



Board of Directors Meeting

January 22, 2025, at 1:30 p.m. CT
Escambia County Commission Chambers
221 Palafox Place, Pensacola, FL 32502

1. Call to Order

2. Roll Call

3. Approval of Board Agenda

Recommend the Board approve the January 22, 2025, meeting agenda.

4. Approval of November 13, 2024, Board Minutes

Recommend the Board approve the November 13, 2024, meeting minutes.

5. Election of 2025 Chairman and Vice Chairman

Recommend the Board elect a Chairman and Vice Chairman for 2025, and affirm members of the Board of Directors.

6. Recognition of Service

- a. Mayor Cherry Fitch, City of Gulf Breeze
- b. Senator Doug Broxson, Florida Senate District 1

7. Staff Updates

- a. Director's Update
- b. Technical Update
- c. Outreach Update

8. Action Items

a. Approval of 2025 Appointments to the Finance Subcommittee

Recommend the Board select 2025 appointments to the Finance Subcommittee.

b. Approval of the FY23-24 Fourth Quarter Financial Report

Recommend the Board approve the FY23-24 Fourth Quarter Financial Report.

c. Affirm 2025 Bank Signature Authority

Recommend the Board affirm calendar year 2025 signature authority for the Chairman, Vice Chairman, and Executive Director for Pensacola and Perdido Bays Estuary Program's Hancock Whitney Bank accounts.

d. Approval of Issuing a Purchase Order to idgroup, in the amount of \$14,500, for the PPBEP Strategic Plan.



Recommend the Board approve and authorize the Executive Director to execute a purchase order with idgroup, in the amount of \$14,500, to complete the PPBEP Strategic Plan.

e. **Approval of Transmitting a Letter of Appreciation Regarding National Estuary Program Designation**

Recommend the Board approve transmitting a letter of appreciation to Senator Rubio, Senator Scott, Congressman Dunn, and Congressman Bean for their leadership in passing Senate Bill 50, the Pensacola and Perdido Bays Estuaries of National Significance Act.

9. Committee Updates

10. Board Updates

11. Public Comment

12. Adjourn



Board of Directors Meeting Minutes

November 13, 2024, at 1:30 p.m. CT
Escambia County BOCC Chambers
221 Palafox Place, Pensacola, FL 32502

[Meeting Recording](#)

Members Present

Mike Kohler, Chair	Escambia County
Colten Wright, Vice Chair	Santa Rosa County
Vernon Compton	City of Milton
Cherry Fitch	City of Gulf Breeze
Jared Moore	City of Pensacola
Woody Speed	City of Orange Beach

Members Absent

Mike Norberg	Okaloosa County
Kerry Smith	Santa Rosa County

Interested Parties Present

Matt Posner	PPBEP
Whitney Scheffel	PPBEP
Logan McDonald	PPBEP
Haley Gancel	PPBEP
Bailey Walkinshaw	PPBEP
Paige Lansky	PPBEP
Zach Schang	PPBEP
Kate Dawson	Moffatt & Nichol
Dillon Draughn	Baskerville-Donovan Inc.
Thomas Derbes	FL Sea Grant

1. Call to Order

2. Roll Call (*Matt Posner, Executive Director*)

Staff called the roll. A quorum was present.

3. Approval of Board Agenda

Mayor Cherry Fitch (City of Gulf Breeze) made a motion to approve the agenda. Woody Speed (City of Orange Beach) seconded the motion. The motion passed unanimously.

4. Approval of September 24, 2024, Board Minutes

Commissioner Colten Wright (Santa Rosa County) made a motion to approve the September 24, 2024, meeting minutes. Woody Speed (City of Orange Beach) seconded the motion. The motion



passed unanimously.

5. Staff Updates

a. Director's Update (*Matt Posner, Executive Director*)

i. Introduction of New Staff Member

Staff welcomed the newest team member, Zach Schang, filling the Project Coordinator role.

ii. Restore America's Estuaries Summit

Staff served on three panel sessions at the Restore America's Estuaries (RAE) Summit in Washington, D.C. from October 6th-10th.

iii. National Estuary Program (NEP) Designation

Staff met with representatives while in Washington D.C. for the RAE Summit to discuss potential pathways for the NEP designation. The first two options would be passing either the independent bill or the bill as part of a clean water package by the end of the calendar year. If neither option passes before the end of the calendar year, then staff could pursue the designation as part of the reauthorization for the National Estuary Program in January 2025.

iv. Program Truck

The program truck arrived after being on order for ten months; the vehicle will be primarily used for field work and outreach.

v. Bronson Field Site Visit

Staff met with personnel from NAS Pensacola, The Nature Conservancy, and Moffatt & Nichol for an initial kick-off meeting to discuss the overall vision and options for Bronson Field. Staff anticipate plans to be finalized in 2026 and utilize the next 18-month period explore securing funds for implementation.

vi. Partner Organization Engagements

1. Staff serve on various workgroups and committees for partner organizations. The following are recent partner organization plans that staff are engaged with and both plans are aligned with the Program's CCMP goal areas:

A. Strive to Thrive Pensacola 2035

City of Pensacola's new 10-year strategic plan, which relates to quality of life and resilience.

B. Military Installation Resilience Review

Emerald Coast Regional Council adopted the Military Installation Resilience Review, which sets keys priority actions on and off installation for wastewater and stormwater improvements.



vii. Evening for the Estuaries Gala

The 2nd Annual Evening for the Estuaries Gala raised over \$28,000, which will go back to outreach and monitoring priorities. Staff thanked the Board for silent auction donations and support, as well as the Coastal Arts Center staff for their support with putting on the gala. Next year's gala will be held at the same location, the Coastal Arts Center of Orange Beach, on October 16, 2025.

b. Technical Update (*Whitney Scheffel, Senior Scientist*)

i. EPA Gulf of Mexico Program Understanding Water Quality Through Monitoring Activities

Staff are working with partners on a proposal for the EPA Gulf of Mexico Program on Understanding Water Quality Through Monitoring Activities for \$750,000 over three years. The data collected would be publicly accessible through a dashboard that staff are developing in collaboration with the Gulf of Mexico Alliance.

ii. Gulf of Mexico Data Dashboard

The Gulf of Mexico Alliance (GOMA) is expanding their Gulf of Mexico Open Data Platform to include publicly available data for all Estuary Programs and National Estuarine Research Reserves. There will be a webinar and discussion in December and a workshop in early 2025 for data dashboard development. Staff are working with GOMA to create a data dashboard for PPBEP.

iii. Seagrass & Juvenile Fish Monitoring

1. The Gulf Coast Research Laboratory at the University of Southern Mississippi conducted annual seagrass surveys across the Perdido and Pensacola Bay systems. Sea urchins were spotted in the Santa Rosa Sound and will be included in the 2025 State of the Bays Report along with the seagrass survey findings.

