

Minutes: February 7, 2017

1. CALL TO ORDER

Present: Flossie, Maria, Amanda, Zack, Leon, Peggy, denny

Absent: Tacy, Becky

Advisory: Jim Fears

Guests: Tammy Agnini, Angela Beverly (?), Nelson Beverly

2) MINUTES

Leon stated there needed to be a correction to the minutes: he did not make the motion on the budget and asked who made the motion for the budget.

Approve minutes: Zach motioned to approved the minutes as amended and Amanda seconded.

3) OTHER REPORTS

a) Home Tour: Tammy, Nelson, Angela reported about the home tour.

Since Nelson was President the tour was a transition tour Friday night changed to Saturday night, then changed to a one day Saturday day tour.

Reasons for the day tour:

- Hard to get houses, people are tired.
- Walkability needed for a night tour and there needed to be buy in from home ownership in a radius
- Day tour showcases different neighborhoods
- Day tour is more relaxed for both homeowners and guests
- No waiting in long lines
- Fewer guests to tramp into houses
- Night tour was too big
- Fewer vendors and this year they got a stipend
- Quality of food had slipped previous year, not enough food provided, vendors left early and people complained
- Backyard food and music was well received this year
- The market was willing to pay the higher price for the day tour
- Houses for the night tours were selected just cause they were on the routes and sometimes they weren't good
- Purpose of the tour is to promote Sanford and neighborhoods
- We still have a perception problem
- Night tour was an "event" rather than showcasing Sanford
- Lots of people commented that they didn't know Sanford had the different neighborhoods

- The Thursday night they had a busy or the homeowner tour and that allowed folks to meet each other

What didn't work:

- Ticket booth didn't emphasize that it was not a walking tour
- Event B Interface failed and people couldn't buy tickets the day before
- Board was disengaged and didn't help launch the tour
- Sponsorships were not sought
- Ads had to be handled by the Board at the last minute
- Board members should be part of the committee in some capacity
- Discussed hiring an event planner
- Percentage of ticket sales for an event planner
- UCF has a school of hospitality
- The reason it was Saturday was that they couldn't find houses in one local.
- Tampa uses realtors to be docents
- Historic Society members could do the brochure write up and docents. Someone should touch base with them to partner
- Homeowners appreciation - they should have voting

members membership

- Vintage car vendors get tickets if they need to be more present
- Reconsider the professional Carolers
- Need max number of people, limit tickets for sale
- Look at Square for tickets

b). CALENDARS

Kathy Hull explained how the calendar project works

- It's a contest in partnership with the Sanford Camera Club. Anyone can enter.
- Theme: This is Sanford
- When the photos are submitted Kathy puts them in DropBox and there is a blind judging but the camera club
- There were about 140 entries last year. 13 winners
- Pays for itself through sponsorships
- Showcases Sanford

4.

a) TREASURES REPORT

\$21,044 in checking account

Amanda asked about the PayPal deposits. Do they auto deposit

into the account?

They need to contact EventB for the info- Jim will contact them
45 paid memberships to date.

b) OTHER

Zack said Chief Cecil Smith would come to a Trust meeting to
speak: Feb or March

April speaker will tentatively be the City Manager of St Augustine

May is HP Month so the presentation of the Preservation Awards

Denny will contact Alecia at the museum to see if she could host
the Trust membership meeting at the museum in June to show
the resources.

See if she wants to speak at the May preservation meeting

5. COMMITTEE REPORTS

a) Membership Committee : Maria, Amanda and Peggy. Purpose:

Greet new residents, introduced the Trust, welcome gift basket
(Coupons, menus, trinkets). Peggy will chair it.

Discussed quorum issue and changing the bi-laws. Maybe look
at a non voting membership.

b) Lamppost: last year's lampposts are completed and there are
six on the list for the next round. Discussed doing an

informational brochure mailing to houses who have lights.

- c) Preservation Awards: the group will start meeting in March. See if Christine wants to speak at the preservation awards about the Florida His Pres workshop annual conference weekend. See if Alecia want to speak.

6. OLD BUSINESS

- a) Community picnic: do we want to do a one? Wait for the gazebo in Centennial to be finished to do the picnic.
- b) Tour of homes: send out an email soliciting a tour chair. Bring this up at the Trust meeting. Do a job description of the Chair position/duties.

7. NEW BUSINESS

- a) people on tour get a membership. Leon to get email list of the homeowners from Tammy.
- b) Speakers for meeting : Art could speak about what's happening in the City.
Sonya Fonseca could speak about the CRA.

7. NEXT MEETINGS:

General membership: Thursday February 16, speaker may be the Chief.

Next Board meeting: March 7

Flossie left at 7:20

Adjourn 7:50