

**HORIZON FOUNDATION, INC. BOARD OF DIRECTORS
MEETING MINUTES
February 23, 2018**

Members Present:

Gray Davis	Dan Eveloff
Chauncey Goss	Gary Griffin
John Manning	Gail Markham
Jennifer Nelson	Amy Quaremba
Robbie Roepstorff	Russell Schropp
Ben Siegel	Jim Wilson

Members Attended via Teleconference: Chris Spiro

Members Absent:

Greg Adkins	Dennis Boback
Dane Eagle	Randy Henderson
Michael Martin	David Miller

Staff and Guests Present:

Warren Baucom	Rebecca Czyn
Antranette Forbes	Tiffany Grint
Pamela Johnson	Amy McQuagge
Melanie Schmees	Dilman Thomas (Horizon Foundation Chief Fundraising Officer)

I. CALL TO ORDER

President Gary Griffin called the meeting to order at 8:26 a.m.

II. APPROVAL OF MINUTES

A motion to approve the minutes of the January 5, 2018 meeting was made by Russell Schropp, seconded by Gail Markham, and unanimously approved.

III. PRESIDENT'S REPORT

Griffin introduced Dilman Thomas as the Horizon Foundation's new Chief Fundraiser. Thomas thanked the Foundation for the opportunity to re-engage in the community. His plan is to first focus on the 2017 Investors, and perhaps get them to rejoin at a higher investor level. He also has leads on a few new investor opportunities, and encouraged members to advise him of networking events or new leads to be followed-up on. Thomas will share any feedback he receives from current and potential members and investors with the Board for consideration.

IV. TREASURER'S REPORT

Griffin discussed the current transition period between the EDO and Sharon Brotherton, the new bookkeeper for the Horizon Foundation. The Horizon Foundation is now under contract with ShaBro Alternative Office Solutions. A meeting was held the second week of January in which the turnover officially separated the Horizon Foundation's fiscal operations from the EDO. Griffin, Thomas, Brotherton, Antranette Forbes, Gray Davis, and Dan Eveloff also attended the meeting.

Forbes stated that there are still outstanding items to be completed before closing out the FY2017 books, that include (1) Outstanding invoices from 2017 are still arriving (2) Per the previous audit, bookkeeping oversight of all entries is required, (3) Ashley Brown is currently reviewing all journal entries, reconciliations, etc.

Once Ashley Brown CPAs provides their report, Brotherton will be able to close out December 2017.

Any new funds and/or invoices for 2018 have been handed off to Brotherton, copying Griffin and Eveloff for review before processing. An approval process will be set up by Brotherton for future transactions.

Forbes has also been in contact with Brotherton so she is aware of all updates. Brotherton will have the collective financials from December of 2017 to the present available at the April 27 Foundation meeting.

V. UNFINISHED BUSINESS

a. Horizon Foundation and IDA Agreement

Griffin noted that the Board had previously granted him the authority to enter into a contract with the IDA at the last meeting. The contract was executed and is included in the meeting package. Griffin again thanked the IDA for funding the 1099 fundraising position.

b. Funding the Attainable Housing Report (Contract)

Russell Schropp discussed the contract between the Attainable Housing Coalition of Lee County and Jaimie Ross of the Florida Housing Coalition. Ross was contracted to identify specific and actionable strategies for addressing the attainable housing needs in Lee County by offering strategic guidance and a written report. The report is targeted for completion in May of 2018.

The Foundation was approached to help fund the \$10,000.00 study. The Foundation would fund \$5,000.00 towards the contract and the Realtor's Association would fund the other \$5,000.00. A check from the Foundation would be made out directly to the Florida Housing Coalition for \$5,000.00.

A motion to approve funding half of the cost of the contracted \$10,000.00 attainable housing study report (\$5,000.00 paid by the Realtor's Association and \$5,000.00 paid by the Horizon Foundation) was made by Markham, seconded by Chris Spiro, and unanimously approved.

c. Economic Development Marketing Plan Update

Pamela Johnson stated that the Board was previously presented with a marketing concept; and other promotion strategies EDO would like to accomplish going forward. The next step requires that an advertising agency must be identified and entered into contract with to develop a formal Scope of Work, develop creative, make the media buys, etc.

As financials are now separated between the Foundation and the EDO, a formal, County RFP process would have to take place. In order to move things forward, EDO plans to piggyback onto an existing contract the Lee County Visitor and Convention Bureau (VCB) has with its agency of record, MMGY Global (MMGY). MMGY has a local office and is headquartered in Kansas City, MO.

This would enable the EDO to move forward with the development and implementation of a marketing plan. The VCB currently spends more than \$12,000,000.00 annually on advertising and promotion of Lee County, and the additional funds from EDO is estimated to be under \$500,000.00. The VCB currently has three, one-year agreements with MMGY that started in FY17-18.

The process to add on the VCB's Board approval procurement contract with MMGY Global would require additional Board of County Commissioners' approval. This would be a swifter approach to the county procurement process, and using an agency that already promotes the destination for tourism could be a potential cost savings for images, video and digital assets already owned by the VCB, that could be repurposed for EDO use.

Robbie Roepstorff questioned how much the Horizon Foundation would be responsible for. Johnson clarified that MMGY had not been contacted yet, and the appropriation of funds have not been discussed.

Spiro asked that the Outreach & Marketing committee, in coordination with Amy McQuagge, review the scope of work that MMGY Global would provide, so they could gauge the percentage of the budget fees specifically to media, percentage costs, etc.

Ben Siegel asked if there was a conflict of interest with the agency. Johnson mentioned that the VCB does not allow for MMGY to work with any other beach destination firm in Florida, and Spiro noted that MMGY does not currently contract with any other EDO organization.

Griffin noted that the Horizon Foundation budget approved a \$375,000.00 contribution towards the EDO marketing efforts for FY18.

VI. NEW BUSINESS

None.

VII. MEMBER & PUBLIC COMMENTS

VIII. ADJOURN

With no further business, the meeting adjourned at 9:01 a.m.