

## MEETING MINUTES

### EMERALD ISLE FISHING TOURNAMENT EXECUTIVE COMMITTEE MEETING

Monday, November 12 – 3 pm

Town Administration Building Conference Room

Members Present: Mark Taylor (Chair), Greg Dennis, Christine Jordan, Athan Parker, Ken Sullivan, Jim Woolard

Members Absent: Ed Holland

Staff Present: Frank Rush (Town Manager), Randy Martin (Interim Town Manager)

Staff Absent: Alesia Sanderson (Parks and Recreation Director)

Mark Taylor called the meeting to order at approximately 3 pm.

The Committee had a productive discussion about various aspects of the new fishing tournament, including the following:

- Christine Jordan presented her work on the official website for the fishing tournament – [www.emeraldislefishingtournament.com](http://www.emeraldislefishingtournament.com) – and also the tournament Facebook, Twitter, and Instagram accounts. All agreed that Christine has assembled high-quality digital platforms for the new tournament, and also offered helpful suggestions. Christine indicated she would send the link to the committee members for further review of content for accuracy, and that she welcomes additional suggestions.
- The Committee discussed sponsorship details, and agreed on various sponsorship levels for \$100, \$250, \$500, \$1,000, and \$2,500 contributions. Christine Jordan will finalize the sponsorship levels and prepare information to be shared with potential sponsors to outline sponsorship benefits. The Committee expressed a goal to secure a total of three (3) “Emerald” sponsorships (\$2,500 level). Sponsorships will be used to cover tournament “overhead” expenses.
- Potential “Emerald” (\$2,500) sponsors discussed included The Reel Outdoors, Performance East, and Transportation Impact. Greg Dennis and Athan Parker will coordinate efforts to secure “Emerald” sponsors to avoid confusion.
- The Committee decided to limit the sponsorships to one (1) sponsor per industry per sponsorship level to promote exclusivity for the sponsors. For example, if Emerald Isle Realty chose to provide \$2,500 for an “Emerald” sponsorship, then Bluewater could not also be an “Emerald” sponsor. In this example, Bluewater could be a “Ruby” sponsor (\$1,000 level).
- The Committee discussed including 4 – 10 sponsors on the official tournament shirts, with the “Emerald” sponsors in the most prominent locations, including each sleeve.

- Mark Taylor discussed tournament shirts, and unveiled a new, less-complex logo for the shirts in order to limit shirts to 3 – 5 colors. The Committee will initially order 144 performance shirts and 144 cotton shirts. Shirts are expected to sell for \$20 - \$25 each.
- The Committee discussed the need to develop a total event budget, and had a discussion of “ballpark” tournament expenses, including \$3,000 for tournament shirts and \$1,500 for food (Captain’s Meeting Dinner). A more detailed event budget will be prepared in the future.
- The Committee discussed whether or not to allow alcohol at the event, and decided that alcohol is not consistent with the goals of the Committee. There was discussion about whether or not the NC Wildlife Resources Commission would allow alcohol consumption at the facility, however, given the Committee’s lack of interest this issue will not be pursued further with the NC Wildlife Resources Commission.
- Jim Woolard agreed to take a lead role for Facilities / Logistics, and will be visiting the Emerald Isle Public Boating Access Facility soon to develop the optimal layout for the event. There was also discussion about the potential installation of electric outlets in the general vicinity of the Gordie McAdams Memorial Picnic Shelter. The existing public restrooms are currently served with electric power.
- The Committee discussed the optimal time to invite other individuals interested in volunteering for the tournament, and agreed to wait until after January 1 to bring other volunteers on board.
- Next meeting of the Fishing Tournament Executive Committee – **Monday, December 10 at 3 pm**, at Town Administration Building Conference Room

Respectfully submitted by Frank Rush – November 19, 2018