

ADM Exploration Foundation
Board Meeting Notes
3rd Quarter - 5 October, 2013

BOD Attending

Curt Bowen – President
Walter Pickel – Vice President
Idee Belau – Secretary
Dr. Tom Illfee – Proxy Vote

QUOROM PRESENT – Yes

11.20AM – Meeting called to order by Curt Bowen

11.25AM – Walter Pickel motions to remove Paul Goransson as director. 2nd by Curt Bowen. All votes AYE; motion is approved.

Walter will write a letter to Paul indicating that his services on the ADM EF board are no longer required nor desired. The ADM EF thanks Paul for his assistance as a director member.

11.30AM – Curt Bowen motions to elect Jim Killion as director member. 2nd by Walter Pickel. All votes AYE; motion is approved

The ADM Exploration Foundation welcomes Jim Killion as a director member and look forward to his contribution to the ADM EF mission.

11.35AM – Walter Pickel motions that all ADM directors must donate \$1,000 per annum or value in-kind. 2nd by Idee Belau. All votes AYE; motion is approved.

11.40AM – Discussion of having credential/bio pages for directors and team members.

11.43AM – Walter asks that all ADM EF members submit new/updated bios and bio pictures to Curt Bowen no later than 11.1.2013

11.44AM – Public Relations moniker will be added to Walter's bio page.

11.45AM – Fund raising discussions.

- Roadshow for presentations (Miami, Tampa, Orlando, Ft. Myers, Tallahassee, Gainesville, Jacksonville).
- Look into including a “rock star” type of guest to join the expedition for audience expansion.
- Investigate and form up a fundraiser committee.
- Align ADM with Florida Aquarium on recurring presentations (look into holding dinner events).

ADM Dive Team:

- Increase the number of people on the team (Expedition and film team).
- Look to add members specializing in conservation, shipwrecks, and biology in order to increase content contribution.

12.05PM – Walter will review Directors and Officers insurance and provide updates at next board meeting.

12.10PM – Question raised by Jim about ADM EF being named on the Phantom Springs Cave Project. Walter will follow-up with Dr. Illife.

12.15PM – Discussion regarding planned Belize Cave Expedition. Josh Bernstein will contact the Explorers Club to determine if this can be a flagged expedition.

- Intent: to discover new species of life (believed to be new crab species).
- Need a biologist.
- Ideas in place to film expedition as a show.
- \$30,000 estimated budget (\$5,000 per person).
- Funds will be generated from television networks or paying patrons (need to set up patrons program for ADM).
- Will be a flag expedition.

12.30PM – Idee and Jim will look at grant opportunities.

- Idee's assistant to research and write grant proposals.

12.45PM – Idee and Jim will look at partnership opportunities with Florida-based not-for-profit organizations.

1.05PM – Discussion of ADM EF specific social media plan. Walter will create an ADM EF Twitter page.

1.15PM – Discussion about the need for a media pack for Dive Shops. Curt will look into this and report back at the next board meeting.

- Email marketing plans.
- "Industry Insider Info" on expeditions.
- Looping videos for shop displays.
- Videos for classes.

1.22PM – Motion to close meeting by Walter Pickel. 2nd by Jim Killion. All votes AYE; motion approved.