



DRAFT

Bay Park Improvement Board (BPIB) Meeting
October 25, 2021 - 3:00 P.M.

City of Sarasota - SRQ Media Studio
1565 1st Street, Sarasota, FL 34236

BPIB MEMBERS:

- Chair, City of Sarasota Commissioner/Mayor Hagen Brody
- Vice Chair, Sarasota Board of County Commissioners (BCC) Nancy Detert
- BPIB Member, Sarasota BCC Christian Ziegler
- BIPB Member, City of Sarasota Commissioner Liz Alpert

GUESTS:

- Cathy Layton – Chair, The Bay Park Conservancy (BPC), Inc.
- A.G. Lafley – Founding Chief Executive Officer, The BPC, Inc.
- William "Bill" Waddill – Chief Implementation Officer, The BPC, Inc.

1. CALL MEETING TO ORDER:

The meeting was called to order by Chair Brody at 3:03 P.M.

2. ROLL CALL: No one was absent.

3. PLEDGE OF CONDUCT: Pledge of Conduct read by Chair Brody.

4. CITIZENS' INPUT: No one signed up to speak.

5. APPROVAL OF THE MINUTES:

A motion was made by Vice Chair Detert, seconded by BPIB Member Alpert to approve the minutes of the April 07, 2021, Bay Park Improvement Board (BPIB) Meeting, which carried by a 4-0 vote.

6. SELECTION OF THE BPIB COMMUNITY MEMBER:

Vice Chair Detert nominated Jon Thaxton.

Discussion ensued regarding the applications received:

- Robust group of Applicants
- Suggestions were taken from the last BPIB Meeting regarding qualifications for Applicants which were advertised as criteria
- Enthusiastic Applicants
- Selected Community Member will serve on the BPIB for two years with a renewable term and will contribute to the continuity of the BPIB

In response to a question from Vice Chair Detert asking if The BPC has a preferred Applicant, Mr. Lafley spoke to the receipt of applications from Messrs. Thaxton and Weiner.

Chair Brody called for other nominations and nominated Joshua Weiner.

Vice Chair Detert spoke to the nomination of Mr. Thaxton.

Chair Brody spoke to the nomination of Mr. Weiner.

BPIB Member Alpert spoke to the nominations and in favor of Mr. Weiner.

BPIB Member Ziegler spoke to the nominations and in favor of Mr. Thaxton.

Discussion ensued regarding the nominations:

- Receipt of monetary contributions from Mr. Weiner was clarified
- Possibly having an alternate BPIB Community Member; however, the BPIB bylaws will need to be amended
- Were Applicants encouraged to speak with BPIB Members prior to the scheduled meeting
- Possibly having alternates from the City/County; however, the BPIB bylaws will need to be amended

Chair Brody called for a vote on the nomination of Jon Thaxton.

Mr. Thaxton received three votes: BPIB Members Alpert, yes; Ziegler, yes; Vice Chair Detert, yes; and Chair Brody, no.

7. THE BAY PARK CONSERVANCY (BPC) NAMING RIGHTS POLICY:

Ms. Layton read into the record a portion of the Interlocal Agreement (ILA) passed by the City and County which has a Naming Rights Policy provision as follows:

The Partnership Agreement (PA) between the City and The Bay Park Conservancy (BPC) provides for the development of a Naming Rights Policy (Policy) for The Bay Park that will specify how future components of the park shall be named. The City agrees that it will not approve a Naming Rights Policy for The Bay Park, or any subsequent revisions thereto, without first receiving the affirmative approval of such a Naming Rights Policy from a supermajority of the Bay Park Improvement Board and that the future components at the park will only be named in accordance with such approved Naming Rights Policy.

Ms. Layton continued and stated that the Policy is referenced in the PA and The BPC is proposing an update of the PA to the City, therefore, the desire is for the Policy to be approved today to afford the opportunity for the City Commission to approve along with the updated PA in November 2021.

Discussion ensued about the following talking points:

- The phrase coined “No Naming Rights Policy” since the idea is for The Bay Park to be named “The Bay Park” and not named, i.e., “The Bill Waddill Bay Park” no matter the amount of money contributed
- The components are meant to be the community’s components as a rule
- “Exception Naming Right” a donor must contribute a lot of money to the Capital Program and corresponding money to the Operations, then a robust process should be implemented to ensure the donor is the type of donor whose name or company’s name should be on a feature and shares the same values, practices, and business or actions in life which are consistent with the Guiding Principles of The Bay Park Master Plan

In response to a question from BPIB Member Ziegler asking why the County is not equally represented on the Naming Rights Review Ad Hoc Committee (Committee), Mr. Lafley stated that the context and background is the 53 acres is City-owned land now conserved and reserved for a public park and potentially leads to a Performing Arts Center (PAC) and all of the improvements are owned by the City; however, in terms of who is on the Committee, The BPC is open to having County representation.

Vice Chair Detert spoke to previous concerns of the City/County's relationship as the result of Tax Increment Funds (TIF) issues which have taken a long time to heal the cuts and wounds and stated that equal representation should exist; that a community park should be a people's park forever; that the Millennial Park located in Chicago, Illinois had many donors "with big, big bucks;" however, there is not a whole lot of naming going on, and Central Park located in New York has always been Central Park, so even larger cities did not go in that direction.

Ms. Layton stated that The BPC is happy to add the County's Administrator and Attorney, although it is very likely the Committee may never meet.

BPIB Member Ziegler recommended the County Administrator or the Deputy County Administrator be added to the Committee.

Mr. Waddill stated that regarding the bylaws the County and City Attorneys, and the County Administrator, and City Manager have been engaged every step of the way, therefore everyone is working together.

Chair Brody sought and received BPIB Board consensus to add the County Administrator and County Attorney to the Naming Rights Review Ad Hoc Committee (Committee).

A motion was made by Vice Chair Detert, seconded by BPIB Member Ziegler to approve the "Naming Rights Policy (Policy) Draft - 9/14/21 Draft", Addendum to the Partnership Agreement, as amended to add the County Administrator and County Attorney to the Naming Rights Review Ad Hoc Committee (Committee), which carried by a 4-0 vote.

8. BAY PARK IMPROVEMENT BOARD (BPIB) BYLAWS:

Ms. Layton provided a brief overview of The Bay Park Improvement Board (BPIB) Bylaws included in the Agenda backup material.

A motion was made by Vice Chair Detert, seconded by BPIB Member Alpert to approve The Bay Park Improvement Board (BPIB) Bylaws, which carried by a 4-0 vote.

9. ANY OTHER BUSINESS: None

10. NEXT MEETING:

Mr. Waddill stated that the next BPIB Meeting will be held either in December 2021 or January 2022.

Colette Russell, Field Representative, Congressman Vern Buchanan 16th District of Florida, came before the BPIB and stated that a request for \$2 million was submitted to the United States House of Representatives.

11. MEETING ADJOURN:

The BPIB Meeting adjourned at 3:41 P.M.