



Board Meeting Agenda  
January 18, 2022  
3:00 – 5:00 pm

<b>Call to Order</b>	Cathy Layton, Chair
<b>Public Comment*</b>	Cathy Layton, Chair
<b>Mission Moment</b>	Cathy Layton, Chair
<b>Consent Agenda</b>	Cathy Layton, Chair
<b>Finance Report</b>	Rob Lane, Treasurer
<b>Agency/Sasaki Report</b>	Gina Ford, Susannah Ross
<b>Team Report</b>	
• Implementation	Bill Waddill, Chief Implementation Officer
○ Phase 1 Upland Park Construction	
○ West Coast Improvements	
○ Future Phases – South Canal District, Cultural District, US 41 Landscaping	
• Activation	Jeannie Perales, Chief Experience Officer
○ Q1-4 Program Plan – Opening Sequence Summer and fall	
○ Founding Business Partners	
○ Friends of The Bay Campaign Report	
• Communications	
• CEO Report – Overall perspective and priorities	AG Lafley, Founding CEO
○ 5 Years On: Goals Strategy and Standards	
○ City Partnership	
○ Fundraising	
○ Implementation Objectives	
○ Activation Objectives	



- Community Engagement and Communications Objectives
- Resources/Talent and Experience

**Old Business** Cathy Layton, Chair

**New Business** Cathy Layton, Chair

**Adjourn** Cathy Layton, Chair

\*Guidelines for comments by members of the public at BPC Board Meetings:

- Comments and input are welcome. If questions are posed, they will be responded to by Management outside of the meeting rather than during the meeting.
- Speaker must register prior to speaking (name, organization)
- 2 to 3 minutes maximum time speaking per person
- 10-minute maximum period devoted to this segment

Handouts

Financial Report – November 2021

Consent Agenda

Team Update Meeting Minutes – November 16, 2021

Public Meetings: Board Meetings are held at the BPC office at 655 N. Tamiami Trail or by Zoom call as designated.

Team Update Zoom Call	February 15, 2022	3:00 pm - 4:00 pm
Board Meeting	March 15, 2022	3:00 pm - 5:00 pm
Team Update Zoom Call	April 19, 2022	3:00 pm - 4:00 pm
Board Meeting	May 17, 2022	3:00 pm - 5:00 pm
Team Update Zoom Call	June 21, 2022	3:00 pm - 4:00 pm
Board Meeting	July 19, 2022	3:00 pm - 5:00 pm

## BPC Priorities/ Responsibilities (January 18, 2022)

### Focus Next 30/100 Days:

- Phase 1 and West Coast Park Development and Implementation
- Activation and Programming Plan
- Phase 1 Capital - Founding Business Partners/Giving Challenge

Priority	What	On/Off Track	Who
Fundraising (Enabler of Park Development and BPC operations)	<ul style="list-style-type: none"> <li>– Private – Eligible for TPF Match</li> <li>– Foundations</li> <li>– Philanthropists</li> <li>– Businesses – Accelerate FBP program</li> <li>– 100% of BPC Staff/ Board make 2021 contributions to park capital and operations</li> <li>– 2022 Friends of The Bay campaign</li> <li>– 2022 Giving Challenge</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> <li>Ongoing</li> <li>Ongoing</li> <li>Drive to Completion</li> <li>Assess</li> <li>Plan</li> </ul>	<ul style="list-style-type: none"> <li>AGL, CL</li> <li>AGL</li> <li>JP, AP, Bob Spicer</li> <li>CL, AGL</li> <li>JP</li> <li>JP</li> </ul>
	<ul style="list-style-type: none"> <li>– Public: <ul style="list-style-type: none"> <li>▪ City – Commitment beyond 3 years</li> <li>▪ City/ County BPIB</li> <li>▪ Grants: Federal, State, Other <ul style="list-style-type: none"> <li>○ CDBG/Resilient FL Grants \$11.6M (awaiting legislative action)</li> <li>○ State, Federal \$2.5M (awaiting legislative action)</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> <li>Underway</li> <li>Ongoing</li> <li>Submitted 9/17/21, ongoing</li> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>AGL, MB</li> <li>CL, AGL, BW</li> <li>BW, Penny Cutt</li> <li>BW, Jamie Miller</li> <li>BW, Jamie Miller</li> </ul>
Phase I Implementation	<ul style="list-style-type: none"> <li>– Civic Green</li> <li>– Upland Park ICompletion</li> <li>– Boardwalk ACOE Permit Application</li> </ul>	<ul style="list-style-type: none"> <li>Open</li> <li>Late Summer 2022</li> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>BW Jon Swift</li> <li>BW, Jon Swift</li> <li>BW, Penny Cutt</li> </ul>
Next Phase Design/Impl.	<ul style="list-style-type: none"> <li>– Preliminary Design</li> <li>– Entitlement Application Processing</li> <li>– West Coast Enhancements</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing through mid '22</li> <li>Ongoing through summer '22 (Open in phases)</li> <li>spring/summer '22</li> </ul>	<ul style="list-style-type: none"> <li>BW, Agency/Sasaki</li> <li>BW, Philip, Bill M</li> <li>BW, Agency, Swift</li> </ul>
Community Engagement	<ul style="list-style-type: none"> <li>– Communications <ul style="list-style-type: none"> <li>▪ 2021 Annual Report</li> <li>▪ Newsletter, website</li> <li>▪ Social Media/Facebook/ Instagram/ LinkedIn/YouTube</li> <li>▪ Traditional Media</li> <li>▪ Broadening programs promotion</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Design/draft</li> <li>Transition</li> <li>Assess/Improve</li> <li>Assess/Improve</li> <li>Assess/Improve</li> </ul>	<ul style="list-style-type: none"> <li>AGL, JG</li> <li>JP, JG</li> <li>JP, JG</li> <li>JP, JG</li> <li>JP, JG</li> </ul>
	<ul style="list-style-type: none"> <li>– Community Outreach – Building Partnerships <ul style="list-style-type: none"> <li>▪ Create Enjoyable Park user experiences</li> <li>▪ Broaden Partnerships and Support</li> <li>▪ Continue AA/ Latino/ Family/ Young Professional outreach</li> <li>▪ Site partners coordination</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> <li>Ongoing</li> <li>Ongoing</li> <li>Underway</li> </ul>	<ul style="list-style-type: none"> <li>JP, BW, AGL, LD, atLarge</li> <li>AGL, BW, JP, LD, CL, Board</li> <li>JP, AGL, atLarge</li> <li>JP, BW, LD</li> </ul>
Park User Experience	<ul style="list-style-type: none"> <li>– Turn Park User Survey insights into activation/programs</li> </ul>	<ul style="list-style-type: none"> <li>Underway</li> </ul>	<ul style="list-style-type: none"> <li>JP, JG</li> </ul>
	<ul style="list-style-type: none"> <li>– Activation/ Programming: <ul style="list-style-type: none"> <li>▪ Plan and Develop 2022 program: Q1-4 opening sequence (attracts and delights park guests)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Plan, Execute w/ Excellence</li> </ul>	<ul style="list-style-type: none"> <li>JP</li> </ul>

RIDE = Recommend -- Input – Decide – Execute  
Overcommunicate. Keep the management team informed.



**November 2021**  
**Financial Statement Package**

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

	<b>November 30, 2021</b>	<b>December 31, 2020</b>	<b>\$ Change</b>	<b>% Change</b>
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
SouthState Bank - Cash Manager	\$ 7,063,768	\$ 7,991,430	\$ (927,662)	-11.61%
SouthState Bank - Money Market	100,000	100,021	(21)	-0.02%
SouthState Bank - Checking	31,785	24,879	6,906	27.76%
Bank of Baroda - Mangrove Endowment	-	240,001	(240,001)	-100.00%
<b>Total Checking/Savings</b>	<b>7,195,554</b>	<b>8,356,331</b>	<b>(1,160,778)</b>	<b>-83.87%</b>
<b>Accounts Receivable</b>				
Grants Receivable	6,328,125	1,301,929	5,026,196	386.06%
<b>Total Accounts Receivable</b>	<b>6,328,125</b>	<b>1,301,929</b>	<b>5,026,196</b>	<b>386.06%</b>
<b>Other Current Assets</b>				
Prepaid Insurance	1,533	-	1,533	N/A
Prepaid Other	6,473	1,225	5,248	428.39%
<b>Total Other Current Assets</b>	<b>8,006</b>	<b>1,225</b>	<b>6,781</b>	<b>553.55%</b>
<b>Total Current Assets</b>	<b>13,531,685</b>	<b>9,659,485</b>	<b>3,872,200</b>	<b>40.09%</b>
<b>Other Assets</b>				
<b>Investments</b>				
Mangrove Bayou Endowment	260,521	-	260,521	N/A
<b>Total Other Assets</b>	<b>260,521</b>	<b>-</b>	<b>260,521</b>	<b>N/A</b>
<b>TOTAL ASSETS</b>	<b>\$ 13,792,205</b>	<b>\$ 9,659,485</b>	<b>\$ 4,132,720</b>	<b>42.78%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
Accounts Payable	\$ 486,862	\$ 791,187	\$ (304,325)	-38.46%
<b>Total Liabilities</b>	<b>486,862</b>	<b>791,187</b>	<b>(304,325)</b>	<b>-38.46%</b>
<b>Equity</b>				
Net Assets with Donor Restrictions	259,637	240,001	19,636	8.18%
<b>Net Assets without Donor Restrictions</b>				
Designated for compensation	99,280	175,000	(75,720)	-43.27%
Undesignated	8,509,380	7,350,026	1,159,354	15.77%
<b>Total Net Assets without Donor Restrictions</b>	<b>8,608,660</b>	<b>7,525,026</b>	<b>1,083,634</b>	<b>14.40%</b>
Net Income	4,437,046	1,103,271	3,333,775	302.17%
<b>Total Equity</b>	<b>13,305,343</b>	<b>8,868,298</b>	<b>4,437,045</b>	<b>50.03%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>\$ 13,792,205</b>	<b>\$ 9,659,485</b>	<b>\$ 4,132,720</b>	<b>42.78%</b>

**The Bay Park Conservancy, Inc.**  
**Statement of Financial Income and Expense**  
**For the period of January 2019 through November 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	\$ 27,582,103	\$ (1,982,103)
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>\$ 30,283,228</u></b>	<b><u>\$ 1,716,772</u></b>
 <u>Expense</u>			
Phase 1 - Implementation:			
Capital-Mangrove Walk		\$ 5,000,000	
Upland Park		4,926,224	
Design/Plan Consultants		3,507,876	
Other Consultants		1,078,366	
Capital-Fountain Garden		220,563	
Historic District		160,903	
Sunset Pedestrian Boardwalk		57,668	
Other Expenses		3,538	
Future Phases		-	
Current Phase 1 - Implementation	<b><u>\$ 29,500,000</u></b>	<b><u>\$ 14,955,138</u></b>	<b><u>\$ 14,544,862</u></b>
 Phase 1 - Activation:			
FBP		\$ 5,404	
Education		4,108	
Programming		3,493	
Event Sponsorship		2,500	
Gift Cards		1,266	
Signage		195	
Current Phase 1 - Activation	<b><u>\$ -</u></b>	<b><u>\$ 16,966</u></b>	<b><u>\$ (16,966)</u></b>
 Park Maintenance:			
Historic District		\$ 133,313	
Water Quality Sampling		93,633	
Fountain Garden		52,331	
Mangrove Walk		6,178	
Upland Park		5,000	
Total Park Maintenance Expense		<b><u>\$ 290,455</u></b>	
 Personnel Expense:			
Compensation and Benefits		\$ 847,735	
Consultant - Advancement		392,485	
Professional Fees-Managing Director		90,000	
Accounting		80,499	
Other Professional Fees		13,599	
Total Personnel/Professional Expense		<b><u>\$ 1,424,318</u></b>	
 Communications/Outreach:			
Community Outreach		\$ 492,503	
Website/Communications		27,533	
Business Meals		7,435	
Programming		5,000	
Memberships		2,488	
Mileage		287	
Total Communications/Outreach Expense		<b><u>\$ 535,245</u></b>	
 Occupancy			
Office Supplies and Equip		\$ 84,550	
Insurance		73,122	
Total Other Operating Expense		<b><u>\$ 36,456</u></b>	
Total Other Operating Expense		<b><u>\$ 194,128</u></b>	
<b>Total Operating Expense</b>	<b><u>\$ 2,500,000</u></b>	<b><u>\$ 2,444,146</u></b>	<b><u>\$ 55,854</u></b>
<b>Total Expense</b>	<b><u>\$ 32,000,000</u></b>	<b><u>\$ 17,416,250</u></b>	<b><u>\$ 14,583,750</u></b>
<b>Net Ordinary Income</b>	<b><u>\$ -</u></b>	<b><u>\$ 12,866,979</u></b>	<b><u>\$ 12,866,979</u></b>
 <u>Other Income/Expense</u>			
Interest earned - bank accounts		\$ 119,191	119,191
Other Income		31,333	31,333
Investment Income & Unrealized Gain/Loss		20,503	20,503
<b>Total Other Income</b>	<b><u>\$ -</u></b>	<b><u>\$ 171,026</u></b>	<b><u>\$ 171,027</u></b>
Bank and Merchant Fees		5,022	(5,022)
<b>Total Other Expense</b>	<b><u>\$ -</u></b>	<b><u>\$ 5,022</u></b>	<b><u>\$ (5,022)</u></b>
 <b>Net Income</b>	<b><u>\$ -</u></b>	<b><u>\$ 13,032,983</u></b>	<b><u>\$ 13,032,983</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  
November 16, 2021  
3:00 pm

Board Members by Zoom: Cathy Layton – Chair, Jennifer Compton – Secretary, Rob Lane – Treasurer, Kyle Battie, Steve Botelho, Carlos de Quesada, Keith DuBose, Stevie Freeman-Montes, Charles Hines, Michael Klauber, Leslie Turner, Emily Walsh

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

Public: Steve Cover, Nicole Peterson, Julia Groom, Hayley Bryde, Branan Jacobs, Mac

**Cathy Layton began the Board Meeting at 3:03 pm.**

**Public Comments**

- None

**Mission Moment**

- Video of Civic Green musical performance

**Consent Agenda**

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

**Financial Report**

- Mr. Lane provided the financial report
  - Review of October 2021 financials

**Management Report:**

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

- Mr. Lafley provided CEO and Implementation reports

- Thanks to all for participation in supporting the Amended Partnership Agreement before the City Commission on November 15, 2021.
- Status of grants
- Mangrove Bayou Walkway update – the bridge will open within the next two weeks.
- Paddle launch opening Thanksgiving Day
- Update on landscaping and fountain in the Historic District
- Landscaping planned for Chidsey and Art Center buildings
- West coast landscaping and equipment maintenance/replacement
- Removal of old Coast Guard building is under discussion with the City
- Application for BPC to become the managers of the Bayfront Community Center, which is adjacent to the Civic lawn.
- Agency, Moffatt & Nichol and other team members are working on planning for boat launch area.
- With approval by the City Commission on November 15, we believe we can move up the completion of the project by 5 years.
- Current construction – we would like to be open by summer, but with the goal of not having any construction equipment onsite, the opening has not yet been determined.
- Signage improvement is being addressed.
- Ms. Perales provided an update on activation
  - Signage improvements are under discussion and being planned, both temporary and permanent.
  - Park activation is being generated and experimented with to find out what works and what doesn't.
  - Create awareness, audience, and experience for park goers.
  - Founding Business Partner program to date has generated 45 founding business partners. Michael Klauber is hosting a FBP event at the BPC on December 7.
  - Friends of The Bay campaign update. Establishment of employees of the Founding Business Partner businesses as Friends of The Bay.
- Julia Groom provided an update on communications and marketing through the website, social media, video, etc.
  - We are seeing a more diverse and younger community involvement in our audience.
- Mr. Lafley provided an update on the City and BPC visit to Cincinnati to view and experience the park and civic transformation and 3CDC team.
- Thanks were expressed for board member philanthropic efforts and please continue to refer interested parties to us.
- Insurance coverage is being evaluated with City, insurers, insurance attorney and parks alliance to have it in place for opening of The Bay Park Phase 1.
- Ms. Layton thanked Jon Thaxton for participating in the Bay Park Improvement Board (BPIB).
- Ms. Layton recognized team members and City management who support The Bay effort.
- Ms. Layton also made note that resilience and features of the park are coming.

## **Old Business**

- None



## **New Business**

- Ms. Layton discussed her review of best practices for working with City Management and avoiding political donations, particularly at city level, to avoid concern about conflicts of interest. Charles Hines provided feedback on County interests or concerns. Ms. Turner and Ms. Compton reinforced the need for clarity for policy and best practice of what we “should” do.
- Ms. Layton is planning to follow up by meeting with each board member (in noticed meetings) to discuss aspirations and annual giving.
- Mr. Hines asked about review of TIF calculation based on new property values. Mr. Lane indicated the Finance Committee is able to report on the status of the TIF.

## **Adjourn**

**The call ended at 5:30 pm.**