

CITY OF ORANGE BEACH

# TOWN HALL

**THE FUTURE OF OUR**

**MAKOS**



March 30, 2022

PERFORMING ARTS CENTER

# Introduction

- We hope you don't leave here knowing less than when you came.
- We will not have all of the answers tonight.
- This is not a Human Resources meeting.
- BCBE and the City have met with the teachers and the staff.
- A vast number of decisions will be made during the negotiations with the county.



**First: Most  
Important  
Pressing Question!**



**What about the U-turn  
in front of Walmart?**

# Why a City School System in Orange Beach?

- State law
- Relationship with Baldwin County Board of Education
- Timeline – July 1, 2022
- Financial gain for Baldwin County

# Why a City School System?

- Sailboat vs. jet ski
- Thorn in BCBE's side
- There has to be a difference for there to be a reason

## Examples:

- Trade School (Apprenticeships and internships)
  - Customization of curriculum
    - Dual enrollment (Example: Early College)
    - Health Academy
  - Customization of teaching staff
  - Incentive pay
  - Drug testing
  - Flexibility of calendar
- Possible collaboration with Gulf Shores City Schools

# Why a vote of the council to separate?

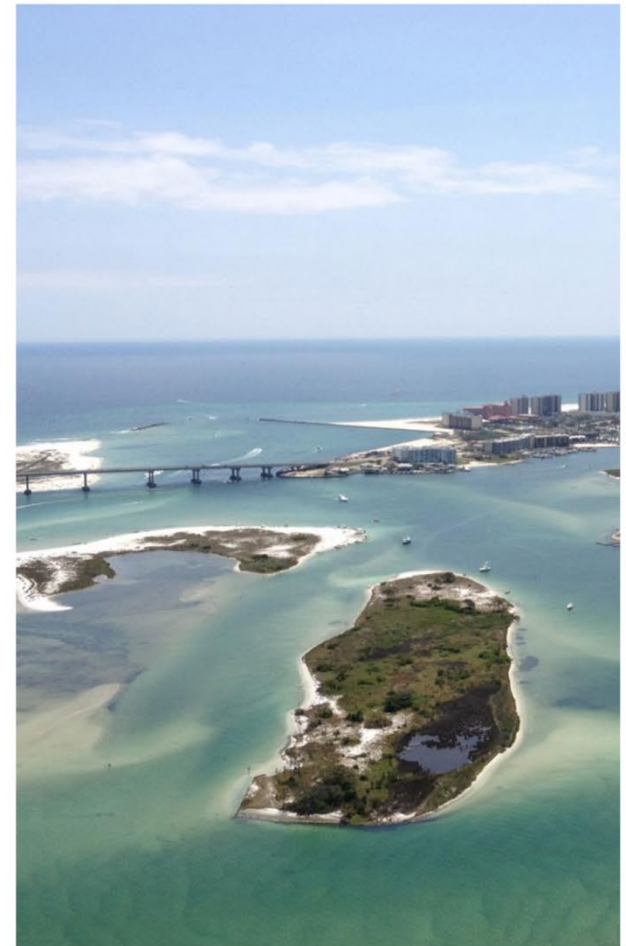
