



## Bay Park Conservancy Board Meeting Minutes

April 16, 2024

3 – 5 p.m.

Board Members Present: Jennifer Compton (Chair), Emily Walsh (Secretary), Kyle Battie, Steve Botelho, Carlos de Quesada, Tony Gamelin, Charles Hines, Jennifer Jorgensen, Mark Pritchett, Felice Schulaner

Excused: Rob Lane (Treasurer), Keith Dubose, Jeff Jackson.

Staff Present: AG Lafley, Steve Germaine, Diana Shaheen, Derick Kitson, Trey Hammett, Frances Bermudez, Sydney Baulier

Other Present: Jenn Stutler

Public Present: Steven Cover, Roxanne Joffe

Ms. Compton called the meeting to order at 3:03 p.m.

Public comment None.

January 2024 Board Minutes Approval Mr. Pritchett moved to approve the minutes of the January 16, 2024 BPC Board Meeting. Ms. Schulaner seconded the motion. Approved unanimously.

Finance Report Mr. Germaine summarized the financial statements through February 2024. The Balance sheet is strong. The P&L and Cash Flow are both on track and at or below budget through March 2024. The Profit and Loss and Cash Flow statements reflect operations to date, and the budget for the balance of Calendar Year 2024.

Ms. Jorgensen asked about the \$400,000 in the operating budget from the City. Mr. Lafley clarified that it's a budget estimate... specifically the current request to City Manager Brown. The previous budget request for \$800,000 to the City was not approved. The 2023/4 City contribution to The Bay/BPC Park operations was \$222,000.

Ms. Jorgensen asked BPC to clarify government grants, specifically which were granted to BPC and which to the City. Mr. Lafley said BPC would do so. The latest BPC grant report update from March 27, 2024 is attached to these minutes (and has been shared with Ms. Jorgensen and the City). About half of the grants received to date were granted directly to BPC, the other half were granted through the City.

The Finance Committee is working on the Investment Policy and will be coming to the Board with a recommendation on policy and on the amount of cash to transfer to the Endowment in 2024.

Mr. Germaine reviewed the 2023 draft Audit Report at the Finance Committee meeting prior to the Board meeting. The Finance Committee/Mr. Gamelin recommended that the Board accept the Audit with one immaterial change to a footnote. Ms. Schulaner seconded the motion. Approved unanimously.



CEO Report Mr. Lafley reviewed progress against key goals and measures and reported they are on track. (2024 Bay Park/BPC Goals are attached to the minutes for reference).

Mr. Lafley previewed upcoming improvement projects to the existing park at the Ibis Playground, the Oval and the Bayou Bridge.

After sharing an overview and pertinent detail on the Canal and Cultural District projects, Mr. Lafley recommended approval of a Phase 2 capital improvement project budget of \$11.7 million in total -- \$8.3 million for the Canal District and \$3.4 million for the Chidsey and Garden Club renovations in the Cultural District.

Mr. Pritchett asked if there is Infrastructure that needs to be built to support these projects.

Mr. Lafley replied that there was, and Ms. Stutler explained that the Phase 2 Implementation team is working with the City on an Infrastructure plan for the entire site, including Phases 2 and 3.

Mr. Hines added that there are additional government grants and state appropriations that may be available to pay for Infrastructure.

Mr. Pritchett seconded the motion. The \$11.7 million budget for capital improvements in Phase 2 was approved unanimously.

Park Operations Report Mr. Kitson reported that overall the park is in good shape, and that he and his team are committed to keeping The Bay park looking as good every day as it did on Opening Day. He went on to report that the priority improvement projects would ensure the park is safe, well-maintained, and operating to a high standard, and that their cost would be covered within the existing budget.

Park Guest Experience Report Ms. Shaheen reported that nearly 450,000 have visited the park since the opening. February, 2024 was the highest attendance to date at nearly 40,000. Programming attendance was affected by weather in January and February. Strong programming is planned for March and April.

Giving Challenge Report Ms. Shaheen also reported on the successful Giving Challenge. The Bay/BPC attracted a record number of donors, donations, and total dollars raised during the 24-hour event -- thanks to strong Board member support, the generous Gulf Coast match, and a strong program that featured more than a dozen free events and a first-ever Pop-Up Giving Station in the park including 7 other non-profit park partners. A summary of Giving Challenge results is attached.

Advancement Report Mr. Hammett introduced himself as BPC's new Director of Advancement. He reviewed fundraising goals and strategies for 2024, and talked specifically about how the Board and Management can work together to maximize the potential of the 2024 Gulf Coast Community Foundation \$2 million Community Challenge Match.



