

**WPCF Board of Directors Meeting
Perkins Restaurant, Orlando
July 12, 2005**

BOARD MEMBERS PRESENT:

President - Ed Medici
Vice President - Kevin Knox
Secretary - Brandi Zrallack
Treasurer - David Baker
Director of Member Services - Melissa Sprinkle
Director of Bridal Services - Jeff Verschage
Director at Large - Mark LeGrand
Temporary Past President - Melissa Bartley

BOARD MEMBERS ABSENT: None

GUESTS PRESENT:

Rhonda Haberkamp
LaVoria Buckley
Jo Tripp
Elise Enloe
Bill Parkison
John Muccigrosso

President called meeting to order at 6:03 p.m.

Vice President:

Meeting locations that have already been booked are: Maison & Jardin in August; Crowne Plaza International Drive in October; Varsity Club at the Citrus Bowl in November; and the December Social is still a question mark. Current members are being contacted as well.

Kevin reminded the Board Members that WPCF is subsidizing the \$5 per member and at the September general meeting, will take the additional \$5 to the members for their opinion.

Use of Name tags was discussed. The old name tags will be brought to the August meeting and members will be asked to take them with them. At future meetings, paper WPCF name tags will be available for them to write in their name if they need one. Brandi will bring the paper nametags to the meeting.

Kevin is working on the spotlights for the August meeting.

Motion by Brandi to subsidize \$5 door fees for members at general meeting in August and September for a total of \$15 pp which will go to the host facility. David seconded. Reason behind this motion is to introduce members to better displays of food. The future increase will be addressed with membership in September. Vote was taken and motion passed unanimously.

Motion made by Jeff that we extend Levan's membership 12 months from their renewal for complimentary products and services provided to the organization. Mark seconded. Levan's will be presented with a certificate for next year's membership. Vote was called and passed unanimously.

The old phone number goes into voicemail and Kevin advised the phone company cannot correct it. Kevin will call to disconnect the old number. Ed asked that someone be checking line 1.

TREASURER:

David: Budget request needed by Friday 5pm. Total funds including investments is \$30,793.78.

Certificates given out to winner of bridal show are only good for one year. Ones from July show are now void. David will put a blurb in the newsletter.

A letter was presented about a discrepancy from 1999 check. David is checking on this.

Proposal was submitted to David from Louise Bloush to maintain WPCF's books, billing, deposits, quarterly sales tax returns, financial statements, at \$75 per month. Any expenditures by Louise for WPCF will be submitted with receipts for reimbursement. Proposal is good through December 05 and then WPCF can renew yearly. The contract can be modified or terminated with 30 days written notice. Motion was made to accept bookkeeping bid submitted Louise Blosch of \$75 per month for 5 months through Dec 2005. Vote was taken and motion passed unanimously.

OLD BUSINESS:

The \$500 giveaway drawing was discussed. Entry form is now on the web site. Once winner is selected in January, the submission will be validated with WPCF member. It was suggested that the WPCF member(s) is present to participate in presenting check. The program will end on January 10th and winner chosen at the January board meeting. Contest begins July 12, 2005. Motion by Kevin to approve \$40 charge for PWG ad to mention the \$500 giveaway drawing. Seconded by Brandi, Motion passed unanimously.

Kevin will make necessary changes in PWG ad.

The new WPCF signs were discussed. Because they are a bit light, it was told to us that printing new ones would cost \$210. The sign company noted that it was printed directly as it was on the file. Board agreed to keep the current signs. Bill Parkison will design logo with \$500 giveaway to give to members to use for advertising.

It was suggested that we have WPCF mission statement and code of ethics suitable for display to give to members. Bill Parkison will work on this.

NEW BUSINESS

Bridal Panel for October general meeting was discussed. Jo had submitted the idea and it will be planned for the October general meeting at Crowne Plaza International Drive. Seven couples will be invited - and must have been married less than one year. Board will ask members for names of clients who would volunteer to participate and WPCF will comp the meeting fee for them. Board will also survey members for questions that should be asked and addressed by the panel.

PWG has agreed to provide a booth for WPCF to showcase WPCF and give out information about the \$500 giveaway. Jo will take the leads from the OWTV show and email brides to remind them about the \$500 giveaway drawing.

Discussion took place about participating again in the Southern Women's Show... cost last year was approximately \$1400 for a double booth. Further discussion was tabled until August.

Ed inquired whether or not Board wanted to continue with Wedding Planning 101 event....Jeff noted it needs to be in an ad in PWG (deadline for Winter edition is October). Jeff suggested the Spring timeframe. Further discussion is tabled until next meeting and Melissa will bring advertising information to next board meeting.

The Board wants to maintain a positive atmosphere and agreed that there needs to be acknowledgement of WPCF members at meetings and in the newsletter. Acknowledgement of members for volunteering, contributions, etc. Levan's will be acknowledged at August meeting. Board will seek nominations from members provided to Melissa...Jeff and Kevin agreed to help. Ed will make a link on the web site for members to click on: nominations@wpcf.com Awards should come from President and VP.

Kevin suggested purchasing educational tapes, but Board members expressed opinions on the difficulty of keep track of them. John Muccigrosso noted that materials may be misused and copied. As for educational speakers, Mark suggested that we have higher caliber but less often.

Jeff suggested doing as the last agenda item at general meetings so those not interested in the subject can go out and network. Mark suggested it not be kept until the end so we don't make them sit through the rest of the meeting. LaVoria will take 15 minutes at next general meeting and write an article in the newsletter inviting suggestions from members for education. Ed advised that members can send emails to: Newsletter@wpcf.com

Kevin suggested that we come up with a WPCF slogan - The Board agreed that they have decision on whether or not a slogan may be selected. Kevin doing newsletter article.

Kevin proposed that we have a separate planning session from a board meeting to involve members. Kevin will set that up.

MEMBERSHIP

Melissa presented application from Holiday Inn International Drive... it has already been printed in the newsletter. Jeff made a motion that we accept Holiday Inn International Drive application as a new member. Seconded by Mark...Rhonda said to make sure they paid only once. Vote was taken and it passed unanimously.

Planet Expo will be published in the newsletter.

Lasting Memories - Invitations, favors, announcements - is ready for publication

December social...Heathrow would like to host WPCF but can't do it on Tuesday--only Wednesday. Isleworth may be a possibility as well. But if there are no other sites available for Tuesday, the Board agreed Wednesday would work.

SECRETARY:

Brandi made a motion to accept the board meeting minutes as presented. Seconded Jeff, passed unanimously.

Bridal Show Coordinator Selections

LaVoria Buckley presented her bid for bridal show coordinator. Brandi submitted her bid for consideration. All guests were asked to leave the Board Meeting for discussion by the Board.

There were reservations about UCF arena. Not upscale, not clean, not well run. There are electricity issues. Not up to professional look we want for WPCF. There were issues with the quadrants, sound and echoing. \$500 allocation for comp membership and comp booths number does not add up. \$4500 is the biggest line on the budget for proposal 1 and it doesn't work.

Diversification of attracting brides and advertising was discussed. It was pointed out that since we are in other shows, doesn't that give us diversity as far as advertising. There are other avenues like Minerva's shows, minority churches, synagogues, to get the marketing out and diversify.

It was commented that logistically for shows, the Quadrant suggestion is not a good idea. The Rosen has 3 ballrooms that would work. Jeff commented that he wanted to make one room an "early room".

Mark and Melissa both agreed that Brandi has a track record of success from past bridal shows. She pulled in so many brides last year and they have the confidence that she can do it again. Melissa B. wants to look into Brandi's compensation structure. Discussion took place on compensation. Board agreed to make offer.

Melissa B says we need an incentive for brides to pre register. (not charge everyone a flat fee of \$7)

Kevin wants to include other suggestions to her plan because she handled it all alone last year. Jeff assured that won't be a problem.

Need to make a vote between the two proposals contingent to negotiations. David makes a motion to take a vote. Kevin seconded.

Vote was taken and Brandi won selection as bridal coordinator... pending her acceptance of counter proposal.

Jeff proposes to bring Brandi in to the discussion and negotiate. David advised that LaVoria needs to be invited in to advise her.

Marc and Jeff noted that Wyndham Palace will not put on the show since PWG gets it in August.

Brandi agreed to Board's proposal.

Motion was made to adjourn meeting, seconded and passed unanimously. Meeting concluded at 10:40 p.m.

**Respectfully submitted,
Brandi Zrallack
WPCF Secretary**

(Portion of minutes from Board's discussion on Bridal Show was taken by Melissa Sprinkle).