

**ORANGE BEACH BUSINESS COUNCIL**  
**Steering Committee Meeting – April 2, 2009**  
**Orange Beach Community Development Conference Room**  
**3:00 P.M.**

**I. INTRODUCTIONS**

Anita Elisar called the meeting to order and provided a list of the steering committee members. Present at the meeting were: Anita Elisar, John Brunick, Patti Link, Mike Saulters, Patrick Shed, Mary Lib Turner, Jennifer Wilson, and Tim Wright.

Also present were Mayor Tony Kennon, City Administrator Ken Grimes, OB Community Website Developer Ken Cooper, and Ms. Jeannie Fitzgibbons.

**II. MISSION STATEMENT AND LOGO**

Ms. Elisar shared the mission statement of the OBBC with committee members. The mission statement is: **“To foster open, frequent communication between the business community and local government with a joint goal of year-round economic success for all who choose to live and work in our great city.”** Ms. Elisar then passed around potential logo ideas for members to view. No decision was made on the official logo.

**III. RELATIONSHIP OF OBBC TO CITY OF ORANGE BEACH**

The OBBC is being set up as a non-profit organization. The OBBC is not a committee in the city. Greg Leatherbury of Hand Arendall is drafting the necessary documents and will have them ready for signing soon. We will be signing a contract for services with the City of Orange Beach in order for Rauf Bolden, IT Director for the City, to maintain our website. Several potential grant possibilities were discussed.

**IV. [WWW.ORANGEBEACHCOMMERCE.COM](http://WWW.ORANGEBEACHCOMMERCE.COM)**

The OBBC has its own website which has already been created by Rauf Bolden. Part of the website is a business directory which is free to all businesses licensed in Orange Beach. The council set a goal of having 90% of all eligible businesses listed by the Town Hall Meeting on April 28, 2009. To facilitate achieving this goal, the following territories were established:

- A.** State Park to Old Kaiser Realty Building – Jennifer Wilson
- B.** Old Kaiser Realty Building to the West Side of Hwy 161 – Anita Elisar
- C.** East Side of Hwy 161 up to and including Zeke’s – Tim Wright
- D.** East of Zeke’s to the Alabama state line – Patti Link
- E.** All of Hwy 161 (including Orange Beach Commons) – Mary Lib
- F.** All of Marina Road – Mary Lib
- G.** Canal Road from and including Doc’s east to Bear Point – Mike Saulters
- H.** Canal Road West of Doc’s to but not including The Wharf – Patrick Shed
- I.** The Wharf – John Brunick

- J. Canal Road West of Foley Beach Express to City Line – Ken Cooper
- K. Foley Beach Express and all businesses North of the Canal – Jennifer Wilson

**V. ISSUES TO CONSIDER AS AN ORGANIZATION**

Mayor Kennon stated his desire for the council to be a voice for the businesses of Orange Beach. The council should be politically active, communicate issues impacting business to all Orange Beach businesses, create and support functions for the business community, and aid businesses in striving for a customer service mentality.

City Administrator Ken Grimes briefly explained how the Committee of the Whole meetings and the City Council meetings are scheduled in Orange Beach. The City Council meetings are held the 1<sup>st</sup> and 3<sup>rd</sup> Tuesdays of each month at 6:00 P.M. The Committee of the Whole (COW) meetings are held the Tuesday prior to the City Council meetings at 5:00 P.M.

Several potential issues impacting businesses were discussed:

- A. LED Signage – The OBBC is creating a survey for businesses and residents to gather information about electronic changeable copy.
- B. Smoking Ordinance – After discussion, it was decided that the OBBC would not address this issue at the present time if ever.
- C. Change in RS Zoning – The OBBC needs to inform business owners of the potential change in RS Zoning which would prohibit rentals of less than 30 days.
- D. City Purchases that don't need bids – Dottie Mott is the procurement person who can provide the OBBC with all information about city purchases that don't require bids.

**VI. INITIATIVES**

Several ideas were discussed about promoting the businesses of Orange Beach. Further discussion will be held before any of these ideas are implemented. All committee members agreed the OBBC is in a unique position to positively promote both the City of Orange Beach and the businesses in Orange Beach

**VII. APRIL 28, 2009 TOWN HALL**

The OBBC is using the Town Hall meeting as an opportunity to introduce the council to the city and to raise funds for council activities. The meeting will be held at the Community Center and Jambalaya will be served to all attendees. Anita Elisar's brother-in-law is a world renowned jambalaya chef and will be here to prepare his famous food. John Brunick will talk to Buffalo Rock about donating drinks. Jennifer Wilson will have the Pink Stiletto volunteer at the meeting. Mike Saulters offered to donate any necessary paper products. OBBC Steering Committee members are expected to provide 5 donated raffle items from city businesses in their territories. Raffle items should be dropped off to Anita at Three Palms Real Estate.

**VIII. SET MEETINGS**

A time for regular meetings was discussed but not decided. Wednesdays at 3:00 P.M. were the preferred time. Ms. Elisar will notify all members of the next meeting via text messaging and email. Regular meeting times will be set at the next meeting.

**IX. ANNOUNCEMENTS**

The City of Orange Beach will be providing tours of the Waste Water Plant on Wednesday April 8, 2009 from 10:00 A.M. until 2:00 P.M. The tours will start at the Sportsplex every 30 minutes and the tour is 45 minutes long.

**X. ADJOURNMENT**

There being no further business, the meeting was adjourned at 5:17 P.M.

Respectfully submitted April 6, 2009.

---

Patricia L. Link  
Secretary  
Orange Beach Business Council