

10/04/2017 MINUTES OF Tierra Verde Business Partnership

TVBP President Hunter Grose called the meeting to order at 8:05 a.m. The location is Island Grille with 33 in attendance at this breakfast gathering.

In around-the-room introduction, Hunter acknowledged Capt. Larry Thompson for his Fire Professional of the Year honor from Pinellas County. Capt. Larry announced a Sunday, Nov. 5, pancake breakfast at the island's fire house from 8 a.m. to noon. This will benefit two Lealman fire fighters retiring with major health issues.

In her introduction, Gaye Wurzbacher announced the Tierra Verde Women's Club cancelled its Nov. 12 art fair. She also thanked local businesses for support of the TVWC's annual directory.

Gary Eaton of Top It Off Imprints said his company will donate \$1 towards a breast cancer cause when TVBP members purchase a pink polo shirt offered by the fire dept. October is key awareness month and the fire dept. will also offer a pink ribbon decoration with proceeds going to the Susan Komen Foundation.

Rich Sanchez, Egmont Key Alliance President, said the lighthouse island was without power for 3 weeks following the hurricane. Nov. 11-12 is the open house Discover the Island day for Egmont.

Tampa Bay Watch has two new staffers, Pamela Arbisi and Madison Frank, both promoting the Nov.4 dinner fund raiser, Tahitian Nights. Doug Izzo of the Tampa Bay Beaches Chamber of Commerce couldn't attend but the chamber's calendar is printed on the TVBP agenda.

Treasurer Dan Harter gave a budget run-down. With \$37,000 in income for the fiscal year, \$38,000 is listed as expenses. Harter explained \$9,000 went to charitable contributions. Detailed accounting is available on TVBP web site.

Rich Gonlin said 3rd annual Person of the Year and Business of the Year applications are due Nov. 10 with the winners announced at the Dec. 6 TVBP social.

Gaye gave a tree lighting report, saying the Dec. 2 event logistics are all lined up with some sponsors yet to be firmed up. About \$2,000 is still needed to help the \$15,000 evening of family fun. Toy drive for the fire dept. is the benefactor, attendees invited to bring an unwrapped toy. Capt. Larry said items for teens needed; no stuffed animals, please. Gaye explained ways to donate money for individuals or companies – info. on TVBP web site. Also, TVBP members do receive a free vendor space in exchange for a raffle item.

Sharon Rastello said about half of the TVBP's last season's 148 members have paid dues. The group has grown: 89 in 2015, 114 in 2016. Payment of \$25 can be done online.

Dan Reichard explained how to sign up for and design a TVBP directory ad. The directory reaches about 14,000 homes via local newspaper inserts. Contact Dan for questions or help at dan@gulfandbayfl.com. Prime spots are still available.

Hunter said Oktoberfest , Oct. 21, 4 to 9 p.m., is sold out. The popular event is on pace to set a record. Half of proceeds go to Kids with Cancer Holiday Party, Inc. T-shirts in black (from last year) and light gray (2017) are available. Next Oktoberfest meetings are Oct. 10 and 17 at 8:30 a.m. at Phil A Deli. More silent auction items are needed. Volunteers can sign up online.

Except for Andrea Hawk, the TVBP officers and board return for nomination consideration, voted unanimously by the membership. Two at-large positions remain open.

TVBP speaker was Mary Carol Peterson, owner of Accessible Design Solutions. She talked about keeping your home safe and comfortable when you get older and/or experience a health crisis. She offered ideas for things you can do such as remove throw rugs, install better lighting and widen doorways.

New business item was from Karen Cassels, part owner of the Island Grille. She didn't care for the TVBP not 100 percent promoting the restaurant's recent fund raising afternoon. She said \$8,000 was collected for hurricane victims, from sources such as tips for celebrity bartenders. TVBP President Hunter apologized and said TVBP needs to look further at the practice of not promoting charity events where money charged (or profit) is not fully understood. The event's flyer wasn't in hand when TVBP board members met to decide how to best proceed. Finally, the TVBP announced plans for the donation truck but didn't promote to its members the full schedule for the day's activities. Much membership discussion ensued at this breakfast meeting. The hurricane was unique and the Island Grille event was quickly put together. So in the future, TVBP may consider events on an individual basis rather than a past policy. But this is to be determined. TVBP certainly values its relationship with Island Grille and all other TV businesses. It was a spirited discussion, not losing sight of this underlying point.

TVBP next meetings are Nov. 1 lunch and Dec. 6 social. Locations to be announced. Meeting adjourned about 9 a.m.