

WPCF Board of Directors Meeting
Bahia Shrine
Tuesday, September 5, 2006

Board Members Present:

President - Ed Medici
Vice President - Sim Seckbach
Secretary - Karen Lee
Treasurer - John Muccigrosso
Director of Member Services - Christopher Chaston
Director of Bridal Services - Tracy Marini
Director-at-Large - Marc Burgess

Guests Present:

Rhonda Haberkamp
Mary Delello
Aymee Sutterby
Elise Enloe
Cathie Ashby
Melissa Bartley
Bill Parkison
David Baker

President called the meeting to order at 4:43 P.M.

Upcoming Meetings Confirmed:

10/06 - Lakeside Inn
11/06 - Dubsdread Banquet Hall
12/06 - Holiday Social - Florida Hotel & Conference Center (Florida Mall)
5/07 - Mission Inn
January 2007 meeting will be held the second Tuesday of the month on January 9th.

Budget for Holiday Social was discussed. Need to determine a budget for entertainment. Menu options submitted by the hotel were reviewed and the higher \$20.00 option was decided on by the BOD. WPCF will subsidize the additional \$5.00 cost for members. The cost for Guests will be \$20.00. Theme of the event is *Holidays Around the World*. A Toy Drive will be announced for the holidays.

Treasurer:

John made the BOD aware that the storage unit has been sold to a different company but everything remains the same as before.

Thank you note was received from Radisson Resort Celebration for the August meeting.

Invoices were submitted for payment to both PWG and CFB.

A deposit for Wedding Planning 101 has been sent to the Ballroom at Church Street. Second payment will be sent and the balance will be paid the day of the event.

John will get bookkeeping from Louise for publication in the newsletter. John has reviewed member account balances.

Ed will be checking on vendor payments through Paypal for Wedding Planning 101. Ed will have Louise forward Paypal confirmations to John.

Education:

The Bride and Groom Panel will be implemented again for the November meeting with an increased number and variety of couples. Answers will be limited to a few couples for each question. Couples will be recruited at upcoming bridal shows.

Membership:

Member John Michael Weddings & Special Events has added The Verandah to their membership.

New Applications:

Escot Bus Lines - Pending
Brides.com - Pending

Renewal reminders have gone out to the membership. Christopher will be emailing the current member list to Ed and Sim. Christopher will reprint new Membership Certificates for Ed to sign for all members

Elise Enloe has provided access to an intern to work with the WPCF BOD for 15-20 hours per week at a cost of \$100.00 per week. An email address for intern@wpcf.com will be set up for assignment requests. Ed will make the assignments to the intern.

Karen made a motion to approve use of an intern and it was seconded by Sim - motion passed.

Wedding Planning 101 Update:

So far only one bride has pre-registered for the event and vendor participation is limited. Need to find out if Church Street will refund deposits if a cancellation is necessary due to lack of participation. Discussion continued on whether to limit vendors to one per category which was the original intent of the Coordinator. Rhonda offered suggestions on format for vendors to offer information. Karen suggested offering incentives/giveaways for brides to attend. Tracy will make five \$100.00 Certificates to be redeemed with any WPCF member to be given away. The ongoing \$500.00 Giveaway will also be announced at this event.

Participation at the Southern Women's show was discussed. Ed has seven vendors so far participating and we need ten by mid-September to proceed with criteria for participation previously determined by the BOD. Ed is working on the WPCF display for the show.

Bridal Show:

January - Hard Rock Live looks like it will work as a venue - only problem is a possible conflict on the original date because of a concert at the venue that night. The final date will be decided.

There is a potential for 70-75 vendors - must be WPCF members. Booth prices were discussed and will be as follows:

\$275.00 Single, \$500.00 Double

Early Registration Discount prior to October 10, 2006 - \$175.00 Single, \$350.00 Double

Discount will also be offered to brides for Online registration and prepayment.

Ed will also be working on finding venues earlier in the year for the July 2007 and January 2008 events.

Aymee Sutterby with Brides.com presented an advertising package to promote the WPCF organization. Item was tabled for later date due to time.

Meeting was adjourned at 6:03 PM

Submitted by

Karen Lee

WPCF Secretary