

Historic St. Andrews Waterfront Partnership  
1134 Beck Avenue • Panama City, FL 32401 • (850) 872-7208  
[www.historicstandrews.com](http://www.historicstandrews.com)

**HISTORIC ST. ANDREWS WATERFRONT PARTNERSHIP**

Board Meeting Minutes  
Wednesday, February 13, 2019

**Agenda Item I – Call to Order**

Meeting called to order at 7:08 a.m. Wednesday, February 13, 2019 by Robbie Fehrenbach.

Roll Call: Board of Directors Present: Robbie Fehrenbach, Gradi Morgan, Vic Jones,  
Mynde Kelly, Mynta Harbeson, Judy Stevens, Sonya Caldwell.  
Board of Directors Absent: Dave Smith  
Management: Michelle Price

**Agenda Item II – Approval of Minutes**

The February Minutes were submitted prior to the March meeting for the Directors review. Robbie called for approval of minutes. Mynta motioned to accept the minutes for approval and Sonya seconded. None opposed, minutes were approved

**Agenda Item III – Agenda Review**

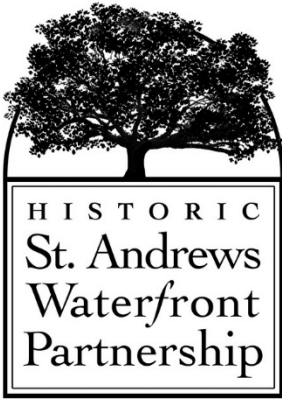
Moving Agenda 11 to Agenda 6 per Robbie  
Add New Business – Donation from Margaret West per Robbie

**Agenda IV – Board Elections for President, Vice President and Secretary**

- a. Asked for Motion to accept Robbie Farenbach as President, Gradi Morgan as Vice President, Mynde as Secretary, Mynta motioned to accept and Jan to seconded. None opposed.

**Agenda V – Market Manager’s Report**

- a. Market Growth since Hurricane Michael, 29 vendors were present this past market.
- b. Dannon has started a social media campaign to enhance market growth. The budget has been set to boost posts on social media.
- c. A gift basket at information booth has been a popular item for all new visitors and vendors who attend the market, which is where all email addresses come from to email upcoming events.
- d. Sponsorship packages for our market is being researched and sought after by Dannon.
- e. Vendor spotlight for Facebook live is another idea for soliciting our market vendors. Also going live on Facebook once a month at the market showing our different vendors to get market participation.
- f. Point system has started with our vendors for spots on beck avenue set up.
- g. Mardi Gras Market was discussed about location and Market could be rented for \$375 for vendors to set up during the Mardi Gras celebration. \$775 for the months total of cost to run the market. It was assumed that we could get 40 vendors into the space next to Sunjammers. The Mardi Gras Market would run until 8 p.m.



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**Agenda VI – President’s Report**

- a. Operation Clean Sweep was very successful with 137 volunteers who showed up to clean the streets of St. Andrews.
- b. Handed out summary of annual workshop and thanked everyone for their input.

**Agenda VII – Treasurer’s Report**

Vic submitted a Financial Report and reported that we have changed accountants.

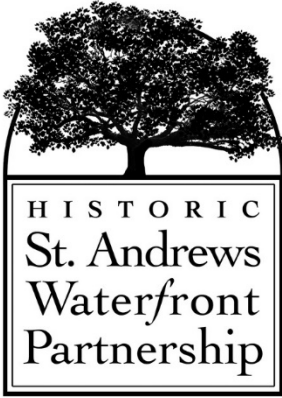
- a. Final report for Walking Tour app expenses and grant reimbursement. Robbie asked for a motion to accept Vic’s report and closing out the grant – Gradi moved, Mynta seconded. Motion approved.

**Agenda VIII – Old Business (On-going Action Items)**

- a. Market Shed has been repaired by Dannon.
- b. An incentive program was submitted for the Market Manager to receive more funds by hitting target goals. Robbie asked for motion to approve and Mynta made the motion and Gradi seconded it.
- c. We have decided to match Panacea’s \$1,000 donation to the schools and will wait to determine which schools will close before distributing those funds.

**Agenda IX – New Business**

- a. Robbie asked for motion to approve previously emailed Mission Statement for Historic St. Andrews Waterfront Partnership. Jan made the motion and Sonya seconded it. The new Mission Statement was approved.
- b. Robbie asked for motion to approve the new Committee Restructuring. Vic made the motion and Jan seconded it. Motion approved.
- c. Board of Directors Eligibility boundaries were determined. Jan made the motion to change in the bylaws and Mynta seconded it. Motion approved.
- d. Board Recruitment: 3 seats to fill. Board members asked to send applications to interested parties.
- e. Short-Term Goals were discussed and assigned to each individual to execute.
- f. Long Term Goals were discussed and will be ongoing by discussing at each meeting.
- g. Robbie submitted new HSAWP logo for approval. Vic requested a style guide to specify when to use the HSAWP logo and when to use the community logo. Robbie asked for a motion and Gradi made the motion and Mynta seconded it. Sonya suggested changes to the logo. The logo design still is not finalized but will be very soon and we can start using it.
- h. The West family graciously donated some historic documents, letters and items for the museum, i.e. 1890s typewriter that had belonged to George and Lillian West. In addition, asked for approval to discard some old newspapers that are in such bad shape that they are not worth trying to keep or restore. Most are duplicate copies. The copies that the library does not have will be donated to the Bay Co. Library to be scanned and archived but the scanning process will destroy them so those copies will not be returned to us. Robbie asked for a motion to approve and Mynta made the motion and Vic seconded it. Motion approved.



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- i. Sonya purposed a brick paver fundraiser and a web-based program that would not cost us anything and we would not need to do any work other than promote our brick paver program. Need to determine location. Coordinate with City about installation.

**Agenda X – Executive Director’s Report – Michelle**

Michelle gave out printed year-end report as well as monthly reports for December and January and asked everyone to look it over. As the meeting was running long, she opted not to read everything by line item.

- a) Discussed upcoming events and what is needed from board members for each.
- b) Asked for approval to be included in the PCB Map. Sonya moved. Gradi seconded. Motion approved.
- c) Chair sponsorship program. 8 sponsors so far. Need 4 more.
- d) 2020 is building’s 100<sup>th</sup> anniversary. Discussed making 100<sup>th</sup> anniversary theme of Soiree.

**Agenda XI – CRA Manager**

- a. Jared Jones and Mike Nichols were both present for this meeting. Jared Jones reported 1,400 Water accounts disconnected which helps determine how many people have moved from the area.
- b. It was discussed that applications were being collected for a new CRA Program Manager.
- c. The New City Hall will have its grand opening on Feb. 22, 2019 from 10 a.m. to 2 p.m. and everyone is invited.

**Agenda XIII – Adjourn Meeting at 8:51 a.m.**

Submitted by Myde Kelly, Secretary

Approved by:

Roberta Fehrenbach  
President