2. Staff went out with Dauphin Island Sea Lab for PPBEP's annual trawling survey in seagrass beds across Pensacola and Perdido Bay systems. The findings will be included in the 2025 State of the Bays Report.

iv. C-STARS Monitoring

Staff will be participating in the last quarter of 2024 C-STARS monitoring in Pensacola Bay with St. Andrew and St. Joseph Bays Estuary Program (SASJBEP) staff to assess living shoreline project effectiveness across the Florida panhandle. Staff will continue quarterly monitoring in Pensacola Bay with SASJBEP staff in 2025.

v. Future Engagements

1. Oyster Sub-Committee Meeting

Thomas Derbes (FL Sea Grant) and Chris Verlinde (Santa Rosa County)



were re-elected as the Oyster Sub-Committee Co-Chairs. Thomas Derbes (FL Sea Grant) gave a presentation on Farms for Aquaculture Research and Monitoring of Shellfish (FARMS) and Levi Blackmon (Santa Rosa County NRCS) gave a presentation on the Sandy Hollow Gully Restoration Design. Jacobs, the design lead for Pensacola Bay System Oyster Restoration Initiative, gave an overview of the design process, project schedule, and engagements.

2. Oyster Restoration Workshops

Staff are planning two half-day stakeholder planning workshops for the Oyster Restoration Initiative. The workshops will include stakeholders with varied backgrounds, oystermen, biologists, permitting experts, etc. to discuss and finalize areas for conceptual oyster habitat design templates.

c. Outreach Update (*Logan McDonald, Community Outreach Coordinator*)

i. National Estuaries Week

1. Trivia Night

Staff held a nature-themed trivia night at Alga Beer Co. with their trivia host, Ranger Brandon. Staff collaborated with Ranger Brandon on the trivia questions and tabled during the event.

2. Pensacola Seafood Festival

Staff tabled at the Pensacola Seafood Festival and were joined by OysterCorps crew members to highlight oyster shell recycling and vertical oyster gardening.

ii. Taste of the Beach

Staff and OysterCorps crew members tabled at Taste of the Beach to discuss the oyster shell recycling program and engage attendees in building vertical oyster gardens.

iii. The Florida Channel: Florida Crossroads

Staff were invited by the Gulf Islands National Seashore to be part of their segment on The Florida Channel: Florida Crossroads to feature some of the Estuary Program's work and to discuss the importance of our local ecology and watershed.

iv. Realtor Training

Staff were invited to give a presentation at Levin Rinke Realty on resources and information that realtors can share with their clients, such as septic and lateral line maintenance, bay friendly landscaping, and water quality reporting websites. Staff are looking to expand the Program's reach by creating informational packets that cover similar topics and can be used as resource



guides for realtor clients or for people that are new to the area.

v. Restoration Rambles

Staff recently held the first Restoration Ramble of the fall season this past month at Escribano Point Wildlife Management Area with partners The Longleaf Alliance and Florida Fish and Wildlife Conservation Commission. Restoration Rambles runs from November to April and occur once a month across the Pensacola and Perdido Bay watersheds. The next Restoration Ramble will be a boat tour of the lower Perdido islands and in collaboration with The Nature Conservancy in Alabama and the City of Orange Beach.

vi. Community Grant Symposium

The Community Grant Symposium was rescheduled for November 14, 2024, at the Bayview Community Center. The symposium will cover presentations from the 2023-2024 Community Grant recipients and announce the 2024-2025 awardees.

vii. Mountain Film on Tour

The Estuary Program was picked alongside Healthy Gulf as a recipient for the proceeds from this year's Mountain Film Fest on Tour at Pensacola Little Theatre.

viii. Creek Fest 2024

Staff were invited by Chief Dan "Sky Horse" Helms to have a booth at the Santa Rosa Creek Band Creek Fest '24 in Milton, Florida and will table on Saturday, November 22nd and Sunday, November 23rd.

6. Action Items

a. Approval of the 2025 Holiday Schedule

Vernon Compton (City of Milton) made a motion to approve the 2025 Holiday Schedule. Councilperson Jared Moore (City of Pensacola) seconded the motion. The motion passed unanimously.

b. Approval of the 2025 Board Meeting Schedule

Councilperson Jared Moore (City of Pensacola) made a motion to approve the 2025 Board Meeting Schedule. Commissioner Colten Wright (Santa Rosa County) seconded the motion. The motion passed unanimously.

c. Approval of the 2025 Travel Schedule

Commissioner Colten Wright (Santa Rosa County) made a motion to approve the 2025 Travel Schedule. Mayor Cherry Fitch (City of Gulf Breeze) seconded the motion. The motion passed unanimously.



- d. **Approval of FY24-25 Florida Legislative Budget Request and Legislative Priorities**
Vernon Compton (City of Milton) made a motion to approve the FY24-25 Florida Legislative Budget Request and Legislative Priorities. Commissioner Colten Wright (Santa Rosa County) seconded the motion. The motion passed unanimously.

7. Discussion Items

- a. **Executive Director's Annual Evaluation**
Chairman Kohler spoke positively regarding the Executive Director's annual performance. Future goals included focusing on organizational vision by developing a strategic plan, lowering administrative costs, securing a rainy-day fund that could cover one year of operating costs, and funding additional staff professional development trainings. The rest of the Board gave positive feedback to M. Posner and to the staff. M. Posner thanked the Board for the feedback and acknowledged Program staff.

