & Debbie Woodman, Brian & Sue Haussmann, Jan Patton, BT Turner, Dan Empson, Luisa Garcia.
- B. Kira Bell has the large box of lanyards that we located & obtained from Andy Holdnak.
- D. Strategies to increase membership were discussed.
- E. Voted and approved to issue Honorary Memberships to Jamie Hutchins and Dita "Ditto" Gardner at the Fort Walton Elks Club for their hard work at the ETTI event. Kira Bell will set those up.

VI. **Website/Social Media Committee Report: Sherine Price, Chairperson/Volunteer**

- A. Sherine Price is working with CWS to get google sheets integration working properly; calendar, merch shop, donate button, mailchimp integration are live. Still working with CWS to get member birthdays set up properly in mailchimp along with an auto email from the club on their birthday.
- B. Voted against selling advertisements on club website. Social club shouldn't be in the business of selling advertisements, but we do so for large events such as ETTI where we need sponsors to cover costs.

VII. **Community Events Committee Report: Mary Kenyon, Chairperson/Member At Large**

- A. Majority vote was needed but not done yet to appoint Mary Kenyon to Member at Large position.
- B. **ETTI: Mike Whitley** (not present) - Present check to Fresh Start on Friday June 9, 2023 for \$21,248.46. ETTI total income was \$36,518.82; Expenses \$13,270.36; Profit \$23,248.46. Board decided to retain \$2,000 to cover any ETTI expenses that come in after books are closed. (Treasurer later decided not to retain \$2,000 because all expenses were verified as paid. Check presented to Fresh Start in the amount of \$23,248.46 on June 9, 2023.)
- C. **Raffles: Thommy & Kathlene Armbruster** (not present) - reported they are still in need of 14 raffle baskets for 2023. (After a Facebook post and mass email, per Kathlene Armbruster, most raffle baskets have been signed up for as of 6/18/23 except for 2 in November.)

D. Other Events:

1. **Parades:** No update on any upcoming parades/events that we can participate in for 2023.
2. **A1A Pit Stop:** Need plans for 10/22 A1A pit stop at Margaritaville Destin. Matt McPhillips is setting it up with Margaritaville & asking HarborWalk Village to deem it Parrot Head Day. Need to sign up musicians, plan games & raffles to raise money for Sherriff's Children's Camp.
3. **MOTM:** Need an MOTM group plan (group photo, group meetups/collaborations, etc)
4. **Float Renovation:** No update provided. Plan is to bring to FWB in June to Matt McPhillips' office to renovate within 2-3 weekends of labor. Matt McPhillips to talk to nearby fiberglass company in FWB about options to design something in fiberglass.
5. **Community Volunteer Opps:** No suggestions or decisions were made
6. **Crab Island:** Bob Armstrong to book Crab Island Excursion and get sign-ups at meetings. Sherine Price will set up an online form for members to sign up and pay online.

E. Charities:

1. Need list of 2023 charities.
2. Seacrest \$1,000 check presented at ETTI.
3. Emerald Coast Autism Center \$1k check to be presented July 14th. (They emailed club, asked if they could come to a meeting; Sherine Price invited them to July 14th meeting & confirmed they will attend.)
4. Living Water Bridge Ranch charity suggested for us to add to our list. Matt McPhillips will verify they meet the criteria.

VIII. Merchandise Committee Report: Scott Price, Chairperson/Volunteer

- A. Merchandise Report: Scott Price continues to clearance old shirts & sell decals; is organizing & improving mini-mart inventory & presentation at meetings to increase sales; will assist in facilitating finalization of Ink Trax order tasks, decisions, votes, etc.
- B. Request for a storage container with wheels/handle for transporting merchandise voted & approved.
- C. Island Jay contract signed and merchandise shop is live.
- D. Budget not provided by treasurer yet.
- E. Ink Trax merchandise artwork revisions not provided for review/vote.
- F. Ink Trax "quote/saying" for the design needs to be decided.
- G. 2 week turn around to have shirts in hand, per Ink Trax.
- H. Ink Trax product list/color/price options: No decisions were made.
- I. No new information was provided about Ink Trax artwork; need to know if we can use it for website, banner, etc. We will investigate this.
- J. Shirt Pre-Orders via Gravity Form to be set up by Sherine Price and managed by Kathy Imgrund.
- K. Mini-mart items are still being determined; need to decide which items and what quantities to get (koozie, button, hat, decal, tattoos, etc)
- L. We plan to sell our merchandise at A1A pit stop.
- M. Kira Bell has box of lanyards now & will provide a small number of them to Scott Price for the mini-mart.

IX. Communications/Public Relations Committee: Vacancy

- A. Larry Cowsert not present to provide report nor new feedback from membership.
- B. Voted in favor of joining the Destin Chamber of Commerce for one year at a cost of \$250 as a trial run to see if the club benefits from this relationship. Larry Cowsert will inquire if there is a prorated fee or straight \$250.
- B. Sherine Price to create master email/newsletter template in Mailchimp (for Matt McPhillips or Communications/Public Relations Committee Chairperson to use). Email/Newsletter template to include invitation to arrive early to visit before music starts, promote mini-mart/online merch, website features, promote Creative Web Solutions, & Venmo elimination notice.

