



Team Update Agenda  
October 19, 2021  
3:00 PM  
(Zoom Call)

**Mission Moment**

- Cathy Layton, Chair

**Team Report**

- Implementation
  - Mangrove Bayou Walkway
  - Phase 1 Upland Park Construction
  - Additional Projects
  - Future Phases
- Activation
- Founding Business Partners
- Friends of The Bay
- Communications
- CEO Report – Overall progress and top priorities
  - Progress with the City
  - Next Steps with City Commission
  - Overall Funding Progress
  - Overall Design/Development Acceleration Goals
  - Overall Activation Objectives
  - Overall Community Engagement and Communications Objectives
- Bill Waddill, Chief Implementation Officer
- Jeannie Perales, Chief Experience Officer
- AG Lafley, Founding CEO

**Adjourn**



**Upcoming Board and Team Update meetings/calls are listed below.**

Board Meeting	November 16, 2021	3:00 pm - 5:00 pm
Team Update Zoom Call	December 21, 2021	3:00 pm - 4:00 pm
Board Meeting	January 18, 2021	3:00 pm - 5:00 pm
Team Update Zoom Call	February 15, 2021	3:00 pm - 4:00 pm
Board Meeting	March 15, 2021	3:00 pm - 5:00 pm
Team Update Zoom Call	April 19, 2021	3:00 pm - 4:00 pm
Board Meeting	May 17, 2021	3:00 pm - 5:00 pm
Team Update Zoom Call	June 21, 2021	3:00 pm - 4:00 pm

## BPC Priorities/ Responsibilities (October 19, 2021)

### Focus Next 30/100

#### Days:

- Oct 13: City Planning Board Meeting (complete)
- Oct 21: Parks, Recreation and Environmental Protection (PREP) Meeting
- Oct 25: BPIB Meeting
- Oct 28: FBP Business at the Bay session
- Nov 2: City Management Cincinnati field visit
- Nov 15: City Commission Meeting (tentative)
- 2021 FOTB campaign
- Activation and Programming Strategy and Plan
- Phase 1 Park Development and Implementation

Priority	What	On/Off Track	Who
Fundraising <i>(Enabler of Phase I Development and BPC operations)</i>	<ul style="list-style-type: none"> <li>- Private – Eligible for TPF Match                             <ul style="list-style-type: none"> <li>▪ Foundations</li> <li>▪ Philanthropists</li> <li>▪ Businesses – Accelerate FBP program (info session 10/28)</li> <li>▪ 100% of BPC Staff/ Board make 2021 contributions to park capital and operations</li> <li>▪ 2021 Friends of The Bay campaign</li> </ul> </li> </ul>	On Track Ongoing On track Drive to Completion Extended thru 12/31/21	AG, Cathy AG Jeannie, Anand, Bob Spicer Cathy Jeannie, Lori, Julia
	<ul style="list-style-type: none"> <li>- Public:                             <ul style="list-style-type: none"> <li>▪ City – Commitment beyond 3 years</li> <li>▪ City/ County TIF</li> <li>▪ Grants: Federal, State, Other                                     <ul style="list-style-type: none"> <li>○ CDBG/Resilient FL Grants \$11.6M</li> <li>○ Investigating DOE state allocation for programming</li> </ul> </li> </ul> </li> </ul>	Ongoing Underway Ongoing Submitted 9/17/21 Ongoing	AG, Bill AG, Bill, Cathy Bill, Jeannie, AG Bill, Penny Cutt Jeannie
Phase I Implementation	<ul style="list-style-type: none"> <li>- Mangrove Bayou Dredging, Paddle Launch, Nest</li> <li>- Mangrove Bayou Bridge Renovation</li> <li>- Upland Park Implementation schedule</li> <li>- Boardwalk ACOE Permit Application</li> </ul>	Complete late Oct 2021 Complete mid Nov 2021 Mid-summer 2022 Sep/Oct 2021	Bill, Jon Swift Bill, Jon Swift Bill, Jon Swift Bill, Penny Cutt
Next Phase Design	<ul style="list-style-type: none"> <li>- Preliminary Design</li> <li>- Entitlement Application</li> </ul>	Oct/Nov 2021 Sep 2021	Bill, Agency/Sasaki Bill, Philip, Bill M
Community Engagement	<ul style="list-style-type: none"> <li>- Communications                             <ul style="list-style-type: none"> <li>▪ Newsletters, website</li> <li>▪ Social Media/Facebook/ Instagram/ LinkedIn/YouTube</li> <li>▪ Traditional Media</li> </ul> </li> </ul>	Ongoing Ongoing Ongoing	Jeannie, atLarge
	<ul style="list-style-type: none"> <li>- Community Outreach – Building Partnerships                             <ul style="list-style-type: none"> <li>▪ Community + Neighborhood working group</li> <li>▪ Public Meeting</li> <li>▪ Continue AA/ Latino/ Family/ Young Professional outreach</li> <li>▪ Coordinate and manage one calendar for The Bay Park</li> </ul> </li> </ul>	Completed Completed On Track Underway	KD, AG, BW, JP, LD, atLarge AG, BW, JP, LD, atLarge Jeannie, AG, atLarge Jeannie, Lori, atLarge
Park User Experience	<ul style="list-style-type: none"> <li>- Summarize Park User Survey results and insights</li> </ul>	Underway	Julia
	<ul style="list-style-type: none"> <li>- Activation/ Programming:                             <ul style="list-style-type: none"> <li>▪ Identify Strategies and Develop 2022 program</li> <li>▪ Founding Business Partners: Identify/meet with potential partners and sponsors</li> </ul> </li> </ul>	Underway On Track	Jeannie Jeannie, Anand, Bob Spicer

