



2020 Board of Directors Meeting Minutes

Meeting Date: March 2, 2020 **Start Time:** 3:00 p.m.

Location: OIB Town Hall – Betty Williamson Center

Attendees: Mark Robertson, Jean Cruz, Kevin Dempsey, Debbie Foster, Wendy Hughes, Peggy Hughes, Leigh Simmons, Scott Outlaw (Engineer)

Not in Attendance: *Mark Crissey, Glenn Withers, Debbie Eckert, Ida Moon, Travis Sharpe, Debbie Smith*

President Mark Robertson called an emergency board meeting to address urgent issues regarding concert sponsor banners and how to handle them.

Call to Order: President Mark Robertson called the meeting to order at 3:06 p.m.

Opening Comments: Delivered by Mark Robertson.

1. Every activity or event that takes place on the island is required to receive a permit from the Town in order to do so. The permit application is lengthy, and it contains all of the details regarding the activity/event. The permit application is then presented to the Board of Commissioners for approval.
2. The OIPOA understands that with the construction of the new Town Center Park, there will be changes forthcoming. Beginning in December 2019, some of our Board members have requested from the Town pictures and information regarding how the park and amphitheater will look so that we can be prepared for the upcoming season. We were given one small rendering on January 10th and Wendy finally received 4 architectural drawings on February 20th.
3. When Mark Robertson asked Commissioner Wayne Rowell when the park will be ready, he was told that construction is “on schedule” and that it *should* be ready on May 22nd, which is the date of the Summer Concert Series first concert of the season.
4. Wendy Hughes indicated that she has completed and submitted a permit application for the Summer Concert Series in the same manner as it has been done in years past. The permit application was filled out to request that the OIPOA be permitted to use the area directly beside Town Hall, due to the uncertain completion date of the Town Center Park. The permit application was provided to the Town on Tuesday, February 25th.

5. On Wednesday, February 26th, the Town requested a meeting with Wendy and Mark to discuss the details of the Summer Concert Series permit application.
6. On Thursday, February 27th, Mark and Wendy met with Daisy Ivey, Wayne Rowell and Debbie Smith. The Town requested that the Summer Concert Series permit application be changed to move the concerts to the new Town Center Park. They also discussed that the Town is planning to impose some (currently undocumented) “guidelines” for signage in the new Town Center Park. These guidelines apparently will require that all banners be temporary, no more than 12 ft. tall x 8 ft. wide or 15 ft tall x 6 ft wide in size. We were also told that the signage must be installed directly before and removed immediately following each concert. We were also informed we would not be able to store these removable banners/frames in the storage building located behind the amphitheater.
7. We currently have approximately \$45K in sponsorship contribution commitments. Approximately 50 sponsors were promised that they would receive 17 weeks of continuous advertising exposure. By instituting and abiding by the proposed “guidelines,” our sponsors would stand to receive only approximately 51 hours of advertising, which means that OIPOA would be in **breach** of all of our existing sponsorship agreements. Many sponsors have indicated that this level of ROI is simply **not** worth making a financial contribution. Without their contributions (which pay for the concert bands), we cannot afford to put on the concerts.
8. Wendy researched and presented several possibilities of permanent banner frame structures that could be installed in the new Town Center Park. All organizations and events could use these for their banners. Back To Normal is working on an estimate of the cost of these and could possibly install them prior to the beginning of the concert series. She intends to present these options to the town.
9. Scott Outlaw presented an engineering perspective on the structures that would be needed to accommodate the banner sizes, as indicated by the Town. They would need to consider the wind load, as well as the manpower requirements, storage and other difficulties for putting in place and removing such structure(s). Scott recommended that a horizontal banner frame is preferential over a vertical one due to wind load and bending stress.
10. Leigh proposed that the Town install brackets on the front 2 and rear 2 amphitheater posts (at both the top and the bottom) to make sponsor banners easier to install and remove (as roll-up/roll-down) going forward. This suggestion was not received favorably by the Town.

11. Because Mayor Debbie Smith sits on both the Town Council and OIPOA boards, we believe that she should have acted as a true liaison while the planning of the Town Center Park was happening, especially because she is aware of our process with respect to how sponsorships advertising is handled. She did not intervene to let us know that there could or would be a potential problem prior to the OIPOA contracting advertising space with sponsors.
12. As of today, our Board is still not aware of, nor have been provided with any specific documented guidelines to follow for displaying the sponsorship advertising banners, only proposed recommendations.
13. Debbie Foster affirmed that the concerts benefit our island *significantly*, and the Town should be working with the OIPOA for the benefit of our entire community. Local area merchants get to advertise their businesses, visitors and residents get to enjoy the park and beach music, charitable organizations get to collect donations, and the Town gets to enjoy all of the accolades. Because we represent OIB Property Owners, the Town and OIPOA should be *partners* working closely together for the benefit of *everyone*. The Town should agree to allow the OIPOA to display Summer Concert Series sponsor banners 24/7 throughout the concert series season in the Town Center Park. By doing so, we will be able to honor the agreements we have made with our sponsors; otherwise, we are certain to lose high-level sponsors and their essential financial support.

Determination: The Board voted and has agreed to present its position regarding the concert sponsorships advertising issue in writing to the Town Commissioners prior to their next meeting, which is scheduled for March 10th at 9:00 a.m. The Communications Committee will draft a letter, to be reviewed by Wendy Hughes and Mark Robertson, which will be sent electronically via email to each Commissioner. The individually addressed letters will also be printed and mailed (via certified mail) to each Commissioner personally. All board members are requested to attend the Commissioner's meeting, if possible.

Adjourn: Motion to adjourn the meeting was made at 4:47 p.m. 1st by Debbie Foster; 2nd by Mark Robertson.

Minutes recorded by Debbie Foster (for Jean Cruz, Secretary)