

**BLUEWATER BAY MSBU**  
BOARD OF DIRECTORS  
STRATEGIC PLANNING MEETING  
FEBRUARY 11, 2014

**I. Call to Order**

Chairman Steve Hall called the meeting to order at 5:00 p.m. Present were Directors, Steve Hall, Judy Griffin, Jonathan Tallman, Debbie Stretch and Felix Beukenkamp. The presence of a quorum was confirmed. Representing Bluewater Management Services were Darlane Landsberger, Meredith Collins, Laura Cohen and Megan Alford. Representing Valleycrest was Jason Connor, Charlie Bland, Bailey Miller, Danny Wilcox and James Mills. Also in attendance was Karl Welhart.

**II. Strategic Plan and 2014 Strategic Plan Ideas**

Mr. Hall welcomed everyone to the meeting and reported that this is the second planning session with the new Board of Directors. Mr. Hall asked the Board if they had any comments from the last planning session.

Ms. Griffin reported that the Board needs to define the goals for fiscal year 2014 and prioritize to insure completion of the projects. Also, long-term goals need to be discussed and resident input established to help identify items important to the community.

Mr. Hall reported that the five items in the MSBU Vision, discussed at the last meeting, are a good basis to establish action items:

1. Promote a strong sense of community and enrich the quality of life for its members
2. Ensure that the community is attractive, well-maintained and safe
3. Provide safe and attractive roads, sidewalks and park like areas for residents to enjoy
4. Contribute positively to the members' investment in Bluewater Bay by preserving property values; guaranteeing that pursuit of excellence in all of the Association does is its guiding principle
5. Maximize partnership with County and Community resources

Mr. Hall also suggested that the Board should also consider:

- Sponsoring businesses and community organizations
- Examine how the MSBU Board conducts themselves, their business, interactions with contract staff and how they engage with members of the community
- Mr. Hall reported that he wishes to meet with the staff a few days before meetings and recommended the Board participate in generating the agenda for each meeting. Also, have staff provide all pertinent materials prior to the meeting to allow review.
- Ms. Griffin recommended submitting all Board items two (2) weeks before the meeting to staff with the Board receiving all items one and a half weeks prior to the scheduled meeting. Mr. Beukenkamp recommended that Mr. Hall review all of the final agenda items and approve prior to distribution to the Board.

Mr. Hall reported that the financial reports that come from Okaloosa County are forwarded to Management at the end of the first week of the month which leaves very little time to prepare reports to the Board prior to the monthly meeting. Mr. Hall reported that Management is keeping track of all expense items within QuickBooks and then when the County sends the income information, the reports are finalized. Ms. Landsberger asked if the Board would consider moving the MSBU meeting to the third Tuesday to ensure that accurate financial reports reflect the prior month's data. Mr. Beukenkamp recommended using a one-page report that is easy to understand and provide a comparison to the prior year. Historical information is

pertinent to current financial decisions. Ms. Landsberger also distributed a graph that represented Income and Expense by Month for October 2013 through January 2014.

The January 2014 financials were discussed and Mr. Hall asked Management about the \$39,177.70 Accounts Receivable line item on the Balance Sheet. Ms. Landsberger explained that it represents the outstanding MSBU tax revenue. Ms. Landsberger also reported that the "\$30,000" error reported last month was actually closer to \$58,000 resulting from the County posting error in November of 2012. Mr. Beukenkamp recommended that the Board and Management monitor the County financial data very closely to ensure no errors are made in the future.

Mr. Hall asked the Board for suggestions on what type of financial reports they prefer. All Board members like the one-page County report as an overview. Mr. Tallman stated that he likes to see the Expense by Vendor Detail which provides vital information such as to whom payments are made, the dates and a description of service. This report shows exactly where the money is being spent and that is very important. Mr. Beukenkamp asked that the title of the Profit and Loss report be changed to read "Financial Statement" or "Expense & Income Statement". Mr. Beukenkamp agreed to send recommendations to Ms. Landsberger to be forwarded to Mr. Tallman for approval.

Mr. Hall reported that at the next meeting the Board will discuss the meeting week change and make a decision at that time. Mr. Hall also asked the Board for a list of items for the March meeting agenda.

Mr. Beukenkamp reported that it would be good to have a lighting map from Chelco. Ms. Landsberger reported that Management has a large map in the office. Mr. Beukenkamp also volunteered to go through all of the neighborhoods and review the lighting to determine community. He will also contact homeowners for recommendations. Ms. Griffin reported that some roads that are not within the Community Service area have designated individuals paying for the streetlights. Ms. Griffin inquired about using solar lighting vs. electrical. Mr. Beukenkamp reported that it will be costly in the beginning, but more cost efficient in the long run. Chelco is in the business of electric lighting but may be able to help determine the feasibility. Ms. Landsberger reported that initially the MSBU was going to install the "Acorn" style streetlight fixtures like the one at Garden Oaks Way and Bay Drive. Therefore, several of the associations she represents installed the Acorn style in their common areas. Bay & Bayside Villas, Marina Cove Townhomes, and Lakeside Village Condos were among those who upgraded lighting. Chelco had a program that allowed free installation for the replacement fixtures and charged only boring fees along with the monthly maintenance and electric use fee. Mr. Hall agreed that this is good information and reported that the item falls under the MSBU Vision number 3. The insufficient lighting and possible safety should be among the concerns in regards to lighting.

Ms. Griffin discussed the Bluewater Bay "digital" map that Landscape Architect, Brad Davis had proposed last year. The map would include infrastructure such as utilities, irrigation, landscape features, roads and boundaries. It would be a valuable tool for future planning. Ms. Griffin reported that last year the Board voted on acquiring a Master Plan for the community but did not follow through. She recommended this issue remain a priority. Mr. Beukenkamp recommended the Board work with the County to obtain access to the mapping systems they available which may save the MSBU money. Also, Mr. Beukenkamp referenced a commercial map he has used for years for reference. Ms. Landsberger reported that the map was produced by Raimund Herndon and she will contact him for permission to distribute an electronic copy. Mr. Hall stated that the Board needs to discontinue the use of "paper" maps and use available technology to produce maps for use on the MSBU website.

Ms. Stretch reported that she spoke with Ms. Paige Floyd Hart, Zone 5, Representative for the Citizen's Advisory Committee to the Okaloosa County Board of County Commissioners discussed the possibility of installing a fitness park in the area between the two Troons. Ms. Griffin thought that was a great idea and recommended also looking at the area between Oakmont and Southwind because of amount of space available. Mr. Tallman asked about the walking path between Muirfield and Southwind which could be included in a plan. Ms. Landsberger reported that the area belongs to the County and would be a great area to include. Ms. Stretch reported that the fitness park will cost an estimated \$17,000.00 to build and recommends that she invite Ms. Paige Floyd Hart to attend the March Board meeting to discuss the possible project. Ms. Stretch also

reported that she received an email from a homeowner who has two (2) handicapped children and has been researching some ideas for a park area to accommodate handicap children and will share the information. Board members discussed the possible upgrade of the Woodland Park to include the handicap features. Mr. Hall recommended contacting Bluewater Bay Resort to inquire about the availability of the natural areas for community use, since they reduced the 36-hole golf course to a 27-hole course.

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Submitted by: Meredith Collins

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Approved by: Steve Hall