RIDE = Recommend -- Input – Decide – Execute

Overcommunicate. Keep the management team informed.



**September 2021**  
**Financial Statement Package**

**The Bay Park Conservancy, Inc**  
**Balance Sheet**  
**Accrual Basis Presentation**

	<u>September 30,</u> <u>2021</u>	<u>December 31,</u> <u>2020</u>	<u>\$ Change</u>	<u>% Change</u>
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
SouthState Bank - Cash Manager	\$ 7,863,169	\$ 7,991,430	\$ (128,261)	-1.60%
SouthState Bank - Money Market	100,000	100,021	(21)	-0.02%
SouthState Bank - Checking	32,692	24,879	7,813	31.41%
Bank of Baroda - Mangrove Endowment	-	240,001	(240,001)	-100.00%
<b>Total Checking/Savings</b>	<u>7,995,862</u>	<u>8,356,331</u>	<u>(360,469)</u>	<u>-70.22%</u>
<b>Accounts Receivable</b>				
Grants Receivable	<u>6,538,649</u>	<u>1,301,929</u>	<u>5,236,720</u>	<u>402.23%</u>
<b>Total Accounts Receivable</b>	<u>6,538,649</u>	<u>1,301,929</u>	<u>5,236,720</u>	<u>402.23%</u>
<b>Other Current Assets</b>				
Prepaid Insurance	<u>3,167</u>	<u>1,225</u>	<u>1,942</u>	<u>158.49%</u>
<b>Total Other Current Assets</b>	<u>3,167</u>	<u>1,225</u>	<u>1,942</u>	<u>158.49%</u>
<b>Total Current Assets</b>	<u>14,537,677</u>	<u>9,659,485</u>	<u>4,878,192</u>	<u>50.50%</u>
<b>Other Assets</b>				
<b>Investments</b>				
Mangrove Bayou Endowment	<u>259,637</u>	<u>-</u>	<u>259,637</u>	<u>N/A</u>
<b>Total Other Assets</b>	<u>259,637</u>	<u>-</u>	<u>259,637</u>	<u>N/A</u>
<b>TOTAL ASSETS</b>	<u><b>\$ 14,797,314</b></u>	<u><b>\$ 9,659,485</b></u>	<u><b>\$ 5,137,829</b></u>	<u><b>53.19%</b></u>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
Accounts Payable				
Accounts Payable	<u>\$ 713,377</u>	<u>\$ 791,187</u>	<u>\$ (77,810)</u>	<u>-9.83%</u>
<b>Total Liabilities</b>	<u>713,377</u>	<u>791,187</u>	<u>(77,810)</u>	<u>-9.83%</u>
<b>Equity</b>				
Net Assets with Donor Restrictions	259,637	240,001	19,636	8.18%
Net Assets without Donor Restrictions				
Designated for compensation	123,332	175,000	(51,668)	-29.52%
Undesignated	<u>8,485,328</u>	<u>7,350,026</u>	<u>1,135,302</u>	<u>15.45%</u>
<b>Total Net Assets without Donor Restrictions</b>	<u>8,608,660</u>	<u>7,525,026</u>	<u>1,083,634</u>	<u>14.40%</u>
Net Income	<u>5,215,641</u>	<u>1,103,271</u>	<u>4,112,370</u>	<u>372.74%</u>
<b>Total Equity</b>	<u>14,083,938</u>	<u>8,868,298</u>	<u>5,215,640</u>	<u>58.81%</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>\$ 14,797,314</b></u>	<u><b>\$ 9,659,485</b></u>	<u><b>\$ 5,137,829</b></u>	<u><b>53.19%</b></u>