Chair Report Ms. Compton gave special thanks to the Board and to the BPC team for accomplishments despite their smaller size compared to other non-profit organizations.

Ms. Compton recommended a Governance change that the Board previously discussed, and the Executive Committee unanimously endorsed. Specifically, Ms. Compton recommended BPC Bylaws change to allow the current Executive Committee, herself as Chair and Rob Lane as Treasurer, to remain on through 2026 (an additional two years) to provide continuity of support to the Board and Management teams through the completion of Phase 2 and the first 3 years of BPC management of The Bay Park. This is a one-time amendment.

Mr. Lane reminded the Executive Committee that in the GCCF line of credit there is a representation in the document that The Bay will retain Ms. Compton as Chair and Mr. Lane as Treasurer. Ms. Schulaner added that it is good governance to retain current leadership during times of change.

Mr. Pritchett made the motion to amend the Bylaws to provide for the current Executive Committee continuing for an additional two years. Mr. De Quesada seconded the motion. Ms. Compton abstained from the vote. Unanimously approved. Ms. Compton said that she will prepare an Amendment to the Bylaws and will circulate it to the Board.

Ms. Compton reminded the Board that term limits would stay in place for all other current and future Directors. As a result Mr. Dubose and Mr. Klauber terms will expire as scheduled.

New Business: None.

Ms. Compton adjourned the meeting at 4:53 p.m.



## 2024 Goals and Priorities

- Deliver/fulfill the Guiding Principles.
- Transform a 53-acre site -- including abandoned and deteriorating buildings, and a parking lot -- into a flagship/ signature park on Sarasota Bay for everyone in the community.
- Build a park and a park conservancy that are both sustainable in every way... not only environmentally sustainable, but also financially feasible, operationally doable, and organizationally capable.
- Deliver on the promise of “One Park for All”... all ages, cultures, ethnicities, family compositions, genders, etc.
- Create and sustain a blue and green oasis. Conserve precious land/water. Build “more park for all” sooner. Continue to restore/enhance/preserve the environment/nature.
- Design and program in the park as a beloved and welcoming gathering place for families, friends, and fun.
- Continue to build and strengthen the community of partnerships that enables The Bay to become a reality and ensures sustainability.



## 2024 Goals By The Numbers

- Welcome 300+K guests to The Bay in 2024, a 25% increase.
- Continue to build The Bay brand, increasing reach, awareness and trial... via relevant, on-brand and engaging content... and the weekly newsletter, social media, traditional media, the website, etc.
- Continue to optimize free programming to attract 60+K guests to park activities, a 20% increase. Activities and events consistently attract more new visitors and provide a surprisingly delightful experience.
- Raise \$4.5 million from private philanthropy to earn the fourth \$1 million TPF match.
- With Director initiative and support, increase the number of leadership donors and donations by 25%, and the number of new business partners to 160, a 50% increase.
- Fully fund \$2.6 million in annual operating, maintenance and programming costs.
- Deposit the surplus \$3 million into The Bay Endowment to increase the total Endowment to \$10 million, thereby enabling a \$500K per year draw for operations, maintenance and programming beginning in 2025.
- Secure City approval to increase annual operations and maintenance support from \$222K to \$500K.
- Begin construction of Phase 2, with the renovation of the Chidsey and the Canal Zone... well designed on plan, constructible, on/under budget, with excellence.
- With Director help and support, recruit and hire five committed, capable, experienced players for key positions in development, communications, and events.
- Build and strengthen the Board. Will need at least four new directors to replace 4 who term out in early 2025, and to add 4 more passionate, committed, supportive directors to build critical mass and sustainability.

