

# City of Marco Island Florida

*51 Bald Eagle Drive  
Marco Island, Florida  
cityofmarcoisland.com*



## Meeting Minutes

**Tuesday, November 16, 2021**

**1:00 PM**

**Community Room**

### **Marco Island Community Parks Foundation, Inc.**

***Chair: Erik Brechnitz***

***Vice-Chair:***

***Treasurer: Dr. Carlos Portu***

***Secretary: Joan Taylor***

***Directors: Rene Champagne, David Cox,  
Mike Ilitch, Jr., Jim Richards***

## **(1) CALL TO ORDER**

*Chair Brechnitz called the meeting to order at 1:00 P.M.*

## **(2) ROLL CALL**

### ***Also Present***

*Ms. Robyn Bonaquist, President & CEO, B-Squared Advertising*

*CITY STAFF:*

*Mr. Timothy Pinter, Director of Public Works*

*Ms. Samantha Malloy, Manager of Parks, Culture & Recreation*

## **(3) APPROVAL OF MINUTES**

Approval of Marco Island Community Parks Foundation Meeting Minutes of  
October 19, 2021

**Attachments:** [Meeting Minutes of October 19, 2021](#)

**MOTION by Director Champagne, seconded by Vice-Chair Obando, that the  
Meeting Minutes of October 19, 2021 be Approved. MOTION CARRIED BY THE  
FOLLOWING VOICE VOTE:**

## **(4) STAFF COMMUNICATIONS**

*None.*

## **(5) OLD BUSINESS**

Discussion - Entrance and Boardwalk Renderings

**Attachments:** [Scope of Services](#)  
[Entrance Rendering](#)  
[Boardwalk Rendering](#)

*Public Works Director Timothy Pinter presented a revised rendering and estimated per unit cost of the proposed Veterans' Community Park entrance gateway design structure(s) as prepared by Kimley-Horn Planning & Design Consultants. He followed this with a discussion of the estimate that he had received from Manhattan Construction Group, Inc. on installing 12,000 feet of Ipe hardwood decking to provide a continuous along-the-water, lighted boardwalk pathway from Veterans' Community Park toward The Esplanade Shoppes on Collier Boulevard.*

*The Foundation Board requested that Mr. Pinter: 1) seek one or more alternative estimates for the proposed boardwalk project, and; 2) evaluate and compare the benefits and costs associated with utilizing composite decking materials as an alternative to the proposed Ipe hardwood lumber.*

## (6) NEW BUSINESS

Establish Foundation Mission Statement / Advertising & Marketing  
Proposal - Director Obando

Attachments: [Report](#)

[Advertising & Marketing Proposal](#)

*Vice-Chair Obando introduced Ms. Robyn Bonaquist, President & CEO of B-Squared Marketing, to share an overview of her company's proposals and resources to facilitate the Foundation's objectives in generating public awareness and donor engagement in support of the Foundation's fundraising expectations.*

*Following engaging dialogue between the Directors and Ms. Bonaquist, the Foundation Board elected to engage B-Squared Marketing in: 1) the creation of logo design alternatives, and; 2) the initiation of steps to establish a stand-alone Foundation website, the creation of an informational 'rack brochure', and the development of a Foundation-specific letterhead design.*

*The Foundation Board also set December 14, 2021 at 1:00 P.M. as the date and time of its next meeting, and identified the following agenda items:*

*1) Review of proposed Foundation logo alternatives and the selection of the Foundation's logo (B-Squared Marketing)*

*2) Review and approval of the 'Top 20' naming rights opportunities for Veterans' Community Park (Treasurer Portu)*

**MOTION by Vice-Chair Obando, seconded by Treasurer Portu, that B-Squared Marketing be authorized to: 1) develop Foundation logo design alternatives; 2) create an informational 'rack brochure' concept; 3) initiate steps to secure and design a stand-alone Foundation website, and; 4) create a Foundation letterhead design in an amount not to exceed \$9,920, be Approved. MOTION CARRIED BY THE FOLLOWING VOICE VOTE:**

*Vice-Chair Obando presented the Foundation's proposed Mission Statement as follows:*

*"The Mission of the Marco Island Community Parks Foundation is to gain support from the Community to enhance Marco Island parks and recreational programming."*

**MOTION by Vice-Chair Obando, seconded by Treasurer Portu, that the Mission Statement be Approved and Adopted as presented. MOTION CARRIED BY THE FOLLOWING VOICE VOTE:**

## (7) DIRECTOR COMMUNICATIONS

*No additional Director Communications were voiced.*

## (8) PUBLIC COMMENT

*No members of the public came forward to offer comment.*

## (9) ADJOURN

*There being no further business before the Foundation Board, the meeting adjourned at 1:48 P.M*

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*Erik Brechnitz, Foundation Board Chair*

ATTEST:

\_\_\_\_\_  
*Lina Upham, Deputy City Clerk*

PREPARED BY:

\_\_\_\_\_  
*Jim Kornas, Recording Specialist*