

Meeting	Cedar Park FFA Alumni Board Special Meeting
Date/Time	1/29/2024 at 6:30 PM
Location	Maggiore's Restaurant (1420 Cypress Creek Rd)
Attendees	Terry Sanders – President Roger Bradlau – Vice President Melissa Di Noto – Treasurer Morgan Miller – Secretary

Agenda Item	Meeting Minutes and Discussion
Call to Order	<ul style="list-style-type: none"> At 6:36 pm by Terry.
Background Details	<ul style="list-style-type: none"> Reviewed email from Shawn Jones Jan. 21 e-mail stating <i>“after several attempts to communicate with your group treasurer, I regret to inform you that I can no longer offer my services and resources to help your organization. Despite my efforts to reach out, there has been a lack of communication that is affecting my ability to coordinate with potential sponsors and vendors. I have already sold and visited with several prospective clients, yet none of them have received invoices or any form of acknowledgment. Effective immediately, I must terminate my involvement due to this ongoing issue. Clear and consistent communication is essential for the success of any collaboration, and unfortunately, it has been lacking in our partnership”</i>. Discussed conversation that ensued including Morgan responding Jan. 21 to Shawn apologizing for any frustrations and stating <i>“one solution would be to have multiple people able to do invoicing”</i> and that Morgan already took steps to <i>“create three more links [on the Square website] for sponsors and vendors. I can create a template to share with Terry and he and I can email or mail invoices to clients”</i>. Terry also replied Jan. 21 to Shawn apologizing and stating that <i>“we should be able to take the invoicing”</i> and <i>“get them sent out in the time you're requesting”</i>. Terry continued to <i>“ask for you to reconsider your position on this in hopes that we can work together”</i> as <i>“this organization is here solely for the purpose of raising money for the students in the Cedar Park FFA”</i>. Shawn responded Jan. 24 via e-mail, presenting an alternative suggestion for the show, stating <i>“Rather than following the traditional route of selling sponsorships and securing vendors for the event, I am offering my expertise in social media promotion. My proposal is to manage the social media marketing for the event, targeting enthusiasts who would be interested in participating. This way, your organization can concentrate on invoicing and overseeing vendors, recruiting sponsorships, and organizing the event's logistics, while I take on the responsibility of attracting participants and engaging the community through online channels”</i>. Shawn further broke down proposal stating: <i>“Responsibilities:</i>

	<ul style="list-style-type: none"> • <i>Your organization: Manage and invoice vendors, recruit sponsorships, assemble a team of judges, and order awards for winners.</i> • <i>My role: Social media promotion, attracting participants, and engaging the community.</i> <p><i>Financial Arrangement:</i></p> <ul style="list-style-type: none"> • <i>Your organization retains 100% of the revenue generated from sponsorships and vendors.</i> • <i>As the promoter, I would earn a 50% commission on the registration fees from participating vehicles.</i> <p><i>Consultant Availability:</i></p> <ul style="list-style-type: none"> • <i>While I will not be able to attend the event in person, I am committed to being available as a consultant for your organization throughout the planning and execution phases”.</i>
New Details	<ul style="list-style-type: none"> • Melissa showed her phone messages, revealing that she texted Shawn on Jan. 19th and 20th with Shawn replying both days that he was unavailable but would call her the following day.
Discussion	<ul style="list-style-type: none"> • Discussion ensued of whether or not to proceed with the Truck and Tractor Show and whether to use Shawn if we did proceed with the show. • Pros to proceed with this year’s show included: <ul style="list-style-type: none"> ◦ a lot of work had already been done ◦ show date and location already reserved ◦ website was ready ◦ several vendors already obtained ◦ doubts of organizing a later show if postponed • Cons with proceeding included: <ul style="list-style-type: none"> ◦ doubts that we would be able to host the show without Shawn’s expertise ◦ doubts that the show would be successful due to timing of the show and lack of sponsors and vendors thus far ◦ don’t want to have a mediocre show to deter sponsors, vendors, participants and attendees from involvement in future shows ◦ prom is evidently the same day ◦ only 3 weeks after Rouse HS show at same location
Decision	<ul style="list-style-type: none"> • The decision was made to postpone this year’s Truck and Tractor Show. • One option discussed was scheduling the show in October. This would allow us to incorporate a Halloween theme. This could include decorating of trucks and/or having a “truck or treat”.
Follow-up	<ul style="list-style-type: none"> • Terry to reach out to Shawn for more information and discuss feasibility of a future event.
Adjournment	<ul style="list-style-type: none"> • Motioned at 7:52 pm by Terry. Seconded by Morgan.