**Public Sector Grant Request and Reporting/ Update**

3/27/2024, Submitted by Katie Britt Williams

Agency	Applicant	Project Name/Element Funded	Grant Name/Number	Phase 2 Grant Amount	Execution Date	Expiration Date	Jan 2024 Status	Payment Request Amount / Date	Reporting Requirement	Due by
WCIND Sunset Boardwalk (FY22)	BPC	Sunset Pier	S-432	500,000.00	Executed 01/18/2022	10/30/2022- has been extended(2x) to 09/30/24	delayed in permitting	TBD	Quarterly	5th
WCIND Canal District Seawall Improvements (FY24)	BPC	Canal District Seawall Improvements for Day Docks	S-464	500,000.00	Executed 12/21/2023	October 30 2024 (will need extension)	in final design	TBD	Quarterly	5th
Environmental Protection Agency (US Congressional Appropriation for environmental restoration)	BPC	TBD	N/A; Sponsored by Congressman Buchanan	2,000,000.00	PENDING - Approved by Appropriations Committee - further approvals Summer/Fall 2021 - need to decide what to fund	October 30 2030	TBD	N/A	N/A	N/A
State Historic Preservation - Chidsey	City	Chidsey Library Reno Resilient Shoreline (design and construction)	23.h.sc100.126	500,000.00	Executed 2/15/2023	6/30/2024 - requesting an extension	In design	first \$125,000 of grant already paid out	Quarterly	31st
Resilient Florida Program Grant - FDEP	City	Resilient Shoreline (design and construction)	22FRP75	1,250,000.00	Executed 03/06/2023	June 30, 2025	In early design	TBD	Quarterly	20th
FL Commerce-MIT Community Development Block Grant	City	Resilient Shoreline/Hog Creek	MT120	10,418,271.00	Executed 03/02/2023	June 30, 2026	NEPA/in early design	TBD	Monthly and Quarterly	11th
US Fish and Wildlife Service/ FWC	City	Sport Fisheries Restoration Grant - Canal District Day Docks	22172	1,650,000	Executed 05/15/2023	September 30, 2025	Finalizing design/ Permits obtained	TBD	Quarterly	15th
Environmental Protection Agency (US Congressional Appropriation for Wetland Restoration)	City	TBD	N/A	2,500,000.00	PENDING - Approved by Appropriations Committee - further approvals Summer/Fall 2021 - need to decide what to fund	October 30 2030	TBD	N/A	N/A	N/A
<b>Total - Approved</b>				<b>19,318,271.00</b>						
<b>Previous/Phase 1</b>										
FDEP - SWAG - Water Quality	City?		NS085 (Nutrient Baffle Boxes)	328,125.00	Closed out - Executed June 24, 2021	December 31, 2022		Fall 2021	Final Report - Draft and Final	4/30/23, 6/30/23
FDOT	City?		US 41 Frontage Beautification Grant	100,000.00	Closed out - Executed Final Exec Date + October 1, 2021			Fourth Quarter 2021		
WCIND - #1 Canoe/Kayak Launch	BPC		Project No. S-409	600,000.00	Closed Out - Executed October 1, 2020	September 30, 2021		Fall 2021	Public Sector Quarterly Reports	1/10/21, 4/10/21, 7/10/21, 10/10/21
<b>*Additional Opportunities</b>										
SWFWMD - WQ	BPC				TBD					



## 2024 Giving Challenge Numbers You Should Know

**#1** The Bay team raised more Total \$\$ than any of the 700+ other non-profits (#1 in 2022)

**\$385K** Total \$\$ raised for The Bay (+59% vs. 2022)

**\$155K** Total \$\$ from **Donors** (+73% vs. 2022\*)

Total \$\$ from **Matches** (3X+ vs. 2022)

- \$230K**
- \$117K **Gulf Coast** Dollar-for-Dollar Community Challenge Match
  - \$56K **The Patterson Foundation** Strengthening Match
  - \$57K **Generous/ Enthusiastic Friends** of The Bay Match (10 people)

**675** **Unique** Donors (+60% vs. 2022, 791 total gifts)

**\$164** Average \$/gift (+7% vs. 2022)

**112** Most gifts in ONE hour (5X at 5! Klauber + Anonymous Friends match)

**500** Park Guests      **7** Non-Profit Partners

**12** FREE Events      **1** Pop-Up Giving Station

*One Park for All. One Day to Give.*

\* Excluding one large gift in 2022 + 2024



## 2024 Fundraising

<b><u>Initiative</u></b>	<b><u>Amount Raised</u></b>	<b><u>Gulf Coast Match</u></b>	<b><u>Total</u></b>
First Quarter 2024	\$ 400,213	\$ 315,708	\$ 715,921
April 2024	\$ 8,551	\$ 8,551	\$ 17,102
Giving Challenge	\$ 385,072	Included	\$ 385,072
	<b>Amount Raised 1/1 to 4/16</b>		<b>\$1,118,095</b>

<b><u>Initiative</u></b>	<b><u>Goal Amount</u></b>	<b><u>Gulf Coast Match</u></b>	<b><u>Total</u></b>
Business Partners	\$ 250,000	\$ 250,000	\$ 500,000
Friends of the Bay	\$ 250,000	\$ 250,000	\$ 500,000
Other Foundations	\$ 400,000	\$ 400,000	\$ 800,000
Lead Donors	\$ 800,866	\$ 800,866	\$1,601,732
<b>Remainder of '24 to Raise</b>	<b>\$1,700,866</b>	<b>\$1,700,866</b>	<b>\$3,401,732</b>

**Total 2024 Goal** **\$4,519,827**

2023 Carry Over (for Patterson Match) \$ 480,173 \$ 0 \$ 480,173

The Patterson Foundation Match **\$1,000,000**