**The Bay Park Conservancy, Inc.**  
**Statement of Financial Income and Expense**  
**For the period of January 2019 through September 2021**  
**Accrual Basis Presentation**

<u>Income</u>	<u>Phase 1 Budget</u>	<u>Actual</u>	<u>\$ Remaining</u>
Gifts and Grants (Private)	\$ 25,600,000	\$ 25,912,146	\$ (312,146)
Other Grants (Public)	6,400,000	2,701,125	3,698,875
<b>Total Income</b>	<b><u>\$ 32,000,000</u></b>	<b><u>\$ 28,613,271</u></b>	<b><u>\$ 3,386,729</u></b>
 <u>Expense</u>			
Phase 1 - Implementation:			
Capital-Mangrove Walk		\$ 7,500,004	
Design/Plan Consultants		3,384,650	
Other Consultants		912,777	
Upland Park		493,411	
Capital-Fountain Garden		181,486	
Historic District		160,143	
Sunset Pedestrian Boardwalk		57,668	
Future Phases		-	
Other Expenses		3,538	
Current Phase 1 - Implementation	<b><u>\$ 29,500,000</u></b>	<b><u>\$ 12,693,677</u></b>	<b><u>\$ 16,806,323</u></b>
 Phase 1 - Activation:			
Education		\$ 4,108	
Event Sponsorship		2,500	
Programming		2,188	
Signage		195	
Current Phase 1 - Activation	<b><u>\$ -</u></b>	<b><u>\$ 8,991</u></b>	<b><u>\$ (8,991)</u></b>
 Park Maintenance:			
Historic District		\$ 119,938	
Water Quality Sampling		93,633	
Fountain Garden		51,231	
Mangrove Walk		6,178	
Upland Park		5,000	
Total Park Maintenance Expense		<b><u>\$ 275,980</u></b>	
 Personnel Expense:			
Compensation and Benefits		\$ 759,925	
Consultant - Advancement		392,485	
Professional Fees-Managing Director		90,000	
Accounting		74,241	
Other Professional Fees		8,837	
Total Personnel/Professional Expense		<b><u>\$ 1,325,488</u></b>	
 Communications/Outreach:			
Community Outreach		\$ 441,332	
Website/Communications		27,533	
Business Meals		6,633	
Programming		5,000	
Memberships		2,488	
Mileage		287	
Total Communications/Outreach Expense		<b><u>\$ 483,273</u></b>	
 Occupancy			
Office Supplies and Equip		\$ 80,007	
Insurance		65,077	
Total Other Operating Expense		<b><u>\$ 34,942</u></b>	
		<b><u>\$ 180,026</u></b>	
<b>Total Operating Expense</b>	<b><u>\$ 2,500,000</u></b>	<b><u>\$ 2,264,767</u></b>	<b><u>\$ 235,233</u></b>
<b>Total Expense</b>	<b><u>\$ 32,000,000</u></b>	<b><u>\$ 14,967,435</u></b>	<b><u>\$ 17,032,565</u></b>
<b>Net Ordinary Income</b>	<b><u>\$ -</u></b>	<b><u>\$ 13,645,836</u></b>	<b><u>\$ 13,645,836</u></b>
 <u>Other Income/Expense</u>			
Interest earned - bank accounts		\$ 118,549	118,549
Other Income		31,333	31,333
Investment Income & Unrealized Gain/Loss		19,619	19,619
<b>Total Other Income</b>	<b><u>\$ -</u></b>	<b><u>\$ 169,501</u></b>	<b><u>\$ 169,501</u></b>
Bank and Merchant Fees		3,759	(3,759)
<b>Total Other Expense</b>	<b><u>\$ -</u></b>	<b><u>\$ 3,759</u></b>	<b><u>\$ (3,759)</u></b>
 <b>Net Income</b>	 <b><u>\$ -</u></b>	 <b><u>\$ 13,811,578</u></b>	 <b><u>\$ 13,811,578</u></b>

Note: The accumulated earnings totaling \$272,360 from 2018 and 2017 is reported as net assets without donor restrictions on the Balance Sheet.



