



Minutes – Tuesday May 31, 2016

**271 Days till Pride Fort Lauderdale 2017  
Sunday, February 26<sup>th</sup>, 2017**

**Presiding Chair: Miik Martorell**

**Meeting Chair:**

**Attendance:**

Executive Board	Position	Present	Excused	Unexcused
*Miik Martorell	President	X		
	Vice-President			
	Treasurer			
*Rocky Bowell	Secretary	X		
	Parliamentarian			

Board of Directors	Position	Present	Excused	Unexcused
Shawn Manning		X		

Associate Board	Position	Present	Absent
Hernan Valverde		X	

Guests
Dawn Holloway
Justin Newman

**Parliamentarian – Rocky Bowell**

**I.CALL TO ORDER: 7:24 PM**

TURN CELL PHONES OFF / NO MEETINGS TO BE RECORDED WITHOUT PRIOR APPROVAL/CONSENT OF ALL IN ATTENDANCE.

AGENDA ADDITIONS -

**II. SECRETARY'S REPORT-**

- 1. Minutes-
- 2. Changes/Additions –

<b>Motion to Approve Report by:</b>		<b>Seconded by:</b>		<b>In Favor:</b>		<b>Opposed:</b>	
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**III. TREASURERS REPORT & Finance**      Miik Martorell – President

**1. Bank Statement**

Bank United balance:    \$ 6,270.05 as of 5/31//2016

**Accounts Receivable**

- A. **Mike Cruz** – UP TO DATE
- B. **POSE** – InterPride reimbursement, APPROVED for \$2,000
- C. **POSE** – IDK - \$1000
- D. **Pride 2015** – Barefoot Wines approximately \$1250
- E. **Ramada** - \$300

**Accounts Payable**

- A. ASCAP \$500 (need to research)
- B. Sunshine Tents \$6750 (need to research for accurate balance)
- C. Container Bars \$1449
- D. TRS Consulting - Sound \$415

<b>Motion to Approve Report by:</b>	RB	<b>Seconded by:</b>	SM	<b>In Favor:</b>	ALL	<b>Opposed:</b>	
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**IV. Public Statement/Guests-**

- 1. Each guest will be allowed 2 minutes to speak. Due to meeting space availability we will have to limit this to 10 guests.

**V. Old Business**

- 1. Thank you cards were mailed to all POSE attendees.
- 2. Secured D&O insurance with Casswood for \$1063 (waiting for binder, payment has not been made yet)
- 3. Outcome of presentation to Beach Council by Miik on Friday Mary 20<sup>th</sup> 2016 given a unanimous vote of support to the City of Fort Lauderdale. The council is made of local businesses on the beach. This is the kind of event that they want of the beach. MM then spoke to Jeff Meehan from City of Fort Lauderdale and we have secured a date of Feb 25th. There we concerns because it's the last day of South Beach Food and Wine Festival.
- 4. Bill Paid – None since last meeting

**VI. New Business**

- 1. Introduce and nominate Hernan Valverde to the Associate Board. (Miik) Hernan serves on the board for Miami beach Pride as well as very involved in the Hospitality industry. He currently manages 13 states for a Sake Brand. He has been on Miami Beach Gay Pride since day 1. They chose mid April looking for good liquor sales from the bars. He is interested in getting involved and he has a lot of contacts in the liquor industry. He believes that for sure the beach is the right place for sure to bring everyone together not just the gay community. Miik nominated Hernan to join the Associate Board.

<b>Motion to Approve Report by:</b>	MM	<b>Seconded by:</b>	RB	<b>In Favor:</b>	ALL	<b>Opposed:</b>	
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2. Review and vote on new Pride Logo (Miik) Miik presented several logos that were emailed out previously. Miik will email for final approval so we can start our marketing.

<b>Motion to Approve Report by:</b>		<b>Seconded by:</b>		<b>In Favor:</b>		<b>Opposed:</b>	
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3. Marketing

- a. National marketing strategy for Pride (Miik)-SM and MM will be going to Jersey Pride, Boston Pride and
- b. Airline Partner – JetBlue (Miik)-Dawn got Miik the contact for Jet Blue who is also in charge of South Florida
- c. Progress on Hotel Marketing Partners (Shawn)-MM and SM spoke to Doubletree and they are going to get

Stonewall in the next 3 week. Keith Blackburn is also going to Cincinnati Pride. This will be for representation as well as gaining knowledge on how they run their event. This will also show the CVB that

we are out advertising the event out in Regional Markets.

Family Pride. Shawn is also talking to Southwest.

involved. They are waiting to hear back from Heidi from the Atlantic. The W is committed through Alexis.

Hernan noted that they get Hotel Sponsors to donate rooms or a night to announce your headliner. He noted

that the first year they made \$23,000. He noted to get Art work donated for the silent auction..

the summer that may be able to help. We need to get the Exhibitors available on the site before August.

- d. Website (Miik)-The website needs to be totally redesigned. Hernan said he may somebody that is here for

4. Logistics

- a. Review festival map-Tabled
- b. Areas at Pride
- c. Family Friendly Area - South Florida Family Pride (Miik)- Richard is working on activities for the kids.
- d. Dry Area - Florida Hospital could be a potential sponsor. We could get the groups to serve beverages and
- e. Senior Area - Work with Seniors groups like SAGE.
- f. History of Pride - Connection with Stonewall Library.
- g. Transportation & Parking-Looking at working with Sun Trolley, Water Taxi and Parking at the Galleria.

5. Sponsors

- a. Liquor (Hernan)-Herradura Tequila, Tito's or Stoli Vodka, Jack Daniels are a possibilities.

b. Red Bull (Hernan)

c. BID Grant (Miik)- Could be between \$5000 and \$20,000 available for the next 3 years. Hernan asked if

d. List of possible sponsors- MM asked that everyone create a list of potential sponsors for the next meeting.

e. Meeting with AHF to secure funding early (Miik)

f. Meeting with CVB to secure funding early (Miik)

6. Entertainment

a. We need to start looking for a big name to help get the buzz going- Hernan suggested that we create a list

make tips for their group.

i. Can we get Tents, Bars, DJ Booth and other POS?

ii. Possible tie-in to Beach Volleyball Tournament- Hernan said he could probably get Voss water.

there are other grants available within the city, county and state.

of who we would like to see or who we thought would help bring a crowd.

VII. **UPCOMING EVENTS** -

• June 5 <sup>th</sup>	Jersey Pride	Asbury Park, NJ	Miik, Shawn
• June 11 <sup>th</sup> -12 <sup>th</sup>	Boston Pride	Boston, MA	Miik, Shawn
• June 18 <sup>th</sup>	Stonewall W M	Wilton Manors, FL	Miik, Shawn
• June 25 <sup>th</sup> -26 <sup>th</sup>	St. Pete Pride	St. Pete, FL	?
• June 25 <sup>th</sup> -26 <sup>th</sup>	New York Pride	New York, NY	?
• June 25 <sup>th</sup> -26 <sup>th</sup>	San Francisco Pride	San Francisco, CA	?
• June 25 <sup>th</sup>	Cincinnati Pride	Cincinnati, OH	Keith Blackburn

**IX. ANNOUNCEMENTS**

**X. ADJOURNMENT** –

**NEXT MEETING: Tuesday June 28th, 2016 – 7:00 PM**