

City of Marco Island Florida

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



Meeting Minutes - Final

Tuesday, February 16, 2021

1:00 PM

Community Room

Marco Island Community Parks Foundation, Inc.

Chair: Erik Brechnitz

Vice-Chair: Christina Obando

Treasurer: Dr. Carlos Portu

Secretary: Laura Litzan

*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

- Present** 5 - Chair Brechnitz, Vice-Chair Obando, Treasurer Portu, Director Richards, and Secretary Litzan
- Absent** 3 - Director Champagne, Director Cox, and Director Ilitch Jr.

Also Present

Michael McNees, City Manager
Casey Lucius, Assistant to the City Manager (via Zoom remote connection)
Daniel J. Smith, Community Affairs Director
Samantha Malloy, Manager of Parks, Culture and Recreation
Martin Luna, Video/Broadcast Technician

(3) PLEDGE OF ALLEGIANCE

The Pledge was not recited at this meeting of the Foundation Board.

(4) APPROVAL OF THE AGENDA

No Motion was solicited to approve the Agenda at this meeting of the Foundation Board.

(5) APPROVAL OF MINUTES

[ID 21-1359](#) Approval of the Minutes of January 27, 2021 and February 2, 2021

MOTION by Treasurer Portu, seconded by Vice-Chair Obando, that the Minutes of January 27, 2021 and February 2, 2021 be Approved. MOTION CARRIED BY THE FOLLOWING VOTE:

Yes: 4 - Chair Brechnitz, Vice-Chair Obando, Treasurer Portu and Director Richards

(6) STAFF COMMUNICATIONS

No Staff Communications were offered during this portion of the Agenda.

(7) OLD BUSINESS

- A. Update Regarding Logo Design - Director Richards

Director Richards updated the Board on his plan to encourage those with graphic design talent at the Marco Island Center for the Arts to apply their skills in the development of a logo for the Foundation. Envisioning a competitive recognition contest to generate a number of rich and varied submissions, Director Richards led the Foundation Board in exploring symbols, historical elements and unique characteristics of Marco Island that could help inform and guide the direction of the proposed logo designs.

B. Update Regarding Local Marketing Agency - Director Cox

In Director Cox's absence, Chair Brechnitz provided an update on Director Cox's initial outreach with several local marketing agencies, and he noted Director Cox's intention to provide a full report at the next meeting of the Foundation Board.

C. Update Regarding Communications Point of Contact & Marketing Manager - Chair Brechnitz

Chair Brechnitz summarized his discussions with City Manager McNees on this topic and noted that Assistant to the City Manager Casey Lucius and Foundation Board Secretary / City Clerk Laura Litzan will act in this capacity with the Foundation Board.

D. Update Regarding Budget Estimate - Vice-Chair Obando

Vice-Chair Obando discussed several of the key marketing tools that she had identified as necessary in initiating and enabling an effective Foundation marketing and communications effort, and she and the Directors in attendance shared ideas and alternatives to get the effort 'up-and-running' as quickly as possible.

E. Update Regarding Mission / Vision Statement - Treasurer Portu

Treasurer Portu led the Board in a discussion of potential structures, walkways and embellishing features that could be funded through the Foundation's efforts to significantly enhance the impact of the City's bandshell project and the surrounding environment. Recognizing that public projects which improve pedestrian access and greenspace could be eligible for offsetting government and private agency grants, the Board asked City Manager McNees to conduct an initial assessment of potential resources that could be solicited in support.

Additionally, Parks, Culture & Recreation Manager Samantha Malloy was asked by Chair Brechnitz to identify the appropriate leadership parties in charge of the Holiday Inn Hotel and Winn-Dixie's corporate office who could be contacted to engage with the Foundation Board in the development of its surrounding enhancement plans.

F. Discussion of Naming Rights Policy

Secretary Litzan directed the attention of the Board to the local municipal examples provided in the pre-meeting package, and she promised a comparative review and discussion at the Board's next meeting.

(8) NEW BUSINESS

Chair Brechnitz and City Manager McNees shared a draft of the Non-Binding Confidential Term Sheet for a proposed gift to the Foundation by the Ilitch family, and they indicated the intention to review and solicit City Council support for the provisions outlined in that document at the February 22nd meeting of the Council.

(9) DIRECTOR COMMUNICATIONS

Treasurer Portu briefly referenced the Kimley-Horn presentation to the Parks & Recreation Advisory Committee scheduled following this meeting of the Foundation Board, and he promised a complete report at the Board's next meeting.

(10) PUBLIC COMMENT

No public comments were brought forward at this meeting of the Board.

(11) ADJOURN

There being no further business before the Foundation Board, the meeting adjourned at 2:02 P.M.

Erik Brechnitz, Foundation Board Chair

ATTEST:

Laura Litzan, Secretary, City Clerk

PREPARED BY:

Jim Kornas, Recording Specialist