

Robert Hudson

From: "Scott Brannon" <brascott@co.walton.fl.us>
To: <hal7m@aol.com>
Sent: Tuesday, November 14, 2006 9:01 AM
Subject: FW: WHRC Attachments

[The response to Bill's questions.](#)

From: Dawn Moliterno [mailto:dawn@waltoncountychamber.com]
Sent: Thursday, November 09, 2006 7:55 AM
To: William Imfeld
Cc: Scott Brannon; Cindy Meadows; David Hallman; Kenneth Pridgen; Larry Jones; Ro Cuchens; Ronnie Bell; Shirl Williams; Wanda Smith
Subject: RE: WHRC Attachments

Bill,

I appreciate your concern and would like to attempt to address your questions. My responses are below.

Dawn A. Moliterno
 President & CEO
 Walton County Chamber of Commerce
 63 South Centre Trail
 Santa Rosa Beach, FL 32459
 P (850) 267-0683
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www.waltoncountychamber.com
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The Northwest Florida Transportation Corridor Authority, the Walton County Board of County Commission, Walton County Chamber of Commerce and the Florida Department of Transportation will be hosting a Highway 331 Summit on November 16, 2006 from 10:00 am-12:00 noon to discuss future plans for the widening and proposed solutions for the Clyde Wells Bridge.

If you would like to register for the Summit, please visit the website at www.waltoncountychamber.com or call the Chamber at (850) 267-0683.

-----Original Message-----

From: William Imfeld [mailto:imfbill@co.walton.fl.us]
Sent: Thursday, November 09, 2006 7:12 AM
To: Dawn Moliterno
Cc: Scott Brannon; Cindy Meadows; David Hallman; Kenneth Pridgen; Larry Jones; Ro Cuchens; Ronnie Bell; Shirl Williams; Wanda Smith
Subject: RE: WHRC Attachments

Dawn,

Having just received your report, and not having the opportunity to do an in-depth review, I am concerned regarding several issues.

1. There has been no Walton County financial "input" into the development of this project, yet someone has ascribed

that Walton County is to pay \$55,000 into a project touted to "not cost the County a penny." Is the County being given credit for the value of the land it is "donating?"

The County has several representatives from planning on the Task Force (Pat Blackshear is the Co-Chair) which is the body that developed this plan. It was not developed in a vacuum by the Chamber. We sought input and advice from several managers, key representatives, and the Commissioners on how to develop the best strategies to resolve this critical issue facing our community. We were asked to put a budget together and we did. We did not ascribe the County, but rather denoted how the County Funding would fit into the budget. We never said it didn't cost the county a penny. We have always approached this as a partnership, as with the spirit of which the Task Force was developed. Our original projection was \$75,000 and after meeting with Ronnie and others reduced the request to \$55,000. We projected a realistic budget that would allow the Center to be successful enough to sustain itself in two years.

The land was not a factor in this project. The County has donated the land to the Chamber, which we are very appreciative of, but this project was something that required stand alone attention. We have invested nearly \$10,000 in our discovery process and would provide the office space for the Center. That may seem small but as a result we are looking for space in Freeport to place some of the staff we have here to allow for the Center to have a home. Not to mention the amount of staff time and other resources dedicated to this project that doesn't even show up in the budget.

2. There is no indication of how the planned dollar expenditures were developed or how they tie directly to the activities described (which appear to be principally marketing).

It was developed by the support of the many people I mentioned above, the experts we sought input from, and the due diligence we did in researching best practices. In addition, the many successful business leaders from the community that represent all industries gave their time and input as well. This was not a complex budget and focuses on developing the Center with small focus on marketing. If you are referring to the web site component it is not marketing but more functionality to allow end users to sign up to be included in the database. Most of the focus in the budget is on hiring the specialized personnel to manage and execute the Center. That is where the majority of the funds are going.

3. I cannot find any indication of what types of internal and accounting controls are to be placed on the funds.

We have many just as any other company would. We are audited and are financials are done by an outside accounting firm (Carr, Riggs & Ingram). We have internal accounting procedures and an Executive Committee and Board that monitors and has oversight of the financial accountability. That is why this is set up as it's own entity even though it falls within the Chamber Foundation. The hired personnel is accountable to all the parties involved and will provide detailed tracking and reports to everyone on a regular basis. The submitted document is a business plan for the center, the operations and accountability piece will follow our internal processes that are already established.

4. There does not appear to be any partnering with private industry on this. Essentially, the only funding sources are the Chamber, Walton County, Freeport and DeFuniak Springs.

The \$65,000 is private contribution from the private sector. We are raising those dollars as we speak. The Chamber is a non-profit and doesn't have the financial capital to apply \$65,000 out of our budget. We are raising the dollars and directing them to the Center. Of course, if we fail to raise that amount we are ultimately responsible.

5. Just 40 days ago, the BCC gave \$8 million back to the County's taxpayers in the form of a millage rate reduction. With the limited time to look at your submission, I am unable at this time to make any recommendation of a funding source should the Board approve spending \$55,000.

I understand the unfortunate turn of events with the County budget. We (the Task Force) was charged to do job and we did. We did not know when we started what the outcome would be or that the budget reduction would occur. This is truly a partnership, and our goal is the same as yours, to find solutions to the shortage of workforce housing.

I am aware of the Board's support for this program. I would prefer the opportunity to resolve these questions before giving the Board any Finance Director input.

Please let me know if there is anything I can do to provide you with as much detail as you need. Thanks, Dawn

Bill

-----Original Message-----

From: Dawn Moliterno [<mailto:dawn@waltoncountychamber.com>]

Sent: Wednesday, November 08, 2006 9:32 AM

To: William Imfeld

Cc: Scott Brannon; Cindy Meadows; David Hallman; Kenneth Pridgen; Larry Jones; Ro Cuchens; Ronnie Bell; Shirli Williams

Subject: FW: WHRC Attachments

Bill,

As a follow up to our conversation yesterday, attached are the documents we discussed. I understand that you won't be at the Nov. 14th meeting to render an opinion but hopefully your representative will be available.

Please let me know if you have any questions, thanks!

Dawn

Dawn A. Moliterno

President & CEO

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