

FRIENDS OF MISSION SAN LUIS, INC.
EXECUTIVE COMMITTEE MEETING
May 11, 2009; 11:00 A.M.
Archaeology Lab, Mission San Luis
2021 Mission Road, Tallahassee, FL. 32304

Minutes

Participants:

Committee Members: David Ramsay, Chairman; Ms. Carol Bryant-Martin; Mr. Tony Carvajal
Staff: Dr. Bonnie McEwan, Ms. Jessica Shiver and Ms. Cookie Stevens

I. Mr. David Ramsay began the meeting at 11:08 A.M. in the Archaeology Lab, Mission San Luis, Tallahassee, Florida. Role was called, a quorum was noted, and the meeting was confirmed as being properly noticed.

II. Financing Needs for El Mercado Museum Shop

Mr. Ramsay suggested the store manager attend the annual merchandise show in Atlanta to find items for the new gift shop. Inventory could be purchased by obtaining a \$30,000 line of credit, which potentially could be paid off within 12 months. Mr. Ramsay said he would like to see gift shop sales grow to \$50,000 next year with new and appealing inventory, although shop revenue is currently \$20,000.

MOTION TO AUTHORIZE CHAIRMAN RAMSAY TO NEGOTIATE A
COMPETITIVE BID (3 BANKS) FOR A \$30,000 LOAN: Ms. Carol Bryant-Martin
MOTION SECONDED: Mr. Ramsay
MOTION APPROVED

Vending machines could also increase sales. Coke will sell products wholesale and provide a one or two door cooler for drinks. He also hoped to identify a vendor for ice cream at no cost. Dr. McEwan said we ordered a glass front cooler that can be used to stock other products that can be purchased in bulk. Ms. Shiver will notice the Finance Committee meeting today in the FAW, which will be held at 10:30 A.M. on June 2, 2009.

Dr. McEwan said the Board needs to decide whether to continue to put new money in the endowment account or deposit it in a savings account. Mr. Ramsay said if we keep the money where it is, we really haven't lost anything and he thinks the NEH grant extensions will continue under the present administration.

III. New Visitor Center

Dr. McEwan said the Visitor Center is coming along on schedule.

Mr. Ramsay sees the new Visitor Center as having five income streams when it opens: store sales, banquet hall rentals, admission fees, membership fees, and program fees. There was enough state money to cover the Mission Road closure, the entrance beautification, and the walkway from the Visitor Center to the Mission. Mission Road is scheduled to close June 1, 2009

IV. Mission San Luis Catering Agreement

The catering agreement is being reviewed by the University Center Club attorney with our suggested changes, which includes a free membership for FOMSL. Mr. Carvajal advised not to count on the membership as the Club is also under economic pressure.

V. Governor's Press Conference at Mission San Luis

Dr. McEwan said the purpose for the visit is to kick off a multi-year initiative focused on Spanish heritage called *Viva Florida!*. The Governor will announce the launch of the new *Viva Florida!* logo, website and the Heritage Trail Guide

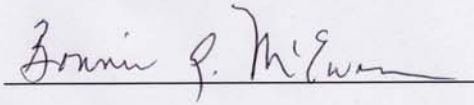
VI. Miscellaneous

- a.) Mr. Ramsay said two cleaning company employees were caught stealing money following the installation of two surveillance video cameras. The perpetrators were reported to the police and warrants were issued. The janitorial service owner has reimbursed MSL in full for the thefts and hired a new crew.
- b.) FSU Marketing Class - Dr. McEwan informed the Committee there were four different focus groups: residents, students, people who have visited MSL, and people who have never visited MSL. The feedback was illuminating. Some of the problems: unimpressed with our website, negative perception of a "mission", unattractive approach to the property, and no clear signage.
- c.) Dr. McEwan said we don't have money in the budget for a large grand opening and we may just have a ribbon cutting ceremony prior to the Mass in December.
- d.) Mr. Ramsay thanked Dr. McEwan for the eloquent letter she wrote on behalf of his service with the organization, which led to a \$500 donation for MSL.

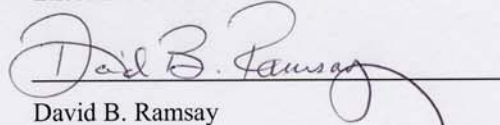
VII. Adjourn

Mr. Ramsay adjourned the meeting at 12:50 P.M.

Authorized Signatures - 6-11-09

A handwritten signature in cursive script, reading "Bonnie G. McEwan", written over a horizontal line.

Bonnie G. McEwan
Executive Director

A handwritten signature in cursive script, reading "David B. Ramsay", written over a horizontal line.

David B. Ramsay
Chairman