8. Committee Updates

- a. **Education and Outreach Committee** (*Thomas Derbes, FL Sea Grant*)
Thomas Derbes (FL Sea Grant) and Shannon McGlynn (ADEM) were elected as committee Co-Chairs. Ryan Kirby (Escambia County) gave a presentation on Escambia County's Air Quality Monitoring Network and how to access the portal and interpret conditions.
- b. **Oyster Sub-Committee** (*Thomas Derbes, FL Sea Grant*)
Staff covered the Oyster Sub-Committee update under the Staff Technical update; Thomas Derbes (FL Sea Grant) reiterated that he and Chris Verlinde (Santa Rosa County) were re-elected as the Oyster Sub-Committee Co-Chairs and offered to answer any questions for the Board on the FARMS presentation that he gave during the Oyster Sub-Committee.
- c. **Technical Committee** (*Kate Dawson, Moffatt & Nichol*)
Kate Dawson (Moffatt & Nichol) and Paul Looney (WRA) were elected as committee Co-Chairs. Staff provided debriefs from the Monitoring Workshop and Oyster Sub-Committee meeting, as well as a save the date for the upcoming Oyster Restoration Workshops in February 2025. Kate Dawson (Moffatt & Nichol) gave an overview of the Perdido Watershed Initiative to the Technical Committee on behalf of The Nature Conservancy in Alabama.

9. Board Updates

None

10. Public Comment

None

11. Adjourned



Agenda Item 5

Election of 2025 Board Chairman and Vice Chairman

Background: Per Article 5, Section 4 of the Board Bylaws, Board officers will be elected in January of each calendar year and serve a one-year term. Officers may be re-elected to multiple terms. Officers may be elected by a simple majority vote of the Board.

Recommendation: Recommend the Board elect a Chairman and Vice Chairman for 2025, and affirm Board members as Directors of the corporation.

2025 Board of Directors:

Vernon Compton – City of Milton Appointee
Ashlee Hofberger – Escambia County Appointee
Mike Kohler – Escambia County Appointee
Jared Moore – City of Pensacola Appointee
Mike Norberg – Okaloosa County Appointee
Kerry Smith – Santa Rosa County Appointee
Woody Speed – City of Orange Beach Appointee
Colten Wright – Santa Rosa County Appointee
Vacant – City of Gulf Breeze Appointee
Vacant – Town of Century Appointee

Financial Impact: None.



Agenda Item 8.a.

Approval of 2025 Appointments to the Finance Subcommittee

Background: The Finance Subcommittee was established per the Board Bylaws to review quarterly financial reports, annual operating budget, budget amendments, and audit findings. The Finance Subcommittee meets on a quarterly basis prior to the Board of Directors meeting. Membership is comprised of five Board members. The composition of the Finance Subcommittee is included below.

1. Woody Speed, Chair
2. Colten Wright
3. Mike Norberg
4. Vacant (formerly Mayor Fitch)
5. Vacant (formerly Commissioner Bender)

Recommendation: Recommend the Board select 2025 appointments to the Finance Subcommittee.

Financial Impact: N/A

Legal Review: N/A



Agenda Item 8.b.

Approval of FY23-24 Fourth Quarter Financial Report

Background: The enclosed fiscal year 2023-2024 fourth quarter financial report covers the period July 1, 2024 through September 30, 2024. Included is the Statement of Financial Position, Statement of Activity by Class, Statement of Activity, and the General Ledger.

Recommendation: Recommend the Board approve the FY23-24 Fourth Quarter Financial Report.

Financial Impact: As of September 30, 2024, PPBEP had \$423,851.16 in assets, and liabilities and equity.

Legal Review: N/A

Pensacola and Perdido Bays Estuary Program, Inc.

Statement of Financial Position

As of September 30, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
PPBEP DONATION ACCOUNT (7423)	54,175.47
PPBEP GENERAL OPERATING ACCOUNT (7393)	18,045.94
PPBEP GRANT FUND ACCOUNT (7431)	82,324.74
PPBEP PAYROLL ACCOUNT (7407)	19,058.82
Total Bank Accounts	\$173,604.97
Accounts Receivable	
Accounts Receivable (A/R)	0.00
AR Grant - DEP L099	1,463.85
AR Grant - EPA Trash Free Waters	219.00
AR Grant - FLRACEP	3,131.71
AR Grant - NOAA BWET	1,813.91
AR Grant - NOAA IIJA Pensacola	58,198.93
AR Grant - NOAA IIJA Perdido	85,148.44
AR Grant - NOAA IIJA RAE	12,816.67
AR Grant - Resilient FL	1,521.08
AR Grant - UWF FY23-24 Appropriation	49,655.56
Total Accounts Receivable (A/R)	213,969.15
Total Accounts Receivable	\$213,969.15
Other Current Assets	
Due from Donations Account	27,476.74
Due from GOA/Payroll Account	7,523.26
Payments to deposit	954.60
Prepaid expenses	322.44
Total Other Current Assets	\$36,277.04
Total Current Assets	\$423,851.16
TOTAL ASSETS	\$423,851.16
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	173,669.68
Total Accounts Payable	\$173,669.68
Credit Cards	
HW Purchasing Card	4,688.28

Pensacola and Perdido Bays Estuary Program, Inc.

Statement of Financial Position

As of September 30, 2024

	TOTAL
Total Credit Cards	\$4,688.28
Other Current Liabilities	
Accrued Payroll	20,244.41
Deferred Revenue	
DR Grant - FDEP OWP02	133,291.67
Total Deferred Revenue	133,291.67
Due to Grant Account	35,000.00
Insurance Payable	2,955.18
Payroll wages and tax to pay	3,358.06
FL SUI Payable	949.12
Retirement contributions payable	1,173.60
Total Payroll wages and tax to pay	5,480.78
Total Other Current Liabilities	\$196,972.04
Total Current Liabilities	\$375,330.00
Total Liabilities	\$375,330.00
Equity	
Retained Earnings	256,192.56
Net Revenue	-207,671.40
Total Equity	\$48,521.16
TOTAL LIABILITIES AND EQUITY	\$423,851.16

Pensacola and Perdido Bays Estuary Program, Inc.

