

14 July 2022

MINUTES PALM VALLEY POST 233 AMERICAN LEGION EXECUTIVE BOARD

OPENING: Meeting opened at 10:00 am by Commander Caroline Merillat

QUORUM: As determined by Adjutant Jerry Grause. In attendance in addition to the Commander and Adjutant were Roy Havekost Judge Advocate, Allen Straw First Vice, Bill Hyatt Sgt at Arms and E Board members Derek Prince and Lori Ringland.

FINANCE REPORT: A Finance Report was not submitted as this meeting dedicated to Strategic Planning for the 2022/2023 year.

DISCUSSION: It was discussed and agreed that our focus and major effort for the coming year would be to increase Post membership significantly above our current 375 members and to create an environment that supports the interests of all generations of Veterans.

- 1) Priorities for the First Quarter would be to proceed with working towards constructing a new building on our current site. In support of that there are two options.
 - Plan A. Sell a portion of our existing acreage in order to get initial funding
 - Plan B. If selling some acreage doesn't come to fruition, thana fall back plan would be to proceed with establishing a trailer and boat/auto storage lot on the back property that we could rent out to individuals
- 2) Priorities for the Second Quarter would be to continue with new building efforts and to concentrate on increasing membership and public awareness of all the services the American Legion supports throughout our community.

In addition, we are proceeding with establishing Pizza and Italian cuisine on Friday, Saturday & Sunday weekly in the Pavilion with local chef Nick Sama (MamaSama), pursuing acquiring a 8X12 storage shed for our folding chairs and racks, developing a list of Post Needs and perhaps establishing a Go Fund Me page. We are also in the process of establishing a Post Instagram Page.

For the final hour of the Strategic Planning Meeting, the Executive Board was joined by Julie Kay of the ALA and Pete Lenio & Mike Shaar of the SAL Below are the notable dates of planned events for the Legion for the months of July through December of 2022.

July: No planned major events.

August: ALA Breakfast Aug 7 and ALA Back to School Picnic Aug 12.

September: ALA Breakfast Sep 4, Fundraiser with a live band in support of Law Enforcement Month Sep 10, the start of the weekly Sunday NFL Football Game Pot Luck Sep 11 and a Fundraiser w/DJ in support of Animal Rescue Sep 17.

October: ALA Breakfast Oct 2, ALA Membership Tea Oct 8, Membership Drive Tent

in Nocatee Oct 15 (tentative), Post Halloween Party Oct 22.
November: ALA Breakfast and Holiday Craft Fair Nov 6, Veterans Day Luncheon
Nov 11, Thanksgiving Meal Nov 24.
December: ALA Breakfast Dec 4, Mens Club Dinner Dec 8, Post Christmas Party
Dec 17, Christmas Meal Dec 25.

MEETING ADJOURNED AT 1:00 pm