

## MINUTES OF TVBP 6/1/16

At 12:10 on Wednesday, June 1, 2015, Tierra Verde Business Partnership President Hunter Grose called the lunch meeting to order at Island Grille & Raw Bar. Members in attendance numbered 24.

Paradise News distributed 12,000-plus flyers listing all TVBP members. These will be inserted in the upcoming summer issue, reported Margaret Fuesy, marketing and public relations consultant for the monthly newspaper. Members were encouraged to take a hand full as well to pass around.

During the introductions, Carol O'Bryon announced the downtown St. Petersburg second Saturday of the month event, Art Walk, where studios and galleries open their doors. Another announcement was from Grose – his financial office has moved two doors down in the downtown TV complex.

Beaches Chamber of Commerce report had an item, presented by Dan Reichard, who handles computer issues for the TVBP. He said the chamber now has a link to TVBP on its web site.([tampabaybeaches.com](http://tampabaybeaches.com)) Grose reminded TVBP has renewed its membership with the chamber. Reichard said TVBP has a link to the chamber as well.

Getting back to the TVBP newspaper insert, Grose said the ads sold out fast. So in the future, if an advertiser is in this first one, they can't be in following ones to give everyone a chance. These flyers go to such places as 33715 zip codes, Broadwater, Dolphin Cay, St. Pete Beach – all as attractive, colorful inserts in the Paradise News. Upcoming TV events are also listed on the front of the insert.

Publisher Peter Roos told TVBP attendees that the ads paid for this insert, all but \$90.

Treasurer Jack Kern said a date has been set for the SCORE (to help businesses) workshop – titled Marketing a Business Online. It's Thursday evening, Sept. 29. Time and place to be determined although the TVCA meeting room above the bank is a possibility (it holds 49 people). Grose said he'd like to see the workshop catered..as it would most likely run 2 hours.

Kern said the SCORE workshops should run quarterly. The next one might be in January. TVBP doesn't want a workshop the same month as a big community event.

Grose asked if any are interested in TVBP board positions. Dan Harter volunteered to serve as treasurer (he has a degree in accounting). He will work with Kern for a smooth transition if elected.

Grose said Oktoberfest plans are moving along. Sponsors are needed though. This event is Saturday, Oct. 15. This will benefit the Miracle League, a baseball playing team for handicap children. The MLB Tampa Bay Rays have been involved, helping the kids who need their field refurbished. Island Reporter publisher Betsy Judge said individual rubber tiles have come loose on the field and the players need a solid rubber one. Donations are welcome so the TVBP will hopefully contribute to this cause. Miracle League is also applying for grants as the price could be as high as \$150,000.

TVBP would like a liaison to attend TVCA meeting. It was suggested that 12 board members and other members could take turns and report back to the TVBP about community happenings.

Reichard said that Chris Stewart is also plugging TV businesses on Facebook. All who are in the directory get an "ad" and the rotation has promoted about half the businesses to date. TVBP members are encouraged to share these ads, drumming up support for fellow business owners.

Speakers TVCA President Jerry Frulio and Administrator Sean Foley had the information duties. They had upbeat news and then also urged residents to come to the June 22<sup>nd</sup> meeting at Tampa Bay Watch facilities to discuss the Shell Key migrating sand issue.

They learned this a.m. that the cost of beautifying the Bayway will be mostly born by the government, not TVCA. "We now have the county's attention," said Frulio. "Let's not lose it."

Foley mentioned thought is being given once again to building a community center. He also explained the behind-the-scenes work in trying to get the county and/or state to help on the upkeep of our island. He said TVCA just received word the residents don't need to put up matching funds for the redo of the Bayway. Design and installation of more lights and landscaping may also come from the \$57 million (state) project of a new TV bridge. This work will begin June 1, 2017.

As for the cut down of the blooming oleander, Foley said the tons of bushes along the Bayway were trimmed to 4 feet but will grow back quickly.

The meeting adjourned at 12:45 p.m. Social mixer is Wed., July 6, and breakfast is Wed., Aug. 3.

--Janis Froelich, co-secretary