Statement of Activity

July - September, 2024

	TOTAL
Revenue	
Contributed income	-353,366.08
Corporate & foundation grants	232,244.71
Government grants & contracts	131,614.83
In-kind donations	21,000.00
Total Contributed income	31,493.46
Donations	13,074.40
Investment income	
Interest Income	2,637.23
Total Investment income	2,637.23
Membership Fees	351,350.00
Total Revenue	\$398,555.09
GROSS PROFIT	\$398,555.09
Expenditures	
Advertising & marketing	3,135.76
Website ads	250.00
Total Advertising & marketing	3,385.76
Awards & grants to others	400,573.52
Community Involvement	975.34
Contract & professional fees	71,699.58
Legal fees	2,805.00
Total Contract & professional fees	74,504.58
Insurance	3,293.09
Meals	355.33
Occupancy	
Rent	42,000.00
Utilities	151.52
Total Occupancy	42,151.52
Office expenses	
Bank fees & service charges	603.89
Equipment lease & maintenance	47.83
Memberships & subscriptions	3,100.49
Merchant account fees	67.52
Office supplies	1,152.06
Parking	6.48
Printing & photocopying	749.73
Shipping & postage	146.00
Software & apps	293.97
Total Office expenses	6,167.97

Pensacola and Perdido Bays Estuary Program, Inc.

Statement of Activity

July - September, 2024

	TOTAL
Payroll expenses	444.00
Employee retirement plan	10,959.06
FICA tax	9,281.43
FL SUI	133.60
Health insurance & accident plans	-3,361.20
Reimbursement	1,410.25
Salaries & wages	143,680.63
Total Payroll expenses	162,547.77
Supplies	89.37
Travel	
Airfare	1,525.87
Conference Expense	2,860.00
Total Travel	4,385.87
Vehicle expenses	
Parking & tolls	10.50
Total Vehicle expenses	10.50
Total Expenditures	\$698,440.62
NET OPERATING REVENUE	\$ -299,885.53
NET REVENUE	\$ -299,885.53

Pensacola and Perdido Bays Estuary Program, Inc.

Statement of Activity

October 2023 - September 2024

	TOTAL
Revenue	
Contributed income	29,117.92
Corporate & foundation grants	307,750.62
Government grants & contracts	515,776.69
In-kind donations	42,000.00
Total Contributed income	894,645.23
Donations	36,429.45
Investment income	
Interest Income	11,352.86
Total Investment income	11,352.86
Membership Fees	351,350.00
Total Revenue	\$1,293,777.54
GROSS PROFIT	\$1,293,777.54
Expenditures	
Advertising & marketing	3,135.76
Social media	55.85
Website ads	980.00
Total Advertising & marketing	4,171.61
Awards & grants to others	439,801.33
Community Involvement	1,775.34
Contract & professional fees	71,699.58
Accounting fees	36,922.50
Legal fees	35,298.00
Total Contract & professional fees	143,920.08
Entertainment Meals	6,315.12
Insurance	13,827.78
Liability insurance	278.95
Total Insurance	14,106.73
Meals	2,070.54
Occupancy	
Rent	84,000.00
Utilities	607.25
Total Occupancy	84,607.25
Office expenses	434.93
Bank fees & service charges	1,260.59
Equipment lease & maintenance	3,281.03
Memberships & subscriptions	5,492.97
Merchant account fees	1,256.91
Office supplies	13,158.90
Parking	28.31
Printing & photocopying	1,003.23

Pensacola and Perdido Bays Estuary Program, Inc.

Statement of Activity

October 2023 - September 2024

	TOTAL
Shipping & postage	217.15
Small tools & equipment	1,675.18
Software & apps	1,782.66
Total Office expenses	29,591.86
Other Business Expenses	2,250.00
Payroll expenses	2,241.50
Employee retirement plan	29,031.35
FICA tax	27,459.61
FL SUI	2,235.48
Health insurance & accident plans	39,730.37
HSA ER	4,000.00
Reimbursement	6,709.67
Salaries & wages	381,303.62
Total Payroll expenses	492,711.60
Purchases	5,500.00
Service Charges	433.00
Supplies	348.51
Supplies & materials	2,644.27
Total Supplies	2,992.78
Travel	
Airfare	1,559.87
Conference Expense	4,110.00
Hotels	8,006.04
Vehicle rental	1,139.74
Total Travel	14,815.65
Vehicle expenses	
Parking & tolls	10.50
Vehicle gas & fuel	182.99
Total Vehicle expenses	193.49
Total Expenditures	\$1,245,256.38
NET OPERATING REVENUE	\$48,521.16
NET REVENUE	\$48,521.16

Pensacola and Perdido Bays Estuary Program, Inc.

