

**C. Visit Florida Grant Award Update (Libby Woodruff)**

Award notice was in the paper today. Libby met with Walt Hines regarding design of Rack Cards. Students will produce three designs. Primary focus is to direct traffic to website. The board will vote when the designs are submitted.

**D. Update/Discussion on Billboard Availability/Pricing (Camie Sellin)**

Board reviewed and discussed information provided. Based on traffic, size and cost, it was decided that the billboards on Midway and Indrio roads looked favorable. Charlotte Bireley offered to negotiate price. **Motion by Charlotte Bireley to approve up to a maximum of \$23,000 for two billboards; second by Alan Hayes; motion carried.**

**E. Update/Discussion on TV Commercial and Ad Costs (Camie Sellin)**

Board reviewed and discussed information provided. It is very costly. Discussion included the possibility of running the FPAT Power Point on the City channel and possibly the county channel. **Motion by Alan Hayes to table TV Commercial production until next month; second by Cathy Gibson; motion carried.**

**F. Template for Downtown Sign Design (Camie Sellin)**

City has offered several signs for FPAT use, FPAT just needs to design the signs to be attached. Libby spoke with Arlo Koletzky from the SLC Chamber about directing visitors to the visitor center, especially since they have extended the opportunity to run the FPAT Power Point on a large mounted flat screen TV in the Visitor Center. Arlo reviewed the existing signs to determine where need is and submitted report as to where to add signage for Visitor Center on existing signs. It is up to FPAT to decide where new signage is needed and to design templates (font size/color/verbiage, etc.). Chop Legé and Camie Sellin offered to ride around, investigate where need would be, and report next month.

**G. Treasure Coast Sportsman's Expo (Camie Sellin)**

Review and discussion of opportunity. It was determined that FPAT needs to upgrade booth, materials and banner in preparation for opportunities for exposure. Libby Woodruff offered to bring some booth designs and prices to next month's meeting.

**VII. NEW BUSINESS**

**A. Treasures of Fort Pierce Marketing Opportunities (Libby Woodruff)**

Review and discussion of proposal from Plythe Gibbons with regard to maintenance of FPAT's social media. FPAT board is not really familiar with Treasures of Fort Pierce site, so Camie suggested that we investigate and possibly decide to do something with her on a smaller scale. With regard to social media (facebook, tumbler, blogs, Instagram...) it is important that the focus be on FPAT and the FPAT site. Cristin Ryan (Smithsonian/SLC Aquarium) volunteered to help with social media if members send content. Charlotte suggested that every member send out a content calendar every week to FPAT marketing that lists events at your organization. Then, encourage users to like and share to build fan base. Email address to send content to is [marketing@FortPierceTours.com](mailto:marketing@FortPierceTours.com).

**B. 3<sup>rd</sup> Mail-Out for National Geographic Ad Responses (Libby Woodruff)**

Third mail-out is for almost 300 requests. Need to inventory rack cards/pamphlets to be sure every member has enough. Packets need to be assembled and volunteers are needed. Cathy Gibson will be overseeing mail-out so she will notify volunteers as to day and time.

**VIII. BOARD COMMENTS**

Chop Legé apologized for being so late. Asked about billboards, Charlotte gave him the update.



July 14, 2014

CONTRACT FOR OUTDOOR BULLETIN ADVERTISING

CONTRACTED BY AGENCY ON BEHALF OF ADVERTISER:			
CUSTOMER #		INVOICE	
NAME			
ADDRESS			
CITY/STATE/ZIP			
CONTACT			
EMAIL ADDRESS			
PHONE #		FAX #	
P.O. #			
ADVRTSR / PROD			

CONTRACTED DIRECTLY BY ADVERTISER:			
CUSTOMER #		INVOICE	X
NAME	Ft. Pierce Authentic Tours		
ADDRESS	100 N. US-1		
CITY/STATE/ZIP	Ft. Pierce, FL 34950		
CONTACT	Libby Woodruff		
EMAIL ADDRESS	elizabethwoodruff@city-ftpierce.com		
PHONE #	772-467-3169	FAX #	
P.O. #			
PRODUCT NAME	Ft. Pierce Authentic Tours		

Market Name / Location	Illum Y / N	No. Of Times		No. Of Bulletins		Term In 4-Week Periods	Size	Face Rate	Rate Per 4-Week Period	Contract Total
		Paint	Post	Rotate	Perm					
Ft. Pierce 017579 - US 1 WS 1.2 S/O Indrio Rd. F/N Start week of 7/21/14	Y				1	13	10'6"x36'	\$ 600.00	\$ 600.00	\$ 7,800.00
017259 - US 1 ES 0.4 N/O Midway Rd. F/S Start week of 9/29/14	Y				1	13	14'x48'	\$ 950.00	\$ 950.00	\$ 12,350.00

Display Commences: 7/21/14

Space Amount		\$ 1,550.00	\$ 20,150.00
Production Charges		\$ -	\$ -
Extension Charges			
Extended Illumination			
<b>TOTAL INVOICE AMOUNT</b>		<b>\$ 1,550.00</b>	<b>\$ 20,150.00</b>

**Special Instructions/ Additional Charges:**  
*Rates are confidential and are not guaranteed upon renewal.  
 Contract includes one free vinyl production and installation per panel. Vinyl's purchased from CCO are guaranteed for 12 months. If a vinyl is damaged or destroyed after 1 year, the vinyl will be replaced at the customers expense.*

Agency/Advertiser hereby contracts for the outdoor advertising services described above upon the terms set forth above AND ON PAGES 2 AND 3, which Agency/Advertiser hereby acknowledges and confirms receipt of by executing in the space provided below. Contracts transmitted to Clear Channel Outdoor via fax machines or electronic mail are to be treated as original contracts. This contract must be signed by both Agency or Advertiser and CCO to be effective.

Agency:	
Signature:	
Name:	Date

Advertiser:	Ft. Pierce Authentic Tours
Signature:	<i>Libby Woodruff</i>
Name:	Libby Woodruff
	Date

Clear Channel Outdoor, Inc.		
Signature:	Name: Jasper Johnson, President	Date

FOR INTERNAL USE:		Contract No.	File Name
New	<input checked="" type="checkbox"/>	A/E (s) Name / No.	Selling Branch Address
Renewal	<input type="checkbox"/>	Mike Ballinger/wpb1mwb	West Palm Beach
Takeover	<input type="checkbox"/>		609 Hunter Street
Product / Class Number:	TOU		West Palm Beach, FL 33405
			Phone (561) 588-6277 Fax (561) 588-0281
		Market Type:	

