

Navarre Beach Marine Sanctuary Committee

October 27th , 2009 Meeting Minutes

1. Permitting Status
 - State Permits granted.
 - Public Notice period for Gulf Side Reefs is now – November 9th.
 - Everyone is encouraged to email or write ACOE with their support for the Gulf Side Reefs.
2. Financial Update
 - 2009 Run for the Reef 5K
 - Revenues \$8,215
 - Expenses \$3,128
 - Net \$5,087
 - Net Income Jan 1 – Present \$5,169
3. Lessons Learned
 - Run for the Reef 5K
 - Let sponsors know that we appreciate their support and will soon begin planning for next year's run – ask that they consider us again in their budgeting process.
 - Get 2010 Run for the Reef page up on the site ASAP and build it as the year goes on.
 - Reminder email in Jan to Run Participants that we'll be doing the run again.
 - Plan for increased participation next year and plan for hiring a timing company to manage increased demands on the timing/results tabulation process.
 - Use this first year experience with active.com to ensure that all necessary information collected are mandatory inputs and that the Rates change automatically.
 - Manual results data collection process was stressed at the current level of participation (over 300).
 - Continue with unique awards – everyone really liked them.
 - Assign a specific person to manage the Kid's Fun Run – they appear to sign up at the last minute which leads you to believe it can be managed by committee but it shouldn't be.
 - Ensure Registration form is easier to interpret when it comes to the fees and the dates with which they must be received to get the cheaper rate.
 - Ensure all results personnel fully understand duties prior to race start.
 - Have water directly at finish line in case of results bottlenecks.
 - Ensure Walker Start Time is delayed 1 minute.
 - Modify Results process (and up front registration info collection) to ensure Walkers are not mistakenly misclassified and to allow ties.
 - Impact 100 Grant Process
 - Work with foundation to ensure that organization info in grant application (including financials) "tells a story" about what the foundation does in the community.
4. Reef Sponsorship Program
 - Mark Griffith to open a dialog with the county regarding placement at the Park of one or more displays that show a map of the reefs within each reef area and recognizes the

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sponsors of individual reefs. After an appropriate method for doing this is worked out we may proceed with developing the sponsorship pricing and campaign for recruiting sponsors for individual reefs.

5. Other Fundraising Opportunities

- Robert Turpin will email Mark Griffith information about FWC grants that might be applied for on behalf of the Marine Sanctuary committee by the county via the Marine Advisory Committee direction. Robert and Mark to discuss the best way to approach the opportunity.
- Mark Griffith to provide Bob Boston grant information already gathered and leads on some corporate grants that this information may be used with for applying to their grant programs.
- Robert Turpin noted that Escambia County TDC is committing to partial funding Escambia's snorkeling and diving and perhaps Santa Rosa TDC would consider similar funding for our reefs. Mark Griffith indicated the TDC has funded the permit cost thus far via a grant and our intention was to raise funds privately first. We are making good faith efforts in that vein and may consider coming back to the TDC to get an idea of how they would view this.

6. Community Awareness Opportunities

- Possible participation in Navarre Christmas and Mardis Gras Parades was discussed.
- A kid's art contest (perhaps coordinated with the Marine Science Center) was discussed where the winner would get a business sponsor donated prize. All the artwork could be used to enhance our information booth at various community events.

7. Distribution of Routine Duties - These areas of routine Committee management, coordination and work were noted with the following people stepping forward to take the lead in the specific areas:

- Website Maintenance – Mark Griffith
- Permitting Coordination – Mark Griffith
- Meeting/Event Notices & Minutes (email dist, document/history maintenance) – Nancy Sandler
- Community Awareness (Chamber Newsletter, Events for Info Booth, etc) – Dan McCarren
- Finance – Mike Sandler

We need one or more volunteers to step forward to lead the following efforts/areas:

- Reef Sponsorship Program
- Grant Applications

8. Next Meeting - Due to the holidays we will meet once more between now and the end of the year. The meeting is tentatively scheduled for Saturday December 12th at 10 AM in the Visitor Center Conference Room. Time/date may change depending on room availability.