Statement of Activity by Class

July - September, 2024

	DEP L099	DONATIONS	EPA TRASH FREE WATERS	FDEP OWP02	FLRACEP	GENERAL OPERATING	NOAA BWET	NOAA IJJA PENSACOLA	NOAA IJJA PERDIDO	NOAA IJJA RAE	RESILIENT FL	UWF FY23-24 APPROPRIATION	TOTAL
Revenue													
Contributed income		10,000.00				-363,366.08							\$ -353,366.08
Corporate & foundation grants					25,447.75					114,105.82		92,691.14	\$232,244.71
Government grants & contracts	1,463.85		219.00	-119,552.83			1,813.91	148,184.71	85,148.44	12,816.67	1,521.08		\$131,614.83
In-kind donations						21,000.00							\$21,000.00
Total Contributed income	1,463.85	10,000.00	219.00	-119,552.83	25,447.75	-342,366.08	1,813.91	148,184.71	85,148.44	126,922.49	1,521.08	92,691.14	\$31,493.46
Donations		13,074.40											\$13,074.40
Investment income													\$0.00
Interest Income						2,637.23							\$2,637.23
Total Investment income						2,637.23							\$2,637.23
Membership Fees						351,350.00							\$351,350.00
Total Revenue	\$1,463.85	\$23,074.40	\$219.00	\$ -119,552.83	\$25,447.75	\$11,621.15	\$1,813.91	\$148,184.71	\$85,148.44	\$126,922.49	\$1,521.08	\$92,691.14	\$398,555.09
GROSS PROFIT	\$1,463.85	\$23,074.40	\$219.00	\$ -119,552.83	\$25,447.75	\$11,621.15	\$1,813.91	\$148,184.71	\$85,148.44	\$126,922.49	\$1,521.08	\$92,691.14	\$398,555.09
Expenditures													
Advertising & marketing		1,155.00				592.93				1,387.83			\$3,135.76
Website ads						250.00							\$250.00
Total Advertising & marketing		1,155.00				842.93				1,387.83			\$3,385.76
Awards & grants to others				192,193.47				49,697.62	55,530.47	103,151.96			\$400,573.52
Community Involvement		750.00				225.34							\$975.34
Contract & professional fees						15,112.50		50,787.08		5,800.00			\$71,699.58
Legal fees						2,805.00							\$2,805.00
Total Contract & professional fees						17,917.50		50,787.08		5,800.00			\$74,504.58
Insurance						3,293.09							\$3,293.09
Meals						355.33							\$355.33
Occupancy													\$0.00
Rent						42,000.00							\$42,000.00
Utilities						151.52							\$151.52
Total Occupancy						42,151.52							\$42,151.52
Office expenses													\$0.00
Bank fees & service charges		203.58				400.31							\$603.89
Equipment lease & maintenance						47.83							\$47.83
Memberships & subscriptions						3,100.49							\$3,100.49
Merchant account fees		398.64				-331.12							\$67.52
Office supplies		402.50				749.56							\$1,152.06
Parking						6.48							\$6.48
Printing & photocopying						450.00				299.73			\$749.73
Shipping & postage						146.00							\$146.00
Software & apps						293.97							\$293.97
Total Office expenses		1,004.72				4,863.52				299.73			\$6,167.97
Payroll expenses						444.00							\$444.00
Employee retirement plan		1,101.57		3,681.50	1,371.88	-9,281.31	194.43	2,311.35	1,011.83	493.53	82.69	9,991.59	\$10,959.06
FICA tax	221.00	318.23		995.83	275.03	2,056.74	17.32	2,113.28	725.01	-254.19	107.93	2,705.25	\$9,281.43
FL SUI	4.97	8.17		15.16	3.12	24.60	0.41	48.98	10.94	-20.17	1.69	35.73	\$133.60
Health insurance & accident plans	276.20	469.54		-818.08	-732.00	-296.54	-83.04	708.27	436.94	-357.26	110.48	-3,075.71	\$ -3,361.20
Reimbursement	12.32	691.15		5.01	0.42	369.07		25.59	275.44	7.14	0.53	23.58	\$1,410.25
Salaries & wages	3,025.72	4,204.74		15,220.48	5,656.90	31,613.04	336.70	30,865.00	10,365.55	-2,820.09	1,536.67	43,675.92	\$143,680.63
Total Payroll expenses	3,540.21	6,793.40		19,099.90	6,575.35	24,929.60	465.82	36,072.47	12,825.71	-2,951.04	1,839.99	53,356.36	\$162,547.77
Supplies						70.66				18.71			\$89.37
Travel													\$0.00
Airfare						633.95		445.96		445.96			\$1,525.87
Conference Expense						225.00				2,635.00			\$2,860.00
Total Travel						858.95		445.96		3,080.96			\$4,385.87
Vehicle expenses													\$0.00
Parking & tolls		10.50											\$10.50
Total Vehicle expenses		10.50											\$10.50
Total Expenditures	\$3,540.21	\$9,713.62	\$0.00	\$211,293.37	\$6,575.35	\$95,508.44	\$465.82	\$137,003.13	\$68,356.18	\$110,788.15	\$1,839.99	\$53,356.36	\$698,440.62
NET OPERATING REVENUE	\$ -2,076.36	\$13,360.78	\$219.00	\$ -330,846.20	\$18,872.40	\$ -83,887.29	\$1,348.09	\$11,181.58	\$16,792.26	\$16,134.34	\$ -318.91	\$39,334.78	\$ -299,885.53
NET REVENUE	\$ -2,076.36	\$13,360.78	\$219.00	\$ -330,846.20	\$18,872.40	\$ -83,887.29	\$1,348.09	\$11,181.58	\$16,792.26	\$16,134.34	\$ -318.91	\$39,334.78	\$ -299,885.53

Pensacola and Perdido Bays Estuary Program, Inc.