X. New Business:

- A. None

XI. Old Business:

- A. None

XII. Important Reminders/Homework for Board Members:

- A. Report via email 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.
- 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 sign up to provide a raffle basket in 2023.
- K. Sign-up to contribute at least two raffle baskets in 2023.
- L. Familiarize yourself with the by-laws.
- M. Use your tax exempt form when purchasing for the club.
- N. Obtain feedback from the membership & report back to the ExComm (this is a Member At Large duty).
- O. Increase membership to reach goal of 300.

XIII. Unfinished Business:

A. President: Matt McPhillips

1. Produce newsletter about PHIP programs.
2. Invite Margaritaville Interns to our events.
3. Give \$60 check for coupon books to Kathy Imgrund. (Per Matt McPhillips, this has been done as of 6/18/23). Deliver check #233 to Fund Rays for \$500 for the Coupon Books (Per Matt McPhillips, this has been done as of 6/18/23)
4. Emerald Coast Autism Center \$1k check to be presented July 14th.
5. Set up A1A Pit Stop Party Tour with Margaritaville & asking HarborWalk Village if we can deem the day as Parrot Head Day.
6. Consider getting large standing club sign (XBanner \$48; Retractable Banner \$87) to use at meetings and small signs (\$27 each) for membership and merchandise tables.
7. Add shout out for online merch shop & Creative Web Solutions in all meeting announcements.
8. Send out email newsletters more in advance & include the full year's schedule in the email newsletters so they have plenty of advance notice. Invite members (email/newsletters) to arrive early to meetings to have social hour before live music starts.
9. Announce Venmo elimination in email/newsletter and no longer advertise it.
10. Announce monthly birthday recognition & song at 1st club meeting of the month.
11. Implement strategies to get more involvement from membership for committees & board positions.
12. Verify Living Water Bridge Ranch charity meets our criteria to be on our charity list.

B. Secretary: Sherine Price

1. Survey membership.

C. Treasurer: Kathy Imgrund

1. Verify elimination of Mike Whitley's ECPHC Venmo account.
2. Provide a 2023 club budget.
3. Help manage new merchandise pre-orders.

D. Vice President: Bob Armstrong

1. Negotiate food & drink specials for all venues.
2. Schedule Crab Island excursion for club.

E. Membership: Kira Bell

1. Give a few lanyards to Scott Price for mini-mart sales.
2. Prepare honorary memberships for Jamie Hutchins & Dita Gardner.

F. Website/Social Media: Sherine Price

1. Get info about PHIP website option and get that set up.
2. Work with CWS to get google sheets & mailchimp birthdays integration set up.
3. Create master email/newsletter template in Mailchimp to be used for all club email/newsletters to promote website features & Creative Web Solutions in every email/newsletter and event.
4. Coordinate the in-kind sponsorship arrangements & implementation for CWS.
5. Set up system for merch pre-orders w/Gravity Form.
6. Set up online signup/payments for Crab Island excursion.

G. Merchandise: Scott Price

1. Finalize new t-shirt/hat designs & new merchandise items for 2023 with Ink Trax
 - A. Tweak pirate parrot/sunset/palm trees artwork colors. Review new artwork Ink Trax is working on. Vote for artwork for new merchandise.

- B. Vote for quote to use on new artwork.
 - C. Vote for which products, sizes options & color options for the 2023 merch & pre-order form.
 - D. Vote for which items to add to merchandise inventory (pins, buttons, decals, koozies, hats).
 - E. Find out what it takes to own Ink Trax artwork &/or be able to use for website, banner, print, etc.
 - F. Facilitate pre-orders.
2. Research wholesale mini mart novelty items to add to merchandise.
 3. Clearance & “give away” all old shirts ASAP & before ordering more inventory.
 4. Add some lanyards to mini-mart inventory.
 5. Promote decals & shirts & other merchandise to increase sales & fun.
 6. Organize & improve mini-mart inventory & presentation at meetings to increase sales.
 8. Sell our merchandise at A1A pit stop.
 8. Order storage container with wheels/handle for transporting merchandise.
- H. **Community Events: Mary Kenyon**
1. Create list of charities for 2023.
 2. Identify volunteer opportunities for the club.
 3. Identify additional parades and/or events to participate in for 2023.
 4. Facilitate club parade float renovations rendering and plans.
 5. Consider suggested events: Biluxi, Chili Cook-Off, Bowling.
 6. Coordinate committee & plans for 10/22 A1A pit stop at Margaritaville Destin. Sign up musicians, plan games & raffles to raise money for Sherriff’s Children’s Camp.
 8. Make an MOTM group plan (group photo, group seating/meetups/collaborations/parties, etc).
 9. Help Armbrusters get raffle items sign-ups fully scheduled for 2023.
- I. **Communications/Public Relations: Larry Cowsert**
1. Join Destin Chamber of Commerce.
 2. Coordinate a visit to Emerald Coast Autism Center for a small group of us on any Monday or Wednesday 9 am for a cup of coffee by their students coffee cart & meet staff & students. Call their office to schedule.

XIV. **Next Meeting:** Monday, July 10th, 2023 at 6:00 pm at O’Quigley’s

XV. **Meeting Adjourned:** Kathy Imgrund motioned to adjourn meeting. Bob Armstrong seconded the motion. Meeting adjourned at 7:30 pm.