



**179 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	Food & Beverage	X	
Dawn Holloway	Volunteers	X	
Christopher Wirth	Finance & Travel	X	
Peter Clark	Travel & Marketing		X
Melba De Leon	Volunteers	X	
Alison Burgos	Travel & Marketing		X
Blair Cambra	Fundraising	X	

Guests
Gene Hammond
Howard Andrew

**Parliamentarian – Miik Martorell**

**I.CALL TO ORDER:** 7:00 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- PASS
- 2. Changes/Additions –

<b>Motion to Approve Report by:</b>		<b>Seconded by:</b>		<b>In Favor:</b>		<b>Opposed:</b>	
-------------------------------------	--	---------------------	--	------------------	--	-----------------	--

**III. TREASURERS REPORT & Finance**      Miik Martorell – President

**1. Bank Statement**

Bank United balance:    \$7,648.24 as of 8/31/2016

**Accounts Receivable**

- A. **Mike Cruz** – \$579.00 Last Deposited on 8/16/16
- B. **Pride 2015** – Barefoot Wines approximately \$1250

**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
- E. Thunder Tix PAID \$10.00 on 8/31/16 (Monthly)

<b>Motion to Approve Report by:</b>	SM	<b>Seconded by:</b>	MM	<b>In Favor:</b>	ALL	<b>Opposed:</b>	NONE
-------------------------------------	----	---------------------	----	------------------	-----	-----------------	------

**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. N/A

**V. Old Business**

- 1. Associate Board Vote N/A
  - a. Anyone interested in joining the associate board

<b>Motion to Approve by:</b>		<b>Seconded by:</b>		<b>In Favor:</b>		<b>Opposed:</b>	
------------------------------	--	---------------------	--	------------------	--	-----------------	--

- 2. Board member applications need to be turned in by all

**VI. New Business**

- 1. Nominate Associates to Board of Directors
  - a. Dawn Holloway

<b>Motion to Approve by:</b>	SM	<b>Seconded by:</b>	MM	<b>In Favor:</b>	ALL	<b>Opposed:</b>	NONE
------------------------------	----	---------------------	----	------------------	-----	-----------------	------

- b. Hernan Valverde

<b>Motion to Approve by:</b>	SM	<b>Seconded by:</b>	MM	<b>In Favor:</b>	ALL	<b>Opposed:</b>	NONE
------------------------------	----	---------------------	----	------------------	-----	-----------------	------

- c. Alison Burgos – AFTER FURTHER REVIEW THIS VOTE IS NULL AS MEMBER WAS NOT PRESENT TO ACCEPT NOMINATION. (MM)

<b>Motion to Approve by:</b>	SM	<b>Seconded by:</b>	MM	<b>In Favor:</b>	ALL	<b>Opposed:</b>	NONE
------------------------------	----	---------------------	----	------------------	-----	-----------------	------

2. Vote on website proposal - PASS ON VOTE TO SEE IF Miik CAN GET METRO MEDIA WORKS TO SPONSOR SITE
  - a. Jake Nayler who created the website for Las Vegas Pride.
    - i. Willing to work with us on a part sponsorship basis.
    - ii. Estimate after Sponsor credit will be between \$800 and \$1250 depending on extent of content.
    - iii. Will take about 2 weeks to get done
    - iv. Built in Wordpress and he will use a template that we can easily edit pages from any computer.

<b>Motion to Approve by:</b>		<b>Seconded by:</b>		<b>In Favor:</b>		<b>Opposed:</b>	
------------------------------	--	---------------------	--	------------------	--	-----------------	--

3. Meeting with Dee Paris with City of Fort Lauderdale Parking Thursday at 8:30 am
4. Vote on event by City Commission – Tuesday 9-20-16 at 6:00 PM
5. Pride Tour Update – Miik, Shawn
  - a. Charlotte Pride
    - i. Naming rights to Festival Area, VIP Area, Parade Viewing Area, Stages, Family Area etc
    - ii. Lots of media coverage
  - b. Austin Pride
    - i. Amusement rides for Family Area
    - ii. Big Freedia
    - iii. Sponsors – Visa, Johnson & Johnson, eBay, FleshJack, Apple, Facebook, Marketing Company for Dodge
  - c. San Jose – Silicon Valley Pride
    - i. Howard went and promoted for us.
6. Visit Florida Promotion
  - a. Free trip to Pride Fort Lauderdale from visit Florida
  - b. Advertised on Toronto Proud FM radio and includes
    - i. 175 recorded :30 promos
    - ii. 100 Live Liners
    - iii. 84 live contest occasion liners
    - iv. And multiple digital ads
    - v. Value of promotion, \$117,950
    - vi. We will provide 2 tickets to VIP area at Pride and all logos etc for advertising
7. Volunteer to do data entry for entry forms from Pride Tour.
8. Sponsor Deck presentation – Alison
9. Treasurer in training
10. Secretary in training
11. Committees must begin meeting and bringing reports to board meeting
12. Committee Reports
  - a. Logistics – Miik Martorell, Kevin Clevenger
    - i. Contact Galleria about parking
      1. Secured 300 free parking spaces and must sign contract and must name them as additionally insured
      2. We may be able to secure an additional 700 spots for a charge.
      3. We should also try to work some sort of fundraising tie-in event with the mall
    - ii. Meeting with Dee Paris with City Of FTL Parking on Aug 18
      1. Reviewed parking needs and found that we need to have spaces based on attendance at a rate of 2.7 people per vehicle
      2. Work on partnerships with Uber
      3. Offer shuttles from Wilton Manors and parking (Shawn was able to secure a rate of \$90 and hour plus \$18 tip total of \$108 which is \$42 an hour less than sun trolley)
      4. Review Inventory sheet
    - iii. Meeting with City Event Committee
      1. Submitted parking plan and it was approved
      2. May need to add additional fencing and rent signage
      3. Should purchase full lot of parking

4. Our event will be presented to the city commissioners at the meeting on the September 20<sup>th</sup>
- b. Vendors – Kevin Clevenger, Blair Cambra
  - i. Review hiring IDK for vendor management
  - ii. Decide on Pricing for booths
- c. Travel – Alison Burgos, Christopher Wirth, Peter Clark
  - i. Need to coordinate hotel outreach
- d. Food & Beverage – Hernan Valverde
  - i. Progress on Liquor Partners
  - ii. Collect from Barefoot Wine – Tried to contact Jennie today but got voicemail.
- e. Entertainment & Programming - Miik Martorell, Atticus Ranck, Richard Alalouf
  - i. Ideas for Family Pride Area
  - ii. Ideas for reaching out to the Trans community
  - iii. Ideas for educational aspect of Pride including working with Stonewall Library
  - iv. Sports related outreach for participation
- f. Volunteers – Melba De Leon, Dawn Holloway
  - i. Work on building team of Captains, Managers and Leads
- g. Marketing & Branding – Miik Martorell, Alison Burgos, Peter Clark
  - i. Social Media
    1. Facebook Likes Nearly at 9K
    2. Facebook reach this week at almost 45,000 and over 110,000 for the month
  - ii. Website
    1. Got a quote from the Jake Naylor for website (he did Las Vegas Pride site) with sponsorship credit will be between \$800 and \$1250 and take 2 weeks
  - iii. Advertising Plan
  - iv. Pride Beach Boys & Beach Girls Model Program
  - v. Pride Ambassador Program
- h. Partnerships – Shawn Manning, Alison Burgos, Peter Clark
  - i. Sponsor Deck
  - ii. List of possible Partners
  - iii. Progress made on Partnerships
- i. Fundraising – Blair Cambra
  - i. Look for fundraising opportunities
- j. Finance – Miik Martorell
  - i. 5 Year Plan
  - ii. Apply for Funding with CVB
  - iii. Apply for BID Grant

**VII. UPCOMING EVENTS -**

● September 10 <sup>th</sup> – 11 <sup>th</sup>	Roanoke Pride	Roanoke, VA	Miik, Shawn
● September 18 <sup>th</sup>	Dallas Pride	Dallas, TX	Miik, Shawn
● October 9 <sup>th</sup>	Orlando Pride	Orlando, FL	NEED VOLUNTEERS
● October 8 <sup>th</sup> – 9 <sup>th</sup>	Atlanta Pride	Atlanta, GA	Miik, Shawn
● October 22 <sup>nd</sup> – 23 <sup>rd</sup>	Las Vegas Pride	Las Vegas, NV	Miik, Shawn
● November 5 <sup>th</sup> – 7 <sup>th</sup>	Palm Springs Pride	Palm Springs, Ca	Miik, Shawn

**IX. ANNOUNCEMENTS**

**X. ADJOURNMENT –**

**NEXT MEETING: Tuesday August 13<sup>th</sup>, 2016 – 7:00 PM – Venue TBD**