

ST. FRANCIS BY THE SEA THRIFT SHOP COUNCIL
FEBRUARY 9, 2010 MEETING MINUTES

Attendees: Carl Fenstermaker, Hal Wieland, John Mack, Barbara Selvy, Francine Tobin, Lois Bubnell, Deon Jenks, Pat FitzGerald
Observers: Dave DeReamer

Carl Fenstermaker opened the meeting with a prayer at 8:20am.

The January minutes were approved.

Barbara Selvy informed the Council she will be leaving and Francine Tobin will replace her as the liaison for the School. Carl introduced Dick O'Donnell from the Communication Committee. Dick reviewed the correspondence he had submitted regarding advertising and public relations. We discussed the effectiveness of the Yellow Pages and the cost to increase the ad for next year. It was suggested that our section in the Thrift Shop Community brochure be written. We currently advertise in the Island Events and we should now that cost.

Marketing and Advertising – Lois Bubnell drafted a letter to Time Share and Villa management companies to consider the Thrift Shop for future donations. She suggested enclosing information pamphlet with the letter.

Finance- Carl discussed the budget with attention to improving sales. It was suggested increasing the prices on clothing. This will be implemented next week. Much discussion concerning expenses, knowing there will be repairs to the building in the near future. Our net income is below budget. Deon Jenks will have more information at the next meeting. He also requested that the budget be submitted by April 15th.

Hal Wieland informed us the new cash registers are in use and more sales categories will be added. The sales for the past two weeks have improved.

The next meeting will be March 8, 2010 at 8:15am.

Carl Fenstermaker closed the meeting with a prayer at 10:15am.

Submitted by Pat FitzGerald on February 14, 2010