

# **Baytowne Wharf Neighborhood Association**

## **Board Meeting Minutes 3-21-2025**

**Board Members Present**-Mike Elmore, Kelly Schwartz, Dawn Smith, Yossi Biton, and Kitty Whitney.

**Others present**-Alan Meyers (BWNA) and Adam Polimeni (SDI Real-estate)

- The meeting was called to order at 11:02 a.m. Mike Elmore, Dawn Smith, Kelly Schwartz, Yossi Biton and Kitty Whitney were present. Quorum established.
- Meeting Notice was posted March 19<sup>th</sup>, 2025 at 10:30 a.m., which meets the 48hr requirement for Board meetings.
- Dawn Smith made a motion to accept the meeting minutes from December 17<sup>th</sup>, 2025. Mike Elmore seconded the motion. Kelly Schwartz abstained and the remaining members voted in favor. Motion passed.

Subject: Appointment of Board Officers

- Kitty Nominated Mike for President. All members were in favor.  
Kitty nominated Kelly for Vice President. All members were in favor.  
Mike nominated Kitty for Secretary. All members were in favor.  
Kitty nominated Dawn for Treasurer. All members were in favor.

Subject: Agilant Solutions AI Quote

- Andrew Cox talked with the Board about an artificial intelligence system for the security cameras at Baytowne. He went on to say that the system would be able to incorporate weapon detection, missing children, specific vehicles, as well as access within certain times any time, day or night. All the alerts could be sent to the property manager, security, and or the SOA. The proposal presented included three years of artificial intelligence, software maintenance and support, as well as providing server

maintenance and warranty. Alan asked what happens after year three. Andrew replied that we would need to enter into a yearly maintenance contract for both the software and the hardware that would equate to about \$8k a year. Andrew also went along the say that the technology could also detect smoke/fires. Mike Elmore asked about the capacity of the server and its ability to store all the large files. Alan mentioned that with this system in place, he could view the alert and determine whether or not the video footage needs to be stored on another hard drive for safe keeping and free up space on the AI server. The current quote was to have AI with unlimited analytics on 10 cameras, but more cameras could be added to the system. Mike Elmore made a motion to approved the Agilant proposal as presented. Kitty seconded the motion with all members voting in favor.

Subject: Airport Digital Marketing

- Alan provided some background information regarding the use of billboards and other forms of marketing. In a merchant meeting approximately 8yrs ago, many merchants voiced they thought billboards and even some of the digital screens at the airport were good ways to market. The BWNA entered into many agreements to secure billboards as well as some of the digital screens at the airport. Fast forward, many of the advertising applications significantly increased in pricing and there are now more opportunities to do targeted social media marketing. The Board elected to not renew the digital boards at the VPS airport and focus on more targeted social media ads.

Subject: Hilton Grand Vacation Gift Cards

- Mike Elmore wanted to discuss the program with the Board. Alan explained that the BWNA currently subsidizes 25% of the gift card purchase that can be used within the Village. Based upon the usage from last year, it cost the BWNA approximately \$10k. Mike said that he was in fact a HGV member but didn't understand why we helped subsidize those gift cards as the guests were already a captive audience to the Village due to proximity. Mike Elmore made a motion to terminate the subsidizing of the gift card program. Kitty seconded the motion with all members being in favor.

Subject: Baytowne Improvement Cooperative

- At some point there was a discussion regarding the contribution of funds to help terminate leases with Island Clothier and Rocket Fizz so new merchants, Sugar Planet and Candy Era, could begin buildout and occupation of the spaces. Kitty gave a little history on the past subsidies that were granted to help secure merchants such as provisions. She remembers discussions that David Ralph, former Board President, had had regarding some of the new upcoming merchants, Sugar Planet and Candy Era, and that some of the requested contributions had not been finalized. Kitty made a motion to contribute \$50k to BVR to help subsidize the buyout of former tenants as well as the buildout for Sugar Planet and Candy Era. Mike Elmore seconded the motion. Yossi and Kelly abstained from the vote. Dawn voted in favor. Motion passed.

Subject: Fisher House Gumbo Donation

- Alan presented a P&L of the Gumbo Festival, stating that revenue was a little better than anticipated and that expenses were also a little lower. Alan recommended contributing a little more than the \$5k budgeted for the event. Kitty made a motion to donate \$7,500 to Fisher House of the Emerald Coast and \$1,500 to Sandestin Investment for Kids. Kelly seconded the motion with all members being in favor.

Subject: Possible Board Dates

- Alan provided a schedule for Board dates for the rest of the year. The Board could add additional dates as needed, but the set dates would be June 5<sup>th</sup>, August 7<sup>th</sup>, October 2<sup>nd</sup>, and December 4<sup>th</sup>.
- Kitty made a motion to adjourn the meeting at 12:17pm. Dawn seconded the motion with all members in favor. Meeting adjourned.

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