Statement of Activity by Class

October 2023 - September 2024

	DEP L099	DONATIONS	EPA TRASH FREE WATERS	FDEP OWP02	FLRACEP	GENERAL OPERATING	NOAA BWET	NOAA IJJA PENSACOLA	NOAA IJJA PERDIDO	NOAA IJJA RAE	RESILIENT FL	UWF FY23-24 APPROPRIATION	TOTAL
Revenue													
Contributed income		28,117.92				1,000.00							\$29,117.92
Corporate & foundation grants					25,447.75					114,105.82		168,197.05	\$307,750.62
Government grants & contracts	1,463.85		219.00	264,609.03			1,813.91	148,184.71	85,148.44	12,816.67	1,521.08		\$515,776.69
In-kind donations						42,000.00							\$42,000.00
Total Contributed income	1,463.85	28,117.92	219.00	264,609.03	25,447.75	43,000.00	1,813.91	148,184.71	85,148.44	126,922.49	1,521.08	168,197.05	\$894,645.23
Donations		36,429.45											\$36,429.45
Investment income													\$0.00
Interest Income		119.83				11,233.03							\$11,352.86
Total Investment income		119.83				11,233.03							\$11,352.86
Membership Fees						351,350.00							\$351,350.00
Total Revenue	\$1,463.85	\$64,667.20	\$219.00	\$264,609.03	\$25,447.75	\$405,583.03	\$1,813.91	\$148,184.71	\$85,148.44	\$126,922.49	\$1,521.08	\$168,197.05	\$1,293,777.54
GROSS PROFIT	\$1,463.85	\$64,667.20	\$219.00	\$264,609.03	\$25,447.75	\$405,583.03	\$1,813.91	\$148,184.71	\$85,148.44	\$126,922.49	\$1,521.08	\$168,197.05	\$1,293,777.54
Expenditures													
Advertising & marketing		1,155.00				592.93				1,387.83			\$3,135.76
Social media		55.85											\$55.85
Website ads						980.00							\$980.00
Total Advertising & marketing		1,210.85				1,572.93				1,387.83			\$4,171.61
Awards & grants to others				215,015.97				53,946.06	67,687.34	103,151.96			\$439,801.33
Community Involvement		750.00				1,025.34							\$1,775.34
Contract & professional fees						15,112.50		50,787.08		5,800.00			\$71,699.58
Accounting fees						36,922.50							\$36,922.50
Legal fees						35,298.00							\$35,298.00
Total Contract & professional fees						87,333.00		50,787.08		5,800.00			\$143,920.08
Entertainment Meals		5,815.12				500.00							\$6,315.12
Insurance						13,827.78							\$13,827.78
Liability insurance						278.95							\$278.95
Total Insurance						14,106.73							\$14,106.73
Meals		1,387.00				683.54							\$2,070.54
Occupancy													\$0.00
Rent						84,000.00							\$84,000.00
Utilities						607.25							\$607.25
Total Occupancy						84,607.25							\$84,607.25
Office expenses						434.93							\$434.93
Bank fees & service charges		860.28				400.31							\$1,260.59
Equipment lease & maintenance		3,107.46				173.57							\$3,281.03
Memberships & subscriptions						5,492.97							\$5,492.97
Merchant account fees		570.92				649.99	36.00						\$1,256.91
Office supplies		3,964.50	219.00	310.00		8,665.40							\$13,158.90
Parking						28.31							\$28.31
Printing & photocopying						703.50				299.73			\$1,003.23
Shipping & postage						217.15							\$217.15
Small tools & equipment				172.07	1,503.11								\$1,675.18
Software & apps						1,782.66							\$1,782.66
Total Office expenses		8,503.16	219.00	482.07	1,503.11	18,548.79	36.00			299.73			\$29,591.86
Other Business Expenses		1,500.00				750.00							\$2,250.00
Payroll expenses						2,241.50							\$2,241.50
Employee retirement plan		1,217.87		3,681.50	1,398.31	7,802.44	194.43	2,668.18	1,051.48	572.82	82.69	10,361.63	\$29,031.35
FICA tax	221.00	612.57		2,774.38	1,173.60	9,540.44	96.95	3,035.88	1,117.53	499.78	107.93	8,279.55	\$27,459.61
FL SUI	4.97	30.19		390.09	41.03	1,133.85	26.62	89.15	27.18	17.72	1.69	472.99	\$2,235.48
Health insurance & accident plans	276.20	1,109.17		4,499.23	1,320.72	19,546.32	82.31	2,577.51	1,063.78	557.44	110.48	8,587.21	\$39,730.37
HSA ER						4,000.00							\$4,000.00
Reimbursement	12.32	691.15		5.01	0.42	1,354.24		25.59	275.44	7.14	0.53	4,337.83	\$6,709.67
Salaries & wages	3,025.72	8,052.24		38,469.17	17,402.58	129,243.95	1,377.60	42,925.05	15,496.53	7,035.75	1,536.67	116,738.36	\$381,303.62
Total Payroll expenses	3,540.21	11,713.19		49,819.38	21,336.66	174,862.74	1,777.91	51,321.36	19,031.94	8,690.65	1,839.99	148,777.57	\$492,711.60
Purchases						5,500.00							\$5,500.00
Service Charges				0.00		433.00							\$433.00
Supplies					24.82	304.98				18.71			\$348.51
Supplies & materials		1,679.07			55.39	909.81							\$2,644.27
Total Supplies		1,679.07			80.21	1,214.79				18.71			\$2,992.78

Pensacola and Perdido Bays Estuary Program, Inc.

Statement of Activity by Class

October 2023 - September 2024

	DEP L099	DONATIONS	EPA TRASH FREE WATERS	FDEP OWP02	FLRACEP	GENERAL OPERATING	NOAA BWET	NOAA IJJA PENSACOLA	NOAA IJJA PERDIDO	NOAA IJJA RAE	RESILIENT FL	UWF FY23-24 APPROPRIATION	TOTAL
Travel													\$0.00
Airfare						667.95		445.96		445.96			\$1,559.87
Conference Expense						225.00				2,635.00		1,250.00	\$4,110.00
Hotels						2,967.74						5,038.30	\$8,006.04
Vehicle rental												1,139.74	\$1,139.74
Total Travel						3,860.69		445.96		3,080.96		7,428.04	\$14,815.65
Vehicle expenses													\$0.00
Parking & tolls		10.50											\$10.50
Vehicle gas & fuel												182.99	\$182.99
Total Vehicle expenses		10.50										182.99	\$193.49
Total Expenditures	\$3,540.21	\$32,568.89	\$219.00	\$265,317.42	\$22,919.98	\$394,998.80	\$1,813.91	\$156,500.46	\$86,719.28	\$122,429.84	\$1,839.99	\$156,388.60	\$1,245,256.38
NET OPERATING REVENUE	\$ -2,076.36	\$32,098.31	\$0.00	\$ -708.39	\$2,527.77	\$10,584.23	\$0.00	\$ -8,315.75	\$ -1,570.84	\$4,492.65	\$ -318.91	\$11,808.45	\$48,521.16
NET REVENUE	\$ -2,076.36	\$32,098.31	\$0.00	\$ -708.39	\$2,527.77	\$10,584.23	\$0.00	\$ -8,315.75	\$ -1,570.84	\$4,492.65	\$ -318.91	\$11,808.45	\$48,521.16



Agenda Item 8.c.

Affirm 2025 Bank Signature Authority

Background: Per the Unanimous Written Consent to Resolutions, the Chairman and Vice Chairman are authorized to designate officers and agents to sign or countersign checks, drafts or other orders for the payment of money issued in the name of the Corporation against any such account.

Recommendation: Recommend the Board affirm calendar year 2025 signature authority for the Chairman, Vice Chairman, and Executive Director for Pensacola and Perdido Bays Estuary Program's Hancock Whitney Bank accounts.

Recommendation: Recommend the Board approve Board meeting schedule.

Financial Impact: N/A

Legal Review: N/A



Agenda Item 8.d.

Approval of Issuing a Purchase Order to idgroup, in the amount of \$14,500, for the PPBEP Strategic Plan.

Background: In October 2022, the Board adopted PPBEP's Comprehensive Conservation and Management Plan (CCMP), which sets specific and strategic goals, objectives, and actions for the restoration and management of our estuaries and watersheds. Since PPBEP transitioned in October 2023 into an independent agency, the Program has accelerated growth, adding staff and undertaking significantly larger projects and programs to implement the goals of the CCMP. To date, PPBEP and its partners have worked to secure over \$30 million to implement the goals of the CCMP.

Currently, PPBEP lacks a Strategic Plan to guide development and sustainability of the organization itself, including an assessment of personnel roles and responsibilities, and a framework for strategic growth. The Executive Director worked with idgroup to identify a scope and fee to provide support for the development of a Strategic Plan. With the approval of the Purchase Order, the Executive Director will work with idgroup to undertake a strategic planning process with a goal of the Executive Director presenting the Strategic Plan to the Board of Directors for approval in summer 2025.