Board Meeting Minutes  
September 21, 2021  
3:00 pm  
**(via Zoom)**

Board Members by Zoom: Cathy Layton – Chair, Jennifer Compton – Secretary, Keith DuBose, Stevie Freeman-Montes, Charles Hines, Michael Klauber, Leslie Turner, Emily Walsh

Excused Board Members: Rob Lane – Treasurer, Steve Botelho, Carlos de Quesada

BPC: A.G. Lafley – Founding CEO, Bill Waddill – Chief Implementation Officer, Jeannie Perales, Chief Experience Officer

Agency Consulting Team: Susannah Ross

Public: Anand Pallegar, Julia Groom, Hayley Bryde, Veronica Brady, Chris Hall, Jon Thaxton, Jennifer Johnston, Susanne Lynch, David Lough, Lou Costa

**Cathy Layton began the Board Meeting call at 3:00 pm.**

#### **Public Comments**

- None

#### **Mission Moment**

#### **Consent Agenda**

- Ms. Layton asked for a motion to approve the consent agenda. The motion was made by Ms. Compton and seconded by Mr. DuBose. **Motion passed.**

#### **Introduction and Welcome**

- Ms. Layton welcomed Ms. Freeman-Montes and Mr. Hines to the BPC Board

#### **Financial Report**

- Ms. Layton provided the financial report
  - Review of August 2021 financials.

## Agency/Sasaki –Susannah Ross

- Phase 1 process update
- Play structure update – Monstrum
- Looking ahead to Phases 2, 3, 4

## Management Report:

Mr. Lafley, Mr. Waddill and Ms. Perales presented the management report:

- Mr. Lafley provided CEO report
  - Discussed the process we have followed to date.
  - Amended Partnership Agreement – first draft has been provided to the City for review. The simplified agreement will be beneficial to the City, BPC and the community will be able to enjoy a park 5-10 years sooner than previously planned.
  - The Partnership Agreement is proposed to include Guiding Principles, Financial Strategy, Implementation Agreement, Naming Rights Policy, Public Arts Policy, Conflict of Interest Policy
  - The updated Partnership Agreement will streamline City approvals and eliminate redundancy.
  - The updated Partnership Agreement will speed up design and development, co-funding from private and public sources, activation and programming, and enjoyment and use of the park by the community.
  - The updated Partnership Agreement will significantly save money.
  - Implementation Agreement – Specifics were discussed.
  - Park Visitor Survey Insights were presented.
  - City Requests review
    - BPC to review and approve food and beverage provider agreements for park
    - Site Partner leases for Art Center Sarasota and Sarasota Garden Club. (Does not include Van Wezel or Sarasota Orchestra.)
    - Municipal Auditorium – BPC to propose a separate plan to transition programming responsibilities for the Municipal Auditorium from the City to the BPC. This will include the Bayfront Community Center and adjacent northern lawn.
  - Upcoming meetings for updates on development progress.
- Mr. Waddill provided an update on implementation and exciting activity happening on the property –
  - Mangrove Bayou dredging
  - Paddle launch
  - Bridge reconstruction and reopening in the next couple of months.
  - Status of Nest educational deck
  - Concession plaza
  - Targeting June 2022 for opening
  - Update on west coast development
  - Update on preapplication for entitlement process for future improvements in the park
  - Funding update – grant applications coordination with the City; 2 grants have been submitted for \$11.6 million related to environmental and resiliency improvements.



- Ms. Perales provided an update on activation.
  - Current Park Activation discussion
  - Walking & Running
  - Free Weekly Events
  - Yoga by The Bay
  - Stunning Sunsets
  - Coming soon – Sundays by The Bay and Sunsets by The Bay
  - Activation partners are being engaged to provide free events
  - H-T article “Park in Motion”
  - Gulf Coast Community Foundation generous grant
  - Newsletter – open rate is increasing
  - Social Media activity
  - Website – 90% of traffic comes from new users
  - Friends of The Bay Campaign update – running September 18 – October 23

### **Old Business**

- None

### **New Business**

- None

### **Adjourn**

**The call ended at 4:13 pm.**