

CoastCon, Inc.
Regular Governing Committee Meeting
November 20, 2004
President Broadwater Resort

Present were:

Lon Jerome - Chairman
Lynn Jerome - Secretary
Michelle Olier - Treasurer
Brian Everhart - Member at Large
Mark Tempone - Member at Large
William Murphy - Member at Large
John Holland - Member at Large
Mark Worrell - Guest
Tex Albritton - Guest
Mike White - Guest

The Chairman called the meeting to order at 7:06 pm.

The Chairman made a motion to dispense the reading of the minutes from the Special Governing Committee meeting that was held on September 21, 2004 .
Motion passed (20041120.001)

The Chairman made a motion to accept the minutes from the September 21, 2004 Special Governing Committee meeting. There being no objections the *motion passed.* (20041120.002)

The Chairman made a motion to dispense the reading of the minutes from the Regular Governing Committee meeting on September 25, 2004. *Motion passed.* (20041120.003)

The Chairman made a motion to approve the minutes from the Regular Governing Committee meeting that was held on September 25, 2004. *Motion passed.* (20041120.004)

The Chairman made a motion to table the minutes from the October 16, 2004 Regular Governing Committee meeting. *Motion passed.* (20041120.005)

New Business

The Chairman, Lon Jerome made an announcement that we will be moving from the Resort to the Tower for CoastCon 28 due to circumstances beyond our control. The move will provide our convention with more space and also a reduced rate. The contract is still in negotiations.

The Chairman, Lon Jerome stated that we could plan on having our MicroCon held January 29, 2005 at the President Broadwater Tower in the Grand Ball Room and that we will have access to all 3 rooms for \$200.00 for that day. The Chairman called on Member at Large, William Murphy for his opinion since he is Chairman of this MicroCon. William Murphy thinks this is "perfect". William Murphy also said he needed a list of folks who want to run videos and anime. Also mentioned maybe having a couple of gaming dealers who may want to come and set up. CoastCon 28's Merchant Director, Mark Worrell advised using local dealers as they don't have to travel, costs are lower and your more likely to get a positive response. As far as manpower for the MicroCon, 5 people will be needed counting William Murphy it will be 6 total, charging \$4.00 a person. The name for our first MicroCon will be "*Micro-Con 1*".

Member at Large, Cynthia Majure and Secretary, Lynn Jerome, had a meeting with Shelley Piazza, a sales representative for Screenvision on 11/17/04 to talk about advertising CoastCon on Cinemark screens. CoastCon can advertise on 4 to 16 screens for 10 weeks for as little as \$130.00 per week. We will also get a good rate being a non-profit organization. There will be a one time fee of \$300.00 for the creation of the ad. As a plus, they will also be giving us free movie passes we can raffle off for charity. This way of advertising will reach 1000 times the amount of people as well as reaching more people in our demographic. Cinema ad recall vs TV ad recall is 5:1. Our ad will run on the number of screens we choose every 4-5 minutes, will remain onscreen for 10 seconds, people will see the ad an average of 3 times before every movie, the ad will reach about 800,000 people per month.

The Chairman, Lon Jerome, asked each member of the board present how they vote for CoastCon to advertise on the Cinemark Screens. Voting: AYE-Murphy, Everhart, Olier, Jerome, Tempone, NAY-Holland, OBSTAINED-Jerome the *vote passes (20041120.006)*

The Chairman, Lon Jerome let the board know that Ms. Bonnie McDonald has resigned as Larp Director for CoastCon 28 and will send all contact info to Lon. We have no replacement as of yet. There are 3 groups who are going to send proposals for what they would like to do at CoastCon 28.

Our pre-reg event at Generations went very well with 45 pre-registrations. Generations donated a Spiderman lithograph to give away through a drawing of people pre-registering for CoastCon 28. Congrats to Tony Kimsey who won the drawing. A big "THANK YOU" goes out to Generations for hosting our Pre-Reg event.

Member at Large William Murphy brought up that we could do advertising at libraries for free publicity. We could set up a display with our tri-fold and fliers.

There are 4 meetings left before the con, 2 are in the same month. 2 meetings in February, the last regular meeting and then the con meeting. If anyone needs any assistance let it be known.

Member at Large, Mark Tempone requested from the Treasurer, Michelle Olier that there be a Treasurers report done before the minutes get printed. "We need present financial status."

There have only been 3 groups who have approached us about having a party room.

The Hotel Liaison, Lynn Jerome has been tasked to check about having a breakfast buffet for guests and staff at the Tower. The reason for this is so that the Volunteers may have breakfast with our guests.

The meeting adjourned at 7:46pm.

After the adjournment most of the Governing Committee went over to the Tower to get a first hand look at the new location and was able to share ideas and possibilities for the convention.

Minutes recorded by: Lynn Jerome, Secretary CoastCon, Inc.

Financial Status added post meeting:

*Starting Balance \$10,025.84

CoastCon 27 *Debits* \$2,007.31

CoastCon 27 *Credits* \$74.65

Total = \$8,093.18

CoastCon, Inc. *Debits* \$1,216.86

CoastCon, Inc. *Credits* \$0

Total = \$6,876.32

CoastCon Jr. *Debits* \$250.00

CoastCon Jr. *Credits* \$0

Total = \$6,626.32

CoastCon 28 *Debits* \$3,612.36

CoastCon 28 *Credits* \$4,838.00

Total = \$7,851.96