Recommendation: Recommend the Board approve and authorize the Executive Director to execute a purchase order with idgroup, in the amount of \$14,500, to complete the PPBEP Strategic Plan.

Financial Impact: Approval of the Purchase Order with idgroup will encumber \$14,500 in the General Fund. Funding is available in the contractual services cost center of the FY24-25 operating budget.

Legal Review: N/A



Proposal Pensacola and Perdido Bays Estuary Program



Situation Analysis

Situation

The Pensacola and Perdido Bays Estuary Program is a coalition of local, state, and federal stakeholders from two states, three counties, and five municipalities. It has emerged as an independent organization under the governance of a Policy Board as the final decision-making body. It comprises representatives from the City of Orange Beach, the City of Pensacola, the City of Gulf Breeze, the City of Milton, the Town of Century, Escambia, Santa Rosa, and Okaloosa counties.

Opportunity

Over the past several years, the organization has navigated strategic changes that have poised PPBE for significant growth and impact. Considerable time and resources have been invested in the Comprehensive Conservation and Management Plan (CCMP) for the Pensacola and Perdido Bay Watersheds – A Prescription for Healthy Bays, which has set a path forward for delivering on the organization’s mission; however, the leadership has identified the need for the organization to pause and reflect on the strengths and adjustments to the organization structure and management to ensure it can maximize on its opportunities. Additionally, the leadership wants to engage employees in proactively setting priorities to implement the CCMP plan with measurable results.

Recommendations

Assignment 1: Organization Development

Organizational development (OD) improves a company’s capability by aligning strategy, structure, people, rewards, metrics, and management. Thus, OD drives organizational effectiveness, solves problems, and improves organizational performance.

The *idgroup* research team will engage the PPBEP leadership and, subsequently, employees in conducting a SOAR analysis of the organization to determine actions needed to build a culture of performance excellence.

Assignment 2: CCMP Work Plan

The *idgroup* research team will engage the leadership team and employees in developing a 12-month work plan tied to CCMP. This work plan will set priorities, measurable outcomes, and methods for systematically keeping your team on target.

Approach: SOAR

The *idgroup* research team will develop and facilitate SOAR-based dialogues. SOAR is an acronym for strengths, opportunities, aspirations, and results. As a strategic planning model it is a framework for guiding organization development strategy. SOAR is a strengths-based framework that uses positive framing and generative questions to create a transformation process. It's an alternative to the traditional SWOT analysis (strengths, weaknesses, opportunities, and threats).

How it works: SOAR helps organizations identify and leverage their strengths and opportunities, align their aspirations, and define measurable results. It's a collaborative process that involves shared conversations and a commitment to action by all stakeholders.

Benefits: SOAR is forward-thinking and action-oriented. It can help establish a mutually agreed-upon pathway to success and cultivate a culture of creativity and innovation.



Scope of Work & Budget

Phase I: Leadership Dialogue

The *idgroup* research team will engage the PPBEP leadership team in a SOAR-based dialogue that will engage the leadership team's reflections and recommendations to advance the organization to the next level of success through organizational development strategies. The leadership will identify areas of OD strategic focus.

Deliverables:

- › 2-hour discovery session with the Executive Director
- › 3-hour dialogue session (up to 4 people)
- › Leadership SOAR analysis and recommendations

Timeline: 30 days

- › Pre-dialogue Planning
- › Dialogue Design
- › Dialogue Facilitation
- › SOAR Analysis of Areas of Focus
- › Recommendations Report Presentation

Budget:

- › \$5,500

Phase II: Organization Development Dialogues

Building on the findings of the Leadership Dialogue, *idgroup* will facilitate a session to engage the combined PPBEP team in identifying strengths, opportunities, aspirations and desired results related to internal management. This session will engage the PPBE team in identifying actions and attitudes needed to build a high-performing organization. Topics include organization structure and internal processes that impact team performance, such as decision-making flow, communication channels, resource management, employee development and training and organization culture.

Deliverables:

- › 3.5-hour or 7-hour dialogue session (up to 16 people)
- › Combined SOAR analysis with recommended actions tied to areas of focus
- › Team Creed (organization values in action)

Timeline: 30 days

- › Pre-dialogue planning
- › Dialogue Design
- › Dialogue Facilitation
- › Analysis of Findings
- › Combined Findings and SOAR Strategy

Budget:

- › \$7,500 for 1/2 day dialogue
- › \$9,000 for full day dialogue

*The budget will be revised based on the final scope of work.

Phase III: 12-Month Priorities

Based on the findings in Phase II, the *idgroup* will engage the leadership team and employees in developing 12-month priorities, set deadlines and milestones and implement an organization learning program to monitor and revise with a focus on what is working, what needs attention and what wins can be celebrated.

Timeline: 12 months

- › Facilitated Planning Session

Budget:

- › \$5,000 - Facilitated Planning Session

Phase IV: Ongoing Organization Support

The *idgroup* research team will be available to support the leadership team in ongoing organization development and change efforts.

Recommended Services:

- › Three Facilitated Quarterly 2-hour Organization Learning Meetings
- › Fourth Quarter Facilitated Annual Review and Creation of Next Year Action Plans
- › Organization Development and Change Advisory Services

Budget:

- › \$3,000 - Three Facilitated Quarterly Organization Learning Meetings
- › \$5,000 - One Facilitated Annual Review
- › \$1,000 - Monthly Organization Development Meeting with Executive Director

About *idgroup*

idgroup is a Pensacola, Florida-based team of Whole System Branding strategists and storytellers. We work with leaders to transform their organizations from the inside-out into relevant, trusted, and respected brands that people love, trust, and choose by growing brand integrity.

As a certified B Corp, we support a new generation of leaders building next-generation organizations that prosper economically while embracing their duties to society and the environment.

Our Values

RECIPROCAL RESPONSIBILITY: We believe we have a responsibility to each other and to the world.

SOLUTIONS-FOCUSED: We believe collaborative problem solving, fueled by a resilient, confident spirit, can and will, overcome any challenge.

APPRECIATIVE WORLDVIEW: We believe progress is accelerated when we focus on our strengths to create possibilities for a better future.

EXCELLENCE: We believe in the pursuit of great work and customer experience and that any project worth taking is worth giving our absolute best.

CONTINUOUS LEARNING AND CURIOSITY: We believe the ongoing quest for “a better way” propels our value of excellence.

COLLABORATION: We believe performance is elevated through highly engaged, action-oriented teams open to diverse perspectives.



**Mona Amodeo, Ph.D**

Research Strategist

ROLE: Mona brings together her expertise in change management and branding to help clients break down silos and unleash positive potential through stakeholder engagement. She has worked with clients from local start-ups to international names like Stonyfield Farms and Interface®. Mona is the visionary behind *idgroup* and the Branding From the Core® research and strategy development approach. She is recognized as a skilled consultant, facilitator, teacher, speaker and writer who has helped clients and employees grow and achieve their goals for over 30 years. Her research and business philosophies are shared in her first book, *Beyond Sizzle: The Next Evolution of Branding*.

**Jim Sparks, MBA**

Research Strategist

Role: Jim is expert in analyzing various forms of qualitative and quantitative research. He also supports ongoing evaluation of strategies through Limelight Customer Experience (CX) research, online consumer sentiment analysis and community surveys.

**Christine Deckert**

Communications Strategist

ROLE: Chrisitne solves complex corporate and marketing challenges through impactful narratives that align purpose, business objectives and the power of human connection.

**Lindsey Braxton Shook**

Account Manager

ROLE: Lindsey serves as the main conduit with our clients, coordinating everything from meetings to timelines to scope of the work. Additionally, she works closely with our internal team to deliver projects on time and budget.



Martha Saunders

PH.D., PRESIDENT, UWF

"The idgroup team possesses a proven process to help ensure that the stories we share align with the strategic direction and vision of our organization."



Chandra Smiley

CEO, COMMUNITY HEALTH NORTHWEST FLORIDA

"The organization dialogue was one of my most favorite days in my tenure with the organization. A day of positivity. A day of hope. A day we realized our hopes and dreams were possible. As a new CEO, I couldn't have asked for a better experience."



Briant Daws

PRESIDENT, PEADEN

"idgroup has been an invaluable partner who helped us not only to improve as a company, but also to promote our brand both internally and externally. idgroup has not only helped us to identify who we are as an organization but also to extract the essence of what makes our organization unique."

idgroup



300 E INTENDENCIA ST
PENSACOLA, FL 32502

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Agenda Item 8.e.

Approval of Transmitting a Letter of Appreciation Regarding National Estuary Program Designation

Background: On December 14, 2024, President Biden signed Senate Bill 50, the Pensacola and Perdido Bays Estuaries of National Significance Act, into law. On December 9, 2024, the U.S. House of Representatives passed the bill, directing the Administrator of the Environmental Protection Agency (EPA) to formally enroll PPBEP into the National Estuary Program and designate Pensacola and Perdido Bays as “Estuaries of National Significance.” The bill passed unanimously in the U.S. Senate in March.

Senator Rubio and Senator Scott initially introduced legislation in 2021 and reintroduced the bill in January 2023. Thanks to the leadership of Senator Rubio, Senator Scott, Congressman Dunn, and Congressman Bean, the bill passed without objection on a bipartisan basis in both chambers.

Recommendation: Recommend the Board approve transmitting a letter of appreciation to Senator Rubio, Senator Scott, Congressman Dunn, and Congressman Bean for their leadership in passing Senate Bill 50, the Pensacola and Perdido Bays Estuaries of National Significance Act.

Financial Impact: N/A

Legal Review: N/A



January 22, 2025

The Honorable Marco Rubio
United States Senate
284 Russell Senate Office Building
Washington, D.C. 20510

The Honorable Rick Scott
United State Senate
110 Hart Senate Office Building
Washington, D.C. 20510

The Honorable Neal Dunn, M.D.
United States House of Representatives
466 Cannon House Office Building
Washington, DC 20515

The Honorable Aaron Bean
United States House of Representatives
2459 Rayburn House Office Building
Washington, DC 20515

Dear Senator Rubio, Senator Scott, Congressman Dunn, and Congressman Bean,

On behalf of the Pensacola and Perdido Bays Estuary Program, thank you for your leadership pursuing and securing passage of the *Pensacola and Perdido Bays Estuary of National Significance Act*. It has been nearly 30 years since the Environmental Protection Agency has enrolled a new National Estuary Program, and we believe it is long past time this highly successful non-regulatory program be expanded to other communities in need. We are grateful you have placed trust in, and support behind, the Pensacola and Perdido Bays Estuary Program.

Since establishment in 2018, the Pensacola and Perdido Bays Estuary Program has modeled itself after the National Estuary Program, focusing on science-based and stakeholder-driven solutions to widespread water quality and resilience challenges. In October 2022, the Program's first Comprehensive Conservation and Management Plan (CCMP) was adopted, identifying six goals, 26 objectives, and 51 actions necessary to achieve the Program's mission of preserving, restoring, improving and maintaining the natural habitats and ecosystems of the bays, estuaries, and watersheds of Pensacola and Perdido Bays.

Through the Estuary Program, local governments across Northwest Florida and south Alabama are working together like never before to restore and protect what matters most. Since 2018, over \$30 million has been secured to implement the priorities of the CCMP, including water quality, habitat restoration, resiliency, monitoring, and educational initiatives throughout the Pensacola and Perdido Bay watersheds. This is only the beginning. National Estuary Program designation will unlock significant potential to leverage local, state, federal, and private resources to accelerate regional restoration and conservation priorities.

Conservation of natural resources is paramount to our regional economy. From supporting thousands of military and tourism related jobs to attracting new businesses and residents to the region, clean water is central to maintaining and improving our quality of life. Working through the Estuary Program and our partnering organizations, we strive to support a thriving economy and a healthy bay system for generations to come.

We look forward to working with the EPA Administrator to formally enroll the Estuary Program into the National Estuary Program so we can continue to execute on its critical mission. On behalf of the Board of Directors, thank you again for your leadership and support. If we can be of service to you, please do not hesitate to contact Pensacola and Perdido Bays Estuary Program Executive Director, Matt Posner, at 850.595.0820 or at mjposner@ppbep.org.

Warm Regards,

Michael S. Kohler, Chairman
Pensacola and Perdido Bays Estuary Program