

Tierra Verde Business Partnership meeting May 7, 2014 minutes from 7:30 to 9 a.m., Island Grille & Raw Bar, 1110 Pinellas Bayway, #206, Tierra Verde, FL 33715.

8 a.m. TVBP president Bob Mueller called the meeting to order. Twenty-three members are present.

Eckerd College Search and Rescue received a check for \$3,000 from proceeds of the TVBP Classic Car Show held April 19 with 186 vehicles participating. The Eckerd non-profit, explained EC-SAR staff instructor, Emily Sandrowicz, had more than 550 cases last year. Those helped ranged from boaters' vessels running out of gas to boaters missing a passenger. EC-SAR is housed on Eckerd's waterfront campus and staffed by student "employees" who don't receive pay. "It's wonderful to experience support from the community," said Sandrowicz.

A giant size check was presented by the car show committee. Photos were taken by Dean Forss of Summer Night Production LLC.

TVCA's Paul Murray next explained how even though a five-year extension battle with Pinellas County Commissioners recently should have never happened, he was relieved the island came out with what residents wanted. A past agreement was worded to give Lealman Fire Dept. five more years on Tierra Verde but the county was challenging this previous negotiation. Through the hard work of many islanders, spearheaded by Murray, Lealman will now settle in for its continuous five years. Murray cited the recent change in leadership on the county governing level as perhaps a good thing for TV.

Murray also said though more work is ahead because TV home owners are funding \$7.50 per fire dept. call to the county-owned Ft. DeSoto Park. This represents 22 percent of all calls for help in the TV area. "We basically have two fire districts on our tax dollars," said Murray. State rep. Kathleen Peters will be present at the TVCA (above TD Bank) meeting at 6 p.m. Monday, May 12, to discuss this issue.

Fire Capt. Larry Thompson briefly reviewed the EMS political standings on the county level but also thanked the community for its strong support.

Laurie Laurenty said she enjoyed her first experience of attending a county commission meeting. But while she's not eager to be a constant presence at such meetings, she does believe it's productive thinking for TV to make a regular appearance. This will enhance the island's needs not being forgotten. The idea is to maybe go once a year or more, certainly more as issues arise.

Tampa Bay Beaches Chamber of Commerce rep. Doug Izzo announced the first of five seminar experiences beginning June 25th. The chamber also has a full social calendar, including a network opportunity at St. Pete Beach's Chill restaurant. Information is available at www.tampabaybeaches.com. Gaye Wurzbacher asked TVBP members if they'd like to receive all the chamber's e-mails as there's quite a volume

and she has been selective in forwarding them in the past. It was OK'd to send them all along. Izzo also has a source for those seeking employees. Contact the Career Source Pinellas website.

TVBP treasurer Jack Kern along with the assistance of Judy Willis shared portions of the financial report. For example, from Oct. 2013 to April 2014, TVBP had a gross of \$21,676 and a net of \$12,300. The total bank acct. is at \$16,500. The big money maker remains the car show accountable for 61 percent of gross; 80 percent of net.

Mueller reported the car show is wrapping up odds and ends and mulling over ways to improve for next year such as an updated sound system. The date is usually the Saturday right before Easter. But in 2015, this may change to the weekend (Saturday) before Easter. This will be decided soon as all factors are considered.

Mike Rader said promotion needs to begin sooner for the car show 2015. He also believes sponsorship financial obligations should go up. Mueller said "yes" to this idea, citing Bert Smith Porsche, a noted car dealer, selling a \$139,000 vehicle as a result of the TVBP show. So this is a profit-potential event for sponsors, emphasized Mueller.

Mueller explained some of the details behind the 3rd annual car show such as how TVBP makes its money, largely from raffles and sponsorships. Other funds are collected by a car show promotion firm hired to run the registration, etc.

Mueller was pleased because he thought \$10,000 would be the TVBP revenue and here it was more than \$13,500. This allowed a nice 70/30 split of profits; about 30 percent going to Eckerd. Next year's non-profit to benefit will be decided and announced later.

Carsten and Jacki Uwira of Black Forest Cottage are busy with Oktoberfest Oct. 18th plans. (Later, it was e-mailed the next Oktoberfest planning session is May 20th at 6 p.m. at Black Forest.) Uwira said the event will most likely run until 10 p.m. as it ended too early in 2013. Carol O'Bryon said she'd like to see arts and crafts people as part of the event; Wurzbacher said that is possible. A contact list of artists is available.

A reminder is made of the Tierra Verde Women's Club Garage Sale and Gift Market where 30 percent of vendors are arts and crafts. The date is Nov. 8 from 8 a.m. to 1 p.m.

Wurzbacher also reported the Dec. 6th tree lighting hopefully will have a new focal point. The TVBP plans to buy its tree instead of leasing one. This will be a tree flag pole standing 20 to 30 feet. This late afternoon to early evening celebration will not interfere this holiday season with the local boat parade.

But condo board signatures are still needed for the "downtown" complex where all these events are held. This is a must to gain written permission, advised Wurzbacher.

Forss made a wrap-up comment that the TVBP web site and other cyber concerns really must be addressed as an agenda item next meeting.

Wurzbacher also said if businesses have calendar items to please forward them to her. A community calendar was passed out at the meeting but there are no doubt other dates floating around out there...

Mueller said he thinks the location of the June and July meetings will change. The June 4th lunch meeting may be held at the Island Grille and the July 2nd meeting and mixer may be held at Billy's Stonecrab, Seafood & Steaks. TBA.

The TVBP meeting ended at 9 a.m.