

## **TVBP MINUTES for 11/2/16**

President Hunter Grose called the meeting to order at the Island Cantina at noon on Nov. 2, 2016. Lunch attendance is at 39. In introductions going around the room, highlights were from Richard Sanchez about Egmont Key's Discover the Island event Nov. 12 and 13. Also, Laurie Laurenty of Solutions Insurance plans an Open House Nov. 10 from 3 to 7 p.m.

Dough Izzo of Tampa Bay Beaches Chamber of Commerce was absent. But Grose did a quick review of the Chamber's events. A complete listing is available at [tampabaybeaches.com](http://tampabaybeaches.com).

Andrea Hawk reported on TVBP's growing membership. She informed that an all-time high of 130 members has been reached; about a 12% increase from 2015.

After Grose made a plug for the new TVBP window stickers, Dan Reichard then informed that ads for the directory – mailed out in December – are at about 52. This early mailing will catch some snow birds and also some holiday shoppers.

Grose outlined when the flyers will go out: March in Island Reporter, June in Paradise News and September in Island Reporter. This handy listing will give even more coverage for TVBP members as the circulation will be about 12,000 with six additional ads. The neighborhoods to benefit from a TVBP flyer include Broadwater, St. Pete Beach, and the 33715 zip code.

Thanks to Island Reporter publisher Betsy Judge for including a TVBP membership application in her latest edition. It helped immensely, said Hawk.

Rich Gonlin encouraged TVBP members to nominate both a person of the year and business of the year. Last year's honorees were Peter Clark of Tampa Baywatch and Island Grille. The person and place will be recognized at the TVBP mixer Dec. 7 at 5:30 p.m. at Island Grille.

Grose gave a financial report on this just wrapped-up Oktoberfest. Receipts included \$5,960 from sponsors, \$3,000 from 50/50, \$888 from auction and \$540 from T-shirts with about \$13,318 gross and \$5,400 net. Grose said in a previous TVBP board meeting, it was voted on to donate \$5,000 to the Miracle League's drive for a new baseball playing field. The presenting of this check will also be at the Dec. 7 function and the media will be invited. Money aside, Oktoberfest brought a thousand-plus visitors to this TVBP night out, giving exposure to island businesses and others. In other words, Oktoberfest was a success!

Gaye Wurzbacher is mostly all set for the annual Tree Lightning, Saturday, Dec. 3, from 4 to 7 p.m. This is the sixth year and the tree is an astounding 20-foot beauty. Donations have flowed in so the \$12,000 price tag of this event is not only paid for but next year's funds are salted away. Thanks in large part to TD Bank's large

sponsorship of \$5,000 annually. Wurzbacher does need raffle items though. Plus, most important holiday attendees are asked to bring an unwrapped toy so the Tierra Verde Fire Dept. can do its annual toy drive in conjunction with Lealman, a nearby community.

Computer expert Dan Harter, TVBP treasurer, was guest speaker. He basically said there's scare ware out there but most is not malicious. However, computer users need to be alert and vigilant. Don't rush to open links, attachments and (not funny) videos. He offered back-up suggestions for your computer as well.

In conclusion, Grose once again pushed the window decals (available at the back counter). He also informed that meetings may be held off the island in the future because of the growing membership and lack of places on Tierra Verde for all the TVBP gatherings. Also, a director at large is needed. So please volunteer!

The meeting ended at 1 p.m. Next up is the holiday social Dec. 7.