

Historic St. Andrews Waterfront Partnership

1134 Beck Avenue • Panama City, FL 32401 • (850) 872-7208

Historic St. Andrews Waterfront Partnership

Board Meeting Minutes

January 9, 2018

Agenda Item I—Call to Order

Called to order at 7:05 am Tuesday January 9th by President Beverley Walterson.

Roll call:

Board of Directors Present: Gradi Morgan, Judy Stevens, Robbie Fehrenbach, Beverley Walterson, Vic Jones, Sean Lyon, Mynta Harbison, Dave Smith

Board of Directors absent: Mike Nichols

Attending Guests: See attached sheet

Management: Ryan Ledford

Agenda Item II-Approval of Minutes

The December 5th minutes were previously emailed to the Directors. Beverley called for comments or questions.

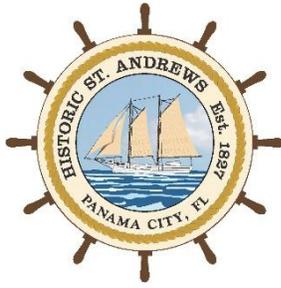
Motion: Mynta moved that the minutes be approved. All Approved

Agenda Item III-Chairperson's Report—Beverley Walterson

- A. Beverley read a Vision statement that better guides the board as to its direction for 2018—See attached.
- B. Beverley announced that the board workshop would be held January 16 and 17 at the Museum. The times are 6:00 PM until 8:00. If we finish on the 16th we will not meet on the 17th
- C. Beverley stated that for the workshop we plan to have a manual for the board members, a personnel manual, a market manual and other items for discussion.

Agenda Item IV: Treasurer's Report—Judy Stevens

- A. Judy passed out the financial reports. She explained that the boat parade netted \$2,277.00 plus the Legendary Marine contribution of \$2,500.00.
- B. Judy will contact Bookworm this week to finalize the contract with them for accounting.
- C. She will resolved the question of who prepares the 2017 Federal taxes this week.



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Carry-over:

Resolve bookkeeper issue and income tax preparation.

Agenda Item V: Old Business:

- A. Robbie expressed concern that there had not been a termite treatment this month. Onya said the company is Florida Pest Control. She will check.

Carry-over:

Onya will check on termite treatment and an annual inspection.

- B. Beverley reminded all that there is one board vacancy. We have several applications and Sean has those. The application period will stay open until January 15th. The nominating committee will narrow the list down and then have interviews.
- C. There was considerable discussion about signage for the wheelbarrow located at US 98 and Beck. Dave and Onya agreed to check into the status of the Panama City ordinance and see what can be done. Heather offered assistance once a decision is made.

Carry-over:

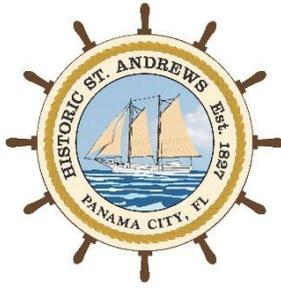
Dave and Onya will determine what can be done and report back including need of permits or not.

- D. Mynta said she had not had time to work on the Main Street project. She mentioned that many others like the Mayor would need to be contacted. She would work on that.

Carry-Over:

Mynta will develop a short overview for the board to consider.

- E. Onya reported that the 13th street project is progressing.
- F. Onya reported that the 12th street project is still on hold pending the AT&T pole issue.
- G. Onya reported that the Bayview parking lot is nearing completion. Wayne is to paint the parking bumpers and a fence is to be erected to better control traffic. It was pointed out that the way the bumpers are now arranged it appears that there is parking along 11th CT. Onya will check.
- H. It was reported that the city purchased the vacant lot at the corner of 13th and Beck for parking. It will be paved and paid parking.



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Agenda VI: New Business

- A. Insurance—we are waiting on quotes from Centurion. Other than that we have not found anyone to quote. It is up for renewal at the end of this month.
- B. Museum coordinator/Museum manager hours—Beverley reported that the Executive committee decided that it would be beneficial to change the coordinator's hours. In the future their hours would be from 8:30-5:30 Tuesday through Friday and 8:00-3:00 on Saturdays.

Motion:

Gradi made a motion to approve the hours and all accepted.

- C. Saturday operating hours—the museum will be open from 8:00-3:00 on Saturday. A volunteer will be relocated from the market to the museum. The coordinator will report to the museum following collection of funds at the market. For week days the museum is open from 1:00 – 5:30.

Motion:

Gradi moved to approve the hours and all accepted

- D. Market Logistics Coordinator—The Executive Committee recommended finding a contract person that would handle the setup and teardown of the market each Saturday thus relieving the coordinator to handle the Museum. It was discussed to increase the stipend to \$75.00 - \$100.00 per Saturday that there is a market.

Motion:

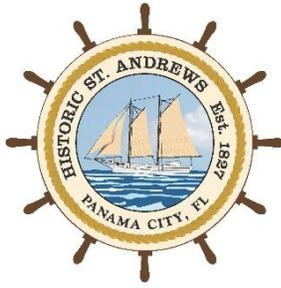
Judy made a motion to approve. All accepted.

Carry-over:

Ryan is to find a coordinator and negotiate a price.

- E. Memberships—It is felt that certain memberships are beneficial to the ongoing operation of the Museum. The following memberships were considered.
 - a. Bay County Chamber-Vic reported that the fees are as follows
 - i. The membership fee is \$215.00 per year and that includes 1 person. For each additional person it is \$54.00
 - ii. A full membership is \$375.00 which includes 1 person and each additional person is \$6.00
 - iii. If you have the 1 main contact and more that 2 additional people it is cheaper to get the full membership.
 - iv. After discussion on the benefits, it was decided to get a presentation by the Bay County Chamber and by the Panama City Beach Chamber to determine the best fit.

Carry-over: Vic is to arrange a presentation by each chamber



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- b. Visit Florida—Beverley discussed the benefits and it was agreed to fund the membership. The cost is \$395.00 per year. It was also discussed to add a blank to our visitor log “How did you find us” to help track the benefits of the different advertising methods we are using.

Motion:

Dave moved to accept both items—all accepted.

- c. WIP Membership. It was discussed that the WIP membership had been paid but that would be verified by Ryan.

Motion:

Mynta moved that if it had not been paid, then we should pay it. All accepted.

Carry-over:

Ryan to verify WIP membership paid

F. Marketing & Media

- a. Co-op Billboard w/Destination Panama City - An offer from Destination Panama City to Co-op a billboard on US 98 was discussed. It was decided not to take advantage of this opportunity and see what effect the wheelbarrow project brings.
- b. Get Out section in Bullet—The information needs to be updated. The Museum hours should be included. Ryan to handle. Advertising was also mentioned.

Carry-Over:

Ryan to update and email this week.

Beverley to get advertising prices.

Ryan to check about Google add words

G. Grant Opportunities

We have not been very successful in the past. Robbie reported that we are working on the Florida Humanities grant. We have to find a scholar to enhance the walking tour. It is a \$5,000.00 matching grant. The application is due March 1. We would be notified if we were successful by the end of March.

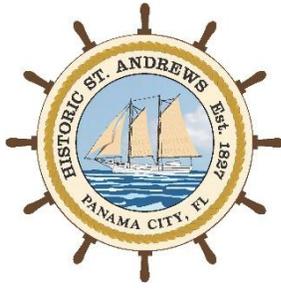
Ryan reported on the Food Access Grant. This involves WICK funding. It depends on the vendors agreeing to this. They will provide a presentation for the vendors. The grant is to help us expand the market or get more vendors. First we have to see if the vendors will accept the program. The application is due January 30.

Carry-over

Ryan to check to see if we are eligible and email all by Friday.

Beverley to have more information on the Visit Florida grants by next meeting

H. 2018 Events and Calendars



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Vic is working on calendars for the Partnership. There would be several calendars depending on the purpose and audience such as; museum, market, partnership, community.

Agenda Item VII Project Director's Report-Onya Bates

Onya presented a grant application from Ann Silcox who wants to do painting and wood repairs to the Lake Ware apartments. The original grant budget was \$50,000. This was \$10,000 more than normal to cover the Enzo's grant of \$19,000. However Enzo's has canceled its application due to other funding issues which left the entire \$50,000. The Copper Top grant is a not to exceed \$25,000 so that leaves \$25,000 in the budget. The work will increase the value of the property and thus provide funding back to the CRA. After much discussion \$10,000 was approved. Robbie asked what can be done for residential. Onya discussed, siding, windows, landscape—no roofing. Robbie suggested that we do something to focus on the residential market such as mail outs. Onya is to find out how many residential units there and what are the parameters for the grants.

Motion:

Dave moved that a \$10,000 grant be awarded to Ann Silcox. All accepted

Onya also passed out a time line for the CRA Plan Update—See attached. The presentation to the board is the first week of March. Everyone is encouraged to go to the presentation of the draft which is the February and March commission meetings. Onya will try to get a copy for the HSAWP February board meeting.

Due to commission meeting requirements, Ryan has to Onya estimates of the number of visitors 3 weeks out. Onya will pencil the correct number in the future.

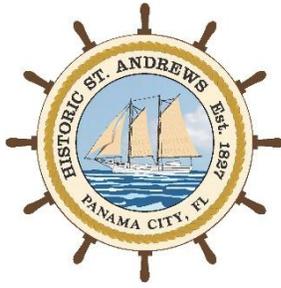
Beverley asked about the status of the budget. Onya will provide the status of each account in the future.

Agenda Item VIII—Museum Coordinator/Market Manager Report—Ryan Ledford

We had 320 visitors come through during the first 3 weeks of December. We ended the month at about 345. The weather in the last week was awful. We did not even have anybody show up for Hollywood Holidays. We had ?? here on the night of the boat parade, December 9th, for her opening. She had a good turn out and will be our event for January. She will have a workshop on linotype. The class is already full at 12.

Ryan was asked about these events not being on the HSAWP calendar. She said they were not but she can add them. It was requested that they be there at least 30 days in advance.

It was announced that the Mardi gras children parade would be February 2 and the main parade the 3rd. The Blessing of the fleet is April 13th.



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We had low turnout, 18-20, for the markets due to people out of town and it was very cold. We got a \$100.00 donation from one of our vendors for the market volunteers. It was suggested that we do some sort of volunteer appreciation with that money.

The vendor application for the market has been revised. Beverley suggested it be reviewed one more time before being put into use.

Ryan asked what date should the vendors have their annual fee in by. It was decided by the last market in January or the first time they were there after that.

Carry-over:

Plan volunteer appreciation event.

Review vendor market application—Ryan to email out

Agenda Item IX: Committee Reports

a. Museum Operation and Procedures—Robbie

- a. Flooring is almost complete but he got called away. He will then get back to us. Underneath the floor board at the door is the time capsule. I will pull it out and move the trap door in the floor. We will need to discuss this in the future.
- b. The wall hanging system is up and used at the last event and was successful.
- c. We are still working on the manual but pretty much down to the flow charts and graphs that need to be updated. When complete we will present it to the board and go over it.
- d. The Poem in your Pocket Day is being spearheaded by the library. It is in April.
- e. We are going to try to do something out of the museum for the Mardi gras and Valentine's Day. There will not be a market on Mardi gras day and the museum will be closed.
- f. The Pub Crawl is coming up, March 17th, fast and we are starting to work on it. We anticipate it being larger than last year. We started with 50 tickets and ended printing over 600.

Carry-over:

Get permit for Pub Crawl to close Bayview.

b. Events and Promotions

- a. We do not have a chairman for this committee.
 - i. Pub Crawl—March 17
 - ii. Dog Days—May 19

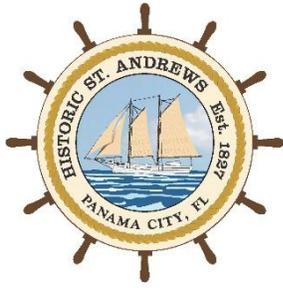
c. Project Planning

- a. This is a committee that communicates projects to the CRA

d. Nominating Committee—Sean Lyon

- a. Sean has the applications. The deadline for submittal is January 15.

e. Market Resource—Dave Smith



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- a. Dave is working on several approaches to increasing the number of vendors at the market.
- b. There was discussion about non-profits being invited to the market, i.e. Girl Scouts. It was decided that this was acceptable and encouraged.
- c. There was discussion about the competition from the beach market. Dave suggested to relook at the market and determine what is best.

Motion:

Robbie made a motion that once the parameters are determined concerning banners that Dave and Ryan go ahead and get a banner. Judy seconded and all agreed.

Agenda Item X—Items from the floor:

- a. The Governor Stone annual meeting is this Sunday at Land Mark Apartments.
- b. Brad Stevens--There has been a delay in the mural to be placed on Brad Stevens building. It will be completed this spring. I development order is in hand
- c. WMBB presentation on Mardi Gras. They will be carrying the parade live from St. Andrews, commercial free. This will be great for the community. Ads will scroll across the bottom.

Motion: Vic made a motion to approve a \$200.00 ad. It was agreed to.

Meeting adjourned 9:15

Respectively Submitted
Vic Jones, Secretary

Approved by:

Beverly Walterson, President

Attachments:

Guest List, Directors Meeting History, Carry-Over