

## **Minutes**

*Tuesday, March 17th, 2009*

*11:30 AM – 1:45 PM*

*Starke Golf and Country Club*

*Starke, FL*

### **Attendees:**

Louie L. Wainwright, President, Corrections Foundation

Dave Mecusker, Treasurer, Corrections Foundation

Betty Bennet, Corrections Foundation

Chris Akins, Executive Director Corrections Foundation

Eric Lane, Warden, Jefferson CI - representing Regional Director David Pridgen

Marty Martinez, Assistant Warden, Lawtey CI – representing Warden Doug Watson

Buddy Irby, General Manager, Town and Country Mercury

Barby Irby, Internet Sales Manager, Town and Country Mercury

Vic Koester, Service Manager/ Senior Master Technician, Town and Country Mercury

David Elder, Starke Golf and Country Club

### **Immediate Action Items:**

Ford Incentive Program

- Confirm with Secretary Walt McNeil and Deputy Secretary for Institution George Sapp that the proposed Ford incentive program is allowable. Mr. Wainwright
- Ask for appointees at the five institutions closest to the Town and Country Mercury dealership to distribute information on the program and serve as membership point-persons. Mr. Wainwright
- Reach out to credit union to make it easier to obtain forms to pre-qualify for loans. Mr. Wainwright
- Send to Town and Country Ford a list of the closets institutions.

Starke-based Golf Tournament

- Determine when it will be held. Board of Directors.
- Determine if it is a replacement for the Tallahassee Southwood tournament or a third tournament for the Starke-area. Board of Directors.
- Find either a caterer or someone who will donate time to cook food. Betty Bennet.
- Determine if there would be two award ceremonies or only one. Board of Directors.

### **Meeting Minutes**

Meeting convenes at 11:30 AM. Introductions are made around the table.

Ms. Louie Wainwright welcomed everyone. Ms. Betty Bennet gave a brief overview of his proposal, which includes:

- \$300.00 donation to the Foundation with the purchase of any new or used vehicle purchase.

- Town and Country Ford will pay the up charge to purchase a Foundation License Tag with the purchase of any new or used vehicle.
- With a scheduled service appointment Town and Country will pick-up and deliver customer vehicles for warranty or maintenance service.
- Register members for the “Ford’s Owner Advantage Program”.
  - Every 5th oil change free.
  - Earn a 5% credit on all service and parts purchases toward future purchases.
  - Receive a 10% discount on all parts and accessories purchases.
  - Receive free mounting and balancing on all tire purchases in addition to a “Best Price Tire Guarantee”.
  - Free shuttle service to and from our Service Department.
- Town and Country Ford will produce a monthly newsletter to the members advertising addition specials and incentives for members only.
- Make applications available to the members for the “Ford Quality Care Credit Card”.

Mr. Buddy Irby also mentioned he could sponsor a hole in a Starke-based tournament.

Mr. Vic Koester asks, explaining he’s familiar with the law enforcement side, what exactly the Corrections Foundation does. Ms. Betty Bennet explains the purpose is to support officers and staff of the Florida Department of Correction. Mr. Chris Akins expands on Ms. Betty Bennet’s explanation by adding the Corrections Foundation has given \$3 million to over 2,400 employees.

Mr. Buddy Irby inquires as to how many DC employees are employed in the area and how many of them are Foundation members. Messrs Martinez, Mecusker, and Lane agree there are approximately 4,500 employees in the immediate area. Mr. Chris Akins requested and received the latest membership statistics for the area, which was 7,097 employees and 4,623 members – 64%. It was clarified that this number was for Region2 as a whole, not just the surrounding area. Mr. Chris Akins said he would get the specific numbers for Mr. Buddy Irby.

Messrs Buddy Irby and Vic Koester and Ms. Barby Irby inquired how we communicate with members and how we could promote the Ford partnership.

Mr. Chris Akins explained the Corrections Foundation uses its website and the Correctional Compass as a primary means to communicate. In addition, it was explained that there is a move into social networking, including Twitter and Facebook to foster a conversation directly with members without going through other parties. He also explained that it’s difficult to reach rank-and-file employees who don’t have access to e-mail at work.

Mr. Louie Wainwright also mentioned we couldn’t get a list of addresses of employees.

Mr. Chris Akins also explained he could alter the website to include the information on the Ford program.

Mr. Buddy Irby proposed printing a summary of the benefits of Foundation membership for distribution.

Mr. Irby asked how the information could be distributed at institutions.

Messrs Mecusker, Martinez, and Lane explained it would be best to have a person appointed at each institution to be responsible for ensuring information was distributed.

The question was asked how Ford would know who is a member.

Ms. Betty Bennet proposed providing membership cards either directly to employees or through appointees at the institutions. The membership cards would be completed by the appointee and handed to members. Mr. Chris Akins mentioned that the membership confirmation letter could be altered for the members at the institution to explain the Ford partnership.

Ms. Betty Bennet also proposed providing a copy of the list of members to Ford.

Ms. Bennet inquired on the limits of service and the exclusivity of the deal. Ms. Bennet explained that the Corrections Foundation would give Ford an exclusive deal and not seek similar deals from other dealerships in the surrounding area, but that the Foundation may like to seek similar deals around the state.

The limitation of geographic area was also practical for Mr. Buddy Irby and Mr. Vic Koestra due to the pick-up proposal where Town and Country Mercury would pick up and deliver vehicles for service. They wished to limit that service to the five closest institutions. After a brief discussion, it was decided Mr. Chris Akins would send a list of the institutions for Town and Country Mercury to choose from.

Mr. Buddy Irby also mentioned he could reach out to south Florida dealerships for similar deals.

Mr. Buddy Irby also inquired about making the financing process easier for correctional employees and reaching out to a credit union in Starke to pre-qualify prospective buyers. Mr. Wainwright said he could speak with an employee at the state employee credit union at Union CI to obtain forms for this purpose.

It was at this point it was decided that the action items at the top of these minutes would be acted upon. In addition, after the details are finalized a full proposal would be given to the board to be decided.

Ms. Betty Bennet presented to Mr. Buddy Irby a plaque to recognize and acknowledge his \$500 contribution and willingness to work with us.

Town and Country Mercury attendees departed and Mr. David Elder from the Starke Golf and Country Club (SGCC) joined.

Mr. David Elder explained we could run an all-day tournament – 15 teams in the morning and 15 in the afternoon – for \$12 per player.

In addition, we could either have the SGCC cater, bring in a caterer, or have volunteers come in and cook.

Discussion ensued with Ms. Betty Bennet and Messrs Martinez, Lane, and Mecusker saying that volunteers with a cooker could easily be brought in to cook. In addition, Sonny's and other local BBQ establishments could cater for approximately \$12.

It was quickly agreed that the cost should be kept low in terms of a “bare bones” tournament that made the price accessible to rank-and-file employees while still providing a memorable experience. In addition, it was agreed that a full-day tournament could be accomplished with minimal effort.

It was left open whether those playing in the first round would return in the afternoon with Mr. David Elder explaining that it unlikely teams would return. This led to discussion as to whether there should be two ceremonies. This was to be decided.

In addition, it was to be decided if this would replace the Southwood tournament.

Meeting was adjourned at 1:45 PM.