

OCEAN  
Board of Directors Meeting  
February 2, 2011 (revised)

In attendance:

Karen Armador, President	Bill Bambrick, Membership/Web
Dan Cormier, Vice President	Sally Wickman, Membership/Recruitment
Barb Patton, Secretary	David Obermier, Greeters 50/50 Raffle
Marge Davis, Treasurer	Lisa Vogel
Wendy Cairns	Melissa Vanderbilt Resource Guide

Karen called the meeting to order at 4:42 P M and shared with the Board that she had lunch with the first OCEAN President (now 91 years of age) Ann Bastinelli.

Bill reported that only 79 businesses have renewed membership as of this date. Members need to be called to remind them to send in the membership application forms and their checks.

**Resource Guide: Melissa Vanderbilt:**

-The Resource Guide application should go on the Web page. Bill Bambrick will follow up.

- We need to coordinate calls to be made to various types of businesses to stimulate sales in advertising. No color ads are available, however, black and white are. The cost is as follows;

1/2 page black and white: Members \$150, non members \$175

1/4 page black and white: Members \$ 95, non member \$110.

-David Obermier will contact Donna Barrett at the Cultural Center to solicit ad support.

-Dan Cormier will call Charlotte State Bank, Independent Trust, Inc, and John Mizell, Attorney, as well as someone who may have influence on doctors, dentists et al.

-Karen said she would take a half day off to be able to contact Banks to solicit support. She will also contact Pam Keller.

-Lisa needs help with the non profits - Wendy Cairns said she would contact those who work with senior citizens.

-It was suggested that some representative groups who meet would be good contacts, e.g. Attorneys and Guardian groups, however, it seems these two do not meet in Port Charlotte.

-Melissa said her committee will each take 10 pages from the Resource Guide and call to encourage members to submit their renewals and sign up for ads in the Guide. This should solve the issue of some information on the Web page being inaccurate as changes may not have been reported. The concern is that the information for renewals may not be getting to the proper people within the companies or organizations.

-The challenge is to get the Roster in alphabetical order with the 5 free lines and submit to Buffalo Graphics by the 15th when the advertising sales end.

-Melissa will provide Marge Davis with the names of everyone who has paid for an ad and will meet with her to compare lists, however, prior to that meeting Karen and Marge will get together and run credit cards.

-There is a financial concern. Buffalo Graphics has dropped their original price from \$22K to \$18K, however, currently we have received \$8,075 for color ads and \$1170 in black and white. All those who are placing ads have not paid as of this date.

-Karen indicated that OCEAN does have some funds and may be able to offset the cost by \$2000, however, Melissa suggested some type of quick fund raiser since there is a 2 week deadline. Buffalo Graphics may be somewhat flexible about when they receive the amount in full but we would rather be able to pay on time. Karen agreed to talk to Mark at Visanti's to see if something could be arranged for that purpose.

-Marge shared that Cassie, President of Home Health Network will run a fund raiser to help develop recognition of her organization and suggested we may consider taking some action to do the same thing- that is, increase our visibility.

A discussion followed as to several potential customers and again all members were encouraged to find advertisers for the Resource Guide.

-Wendy posed a question regarding those who may wish to be listed under multiple categories. Melissa said that one category is free, however, additional category listings will cost \$50 each for 5 lines. There will be a non-profit listing and those groups will also appear in the appropriate category for the service they provide at no additional cost.

**Sunflower Luncheon: Dan Cormier** asked for a copy of the previous invitation. Karen will email a PDF copy of that and other items associated with this event last year. She will distribute to both Dan and Bill and will change the dates to this year's event.

There have been two suggestions for the honoree so far.

It was recommended that Gig Pool be booked again this year. Dan will check his availability and hire him again.

At this time the menu has not been selected. At the next meeting menu, ticket price, and program will be determined.

Marge suggested that \$5 be added to the price of the ticket to help support the cost of producing the Resource Guide.

Karen will ask mark what the seating capacity is and ticket sales will be limited to that amount. It was also suggested that people be allowed to purchase full tables and that RSVP's be provided that allow a place to indicate if a table is required or individual seating.

Invitations will go with a response date of the Wednesday before the luncheon and that there will be no ticket sales at the door or admission of anyone not holding a paid reservation.

It was also recommended that the door prizes be at valued at \$50.

Meeting was adjourned at 5:50 PM.

Minutes respectfully submitted by Barbara Patton