

MINUTES
FORT MYERS BEACH
Anchorage Advisory Committee
Town Hall Council Chambers - 2731 Oak Street
Fort Myers Beach, FL 33931
Thursday, April 16, 2025
Cruiser's Appreciation Day Plans

I. CALL TO ORDER

The meeting was called to order at 9:01 a.m. by Chair King.

II. ROLL CALL

Members present: Ron Fleming, Chris Riedel King, Ted Lawwill, Sam Lurie, John Wesley Nash, Jennifer Rusk and Ed Schoonover.

Staff: Harbormaster Curtis Ludwig

Council Liaison: Jim Atterholt

III. CRUISER'S APPRECIATION DAY

AAC Member Rusk distributed the schematics of the setup and noted that a few more organizations will attend. Due to the limited space, they agreed to share table space with other nonprofits. Harbormaster Ludwig will be responsible for setting up 18 tables and 35 chairs. AAC Member Rusk reread the list of nonprofits, including the additional participants. Chair King will reorganize the list. Estero Bay Buddies will also donate items for the raffle.

AAC Members Rusk and Schoonover will bring dollies and large coolers. AAC Member Rusk will provide an A-frame sign for registration information, sponsors and prizes. Margaritaville donated two passes to the Fins Up Club and two Woman's Club passports. The meal tickets will be distributed to the nonprofits when they sign up at the registration table. AAC Members Rusk and Schoonover will direct the nonprofits to the parking area.

Responsibilities for the day of the event will be AAC Members Lawwill and Lurie to register boaters and VIPs, public drawing and meal tickets will be Chair King and AAC Member Nash, nonprofits will be AAC Member Rusk, the Beach Talk Radio (BTR) liaison will be Chair King, Tiki area, crowd redirect and floaters will be AAC Members Fleming and Schoonover and the drawing will be AAC Member Nash. Liaison Atterholt indicated he would be on BTR that morning and asked what marketing message he could share with the audience. Chair King filled him in and stated she would give him an updated highlight sheet of the event.

Harbormaster Ludwig will provide two clipboards for both registration tables and sticky name tags with different colors for AAC members. Harbormaster Ludwig will also bring a couple of coolers and AAC Member Lurie will provide water and ice. AAC Member Nash will supply duct tape, zip ties and jars for donations. Harbormaster will get the double tickets for the drawing. AAC Member Rusk requested Velcro for the nonprofit sign holders. AAC Members suggested edits to AAC Member Lurie's signs. He reviewed the two food information signs for the tables and noted that the vegetarian salad was not an option. He said the food was available from 11:00 to 3:30. There will be 150 free meals with green tickets and 200 of the \$25.00 meal deals.

Chair King has the drawing prize rules for AAC Member Lurie to laminate. Discussion was held regarding setup/break down since the band starts to set up between 2:00 and 2:30. Chair King will

coordinate with the band to work everything out. AAC Member Nash will take care of the prize sheet in case last-minute changes are made. Chair King reviewed the timeline of the event and the drawing prizes to date. AAC Member Nash will donate \$250.00 to the budget. AAC Member Rusk will provide hand stamps for people after they get a ticket. Harbormaster Ludwig stated that Communications Coordinator Nicole Berzin posted information flyers to several sites and will continue to do so before the event.

Chair King reviewed the invitation list.

The last planning committee will be April 22, 2025, from 12:30-1:00.

IV. ADJOURNMENT

Chair King adjourned the meeting at 10:05 a.m.

Adopted 5/27/25 with/without changes. Motion by Sam Levine
(DATE)

Vote: Unanimous Signature: Chris Neel IS