



Board Meeting Minutes
October 18, 2022 - 3:00 pm
Community Center - 803 N. Tamiami Trail
(In-Person and Zoom)

Board Members: Cathy Layton – Chair, Rob Lane – Treasurer, Jennifer Compton – Secretary, Carlos de Quesada, Keith DuBose, Charles Hines, Michael Klauber, Emily Walsh

Excused: Steve Botelho, Leslie Turner, Kyle Battie

BPC: A.G. Lafley – Founding CEO, Bill Waddill – Chief Operating Officer, Jordan Allison – Development Project Manager, Derick Kitson – Director of Operations, Amber Lamerson – Donor Experience Officer, Anand Pallegar – Chief Experience Officer, Frances Bermudez, Mykenzie Johnson, Lori Denny

Agency: Gina Ford

Public: Jon Thaxton, Steve Cover, Sydney B., Veronica Brady, Bo Medred

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

Public Comments

- Steve Cover shared Mark Lyons will be retiring.
- Steve Cover shared 5-0 and 4-1 votes were achieved yesterday at City Commission on major initiatives for downtown.

Consent Agenda

- Ms. Layton for a motion to approve the consent agenda with minutes revised per discussion. The motion was made by Ms. Compton and seconded by Mr. Lane. **Motion passed.**

Chair's Report

- Ms. Layton shared, and asked other board members to share, their thoughts and experience in the 10-Day Grand Opening.

Management Report:

Mr. Lafley:

- Zumba surprisingly filled the concession area
- 1,000 – 1,500 attendance at Taste event
- Have A Ball – popular and something we can do on a regular basis
- Thousands came to each of the two title music performances

Mr. Pallegar:

- Objective was to target a younger and more diverse audience.
- 27,000 visitors recorded for the 10-Day webpage
- Newsletter subscriptions are staying constant
- Event photos being shared
- Minimal targeted spend on social media
- Website visits are trending to activities through the calendar
- Live Feed was used significantly through hurricane Ian
- July to date we have blanketed the community with news of the 10-Days at The Bay
- Success of maps, signage, t-shirts and LED screen
- Visitors to the park – re-evaluating statistics and how to measure visitor count
- Mr. Lane asked about drone counting – Mr. Pallegar discussed the various technologies we can use
- Aerial footage was captured of concerts

Mr. Waddill:

Mr. Waddill shared all the activities he observed as soon as the park opened.

- Phase 1 summary of completion with consideration of hurricane. Swift/Haskell team and subcontractors have been extraordinary for their work and participation in events.
- Hurricane cost us about 3 weeks in time. Discussed items to be completed – mid to late October, and Christmas for shade structure.

Phase 2

- TIF bond approved by BPIB, City Commission and County Commission for \$48M bond. Funds expected to be received in the first quarter of 2023.
- Ms. Layton asked that we review Phase 2 summary at the next board meeting.
- After action report of Phase 1 will be reviewed for changes and implemented in Phase 2.

Financial Report

- Mr. Lane provided the financial report for September 2022.
 - Finances connected with grants being run through the City
 - Endowment funds
 - P&L Statement
 - 2021 Audit and Form 990 have been reviewed by the Executive Committee
- Motion to approve 2021 Audit and Form 990 made by Ms. Compton and seconded by Mr. Klauber. **Motion passed.**
- Tony Gamelin providing ongoing CFO support to AG focused on finance, also helping us prepare for a permanent controller.
- Mr. Lafley and Mr. Waddill are very happy to have Mr. Gamelin onboard to provide part-time services. Improving construction and implementation budget, formalizing operating budgets.

- Discussion of bond application and financing vehicle; GCCF using capital funds in a philanthropic way offering BPC line of credit as bridge to bond funds. To be used for operations, maintenance and estimated funding needed to complete Phase 1 with current vendors and partners. (Bond funds \$48M, \$12M provided by current grants not yet received.) BPC will only draw what it needs when it needs it. Fundraising will be continued.
- Requesting approval for this board's Corporate Resolution to Borrow.
- Motion to approve revolving line of credit through GCCF made by Ms. Compton and seconded by Mr. Klauber. **Motion passed.**

Ms. Compton will assume Chair position, Mr. Lane will remain Treasurer, Ms. Walsh become Secretary effective November 1, 2022. Ms. Layton will continue to serve on the Executive Committee and board. Motion for approval made by Mr. Klauber, seconded by Mr. DuBose. **Motion approved.**

Old Business

- None

New Business

- None

Adjourn

The meeting ended at 4:07 pm.