

**WPCF Board of Directors Meeting**  
**Office of the Treasurer - ReMax Real Estate**  
**Tuesday, March 13, 2007**

**Board Members Present:**

President - Ed Medici  
Vice President - Sim Seckbach  
Secretary - Karen Lee  
Treasurer - John Muccigrosso  
Dir. of Member Services – Christopher Chaston  
Dir. of Bridal Services - Tracy Marini  
Dir. At Large – Marc Burgess  
Past President - Doug Forner

**Guests Present:**

David Baker  
Lavoria Buckley  
Mary Delello  
Elise Enloe  
Rhonda Haberkamp  
Bill Parkison  
Melissa Sprinkle  
Jo Tripp  
Brandi Zrallack  
Rhian Griffiths

President called the meeting to order at 6:00 P.M.

It was formally announced that Doug Forner was appointed by the President the board position of Past President for Linda Calderero. Linda is unable to continue in this position at the present time due to family obligations.

Minutes from the February meeting were reviewed. Spelling of Veranda will be corrected. Motion by Tracy to approve the minutes as corrected, a second was received by Sim. Motion passed.

Ed presented the winners of the last two \$500.00 Drawings (July and January) from registrations on the website. The vendors chosen by the winning brides were Sterling Photography and Orlando Video Artistry.

Discussion was held on continuing the \$500.00 Marketing Incentive Program. Doug made a motion to extend the Marketing Incentive Program through the summer of 2007 with an end date for entries of July 31, 2007 and a drawing date in August 2007. Motion also provided for a recommendation from the current board to members of future board to continue the program. A second was received by Sim. Further discussion was held and it was suggested to make sure information accepting additional entries be removed from the website by August 1, 2007 pending re-certification to extend the program by the new board. Motion passed as amended.

Ed presented an opportunity for advertising in Florida Travel magazine's Wedding Issue. Discussion was tabled until after the Treasurer's Report is presented.

**Vice President Report:**

Upcoming meetings confirmed as follows:

4/07 – First Presbyterian Church Downtown - A conflict has arisen for the ABC organization due to their upcoming East/West meeting and they will be unable to provide a coordinator panel as previously planned. Sim suggested a speaker for the meeting who is a hypnotherapist and will offer the membership some ideas and methods on improving your business through hypnosis.

Sim will notify the BOD of location for the April BOD meeting.

5/07 – Harley Davidson –needs to be confirmed pending decision made on summer bridal show.

6/07- Need a venue – Sim is in contact with Courtyard Marriot in Maitland.

7/07 – Orange County Regional History Center – tentative

8/07 – Dubsdread Banquet Hall

Sim asked for the board's permission to arrange for the education portion of future meetings. Lavoria Buckley, Chair of Education Committee, volunteered to participate on the Education Committee with Sim.

## **Membership Report:**

### New Applications:

Memories Forever Online

Courtyard by Marriot in Maitland

DeeNice Productions – incomplete application. There was an objection to this company being considered in the future for membership.

Discussion was held on procedures for acceptance or denial of new member or returning member applications.

### New Members Presented:

Harmony Golf Reserve

Quality Vend Services

Discussion was held on the correct procedures for approving new members.

Marc motioned to approve pending New Members as Temporary Members pending satisfactory publication in the newsletter. A second was received by Christopher. Further discussion was held and an amendment to the motion to change the classification from Temporary Member to Interim Member was accepted and motion passed as amended.

Rhonda Haberkamp volunteered to organize the newsletter items for the month of March. Newsletter articles are due to the printer by the Friday after the BOD meeting each month.

## **Treasurer Report:**

The Treasurer presented two reports:

All dues received from January 2006 to present.

Profit & Loss from January 21 WPCF Tails & Veils Bridal Show.

Current balance including Paypal account is \$1,187.76.

Discussion was held on the following items:

Bridal Show Report

Cost of Venue for January Bridal Show

Website Issues

The results from the survey presenting the proposal from Your Wedding TV for a WPCF co-sponsorship of the YWTV July 29 Bridal Show as well as other alternatives that were presented to the General Membership at the last meeting and by email requesting input to assist the board in deciding on plans for the summer bridal show was presented by the Director of Bridal Services.

There were 28 responses to the survey – results were as follows:

25 - in favor of a co-sponsorship with Your Wedding TV for the July 29 show.

2 - No Opinion

1 - Prefer a WPCF exclusive show.

An additional proposal was presented from Elise Enloe and Lavoria Buckley to coordinate a WPCF exclusive Bridal Show on August 12 with an emphasis on education for the brides. Discussion was held on details of this alternative.

John made a motion to accept the bid from Elise and Lavoria and Chris seconded. Three abstained – 4 voted yes – motion carried.

The opportunity to advertise in Florida Travel magazine was re-addressed. Cost would be \$200.00 to have the WPCF logo across the top of a page with WPCF member ads. Consensus of the board is to not pursue this at the present time.

Discussion was held on the current process of updating information on the website. It was suggested that the possibility of outsourcing the job of hosting and maintaining the website by a third party be considered. Tracy made a motion to obtain bids to hire a third party webmaster. Doug amended the motion to include the transfer of all passwords, access codes and key access codes by email within 72 hours from time of meeting from the current webmaster to the VP, DBS and DMS with no changes or modifications to passwords, access codes or key access codes being made prior to or after transfer. Tracy accepted the amendment to the motion. Discussion was held. The motion received a second from Doug and the motion passed as amended.

Sim suggested that companies being considered for the website management make a presentation to the board at the next meeting.

Sim will work on a change of venue for the May meeting since the Sanford Harley Davidson will no longer be applicable.

Discussion was held on an ethics complaint brought against a current member by a bride. The complaint was reviewed and it was not recommended by the board to bring the complaint to an ethics committee. The member will be notified by the board to respond to the bride in hopes of a resolution.

Discussion was held on a member's suggestion that all WPCF members become more involved in news and any special needs of individual members. Doug will put together an idea to involve the board in contacting the membership on a more regular basis.

Doug spoke for the entire BOD in thanking John for hosting and providing food for the evening's meeting.

The meeting was adjourned at 9:20.

Submitted by

Karen Lee  
WPCF Secretary