

WPCF Board of Directors Meeting Minutes

Rosen Plaza Hotel

September 7, 2005

Board Members Present:

President-Ed Medici
Vice President-Kevin Knox
Treasurer-David Baker
Dir. Member Services-Melissa S.
Dir. Bridal Services-Jeff VerSchage
Past President-Melissa Bartley

Board Members Absent:

Secretary-Brandi Zrallack
Director at Large-Mark LeGrand

Guests Present:

Doug Forner
Rhonda Haberkamp

Ed Medici, President, opened the meeting at 4:43pm

Board Reports:

Director of Membership Services:

Melissa S. made a motion to approve membership for A Wedding DJ.
David seconded.
Motion approved. A Wedding DJ is a new member.
Melissa S. made a motion to approve membership for All About Travel.
David seconded.
Motion approved. All About Travel is a new member.
Melissa S. reviewed non-renewals given by Louise to David.
Melissa S. presented new look for membership certificates.
Ed indicated he wants the logo to be in color.

Vice President:

Kevin states nothing has changed with the meeting location status.
October meeting will be held at Crowne Plaza Universal.
Ed stated we need to make a decision on December social. Jeff made a motion to accept December social at Heathrow Country club on Wednesday, December 7, 2005. Melissa S. seconded. Vote was taken, motion was passed.

Treasurer:

David passed out updated Cash Flow Statement.
Rhonda questioned if Bridal Show proposals are available to everyone for viewing.
Doug said it was designed to be a sealed bid, but they need to be publicly indicated.
David noted budget changes.
Perfect Wedding Guide rates went up to \$750.00/quarter.
David noted that paying over \$1000/year for storage seems excessive. Stor-All should be up for renewal this month.
Ed sees importance in facility. Wants to shop and compare.
David offered his space for storage. Kevin noted we shouldn't give anyone full responsibility of WPCF items.
David suggested to cut down space from 10x20 to almost half. Everyone agreed.
Suggestion made for Red Cross donation for Hurricane Katrina victims.
Ed suggested looking into all different charities, Keith LaMotte wants to support ALS. R&B production needs donations for Richard's colon cancer.
It is agreed to leave the charity donations up to future discretion, but will collect donations for Hurricane victims tonight to be donated to Red Cross.
David suggested WPCF matches whatever is donated up to \$500.00
Kevin made a motion to accept business checks or cash from members to donate to Red Cross for Hurricane Katrina victims. WPCF will match up to \$500.00. David seconded. Vote taken, motion passed.

Director of Bridal Services:

Jeff stated he has been checking phone line for brides.
Ed wants to look at facilities on northern side of town for July show.
July show will be accepting bids in November.
Ed wants to put in a bid process for July social.
Lakeside Inn is interested in hosting.
Rhonda suggests putting the bid process in newsletter.

President:

Ed noted WPCF has a website hack.
Ed stated newsletter articles need to be in on time. Send to newsletter@wpcf.com.
New deadline is Monday after meeting.
David and Kevin think newsletter should be a separate email than rsvp email.

New Business:

Kevin made a motion to allocate up to \$250 for 'Good to Great' facilitator. David seconded. Vote taken, motion passed.
Southern Women's show was brought up. David has concerns on the benefits of the show.
Melissa S. made a motion to accept Southern Women's Show and pay up to \$1600 for inline booth.
Melissa B. seconded the motion.
David abstained.
Decided to charge \$50/day for members to work the booth for their own company. Vote taken, motion passed.
Advertising: Perfect Wedding Guide up for renewal. Jeff made a motion to approve renewal for Perfect Wedding Guide contract. David seconded. Vote taken, motion passed.
Rhonda spoke on The Knot advertising. Will provide email blasts, website listings and 1/3 page square ad in publication. Advertising valued at \$9400...actual cost to WPCF \$4000. Jeff made a motion to accept and move forward with The Knot advertising for \$4000. David seconded. Doug pointed out that it is already included in the bridal show proposal so doesn't need boards approval. Vote taken, motion passed.
David stated we get a lot of credit card solicitors sending direct mail to WPCF. Ed asked to rip them up. WPCF does not need a credit card.
Bridal Panel-David has 2 brides who are upcoming. WPCF will provide dinner for participating brides. Need to put together a list of questions for brides.
Melissa B. received a Notice of Proposal property tax letter for site address of WPCF. Secretary needs to send out info to property appraiser to clear it up. Melissa S. collected letter to pass on to Brandi.
Rhonda asked about comping big screen company "N Vision". Is it already in the bridal budget? Could OWTV's membership be comped if he supplies?
Ed brought up a used display board for sale for \$1500. Costs about half of what brand new ones cost. Could be available for members for a rental fee. Size of it fits on a 8 foot table. Mark wants to confirm the board is cohesive to our other marketing materials. Someone needs to be in charge of the branding of it. Dave made the motion for the investment to purchase the display for the bridal shows for \$1500 to be possibly made available for members to rent at a later date. Jeff seconded. Vote taken, motion passed.
Melissa S presented a new application for Minerva's Bridal Suite to be posted in newsletter.

Meeting adjourned at 8:30pm

Submitted by Melissa S.

Taking notes in absence of Secretary Brandi Zrallack, Secretary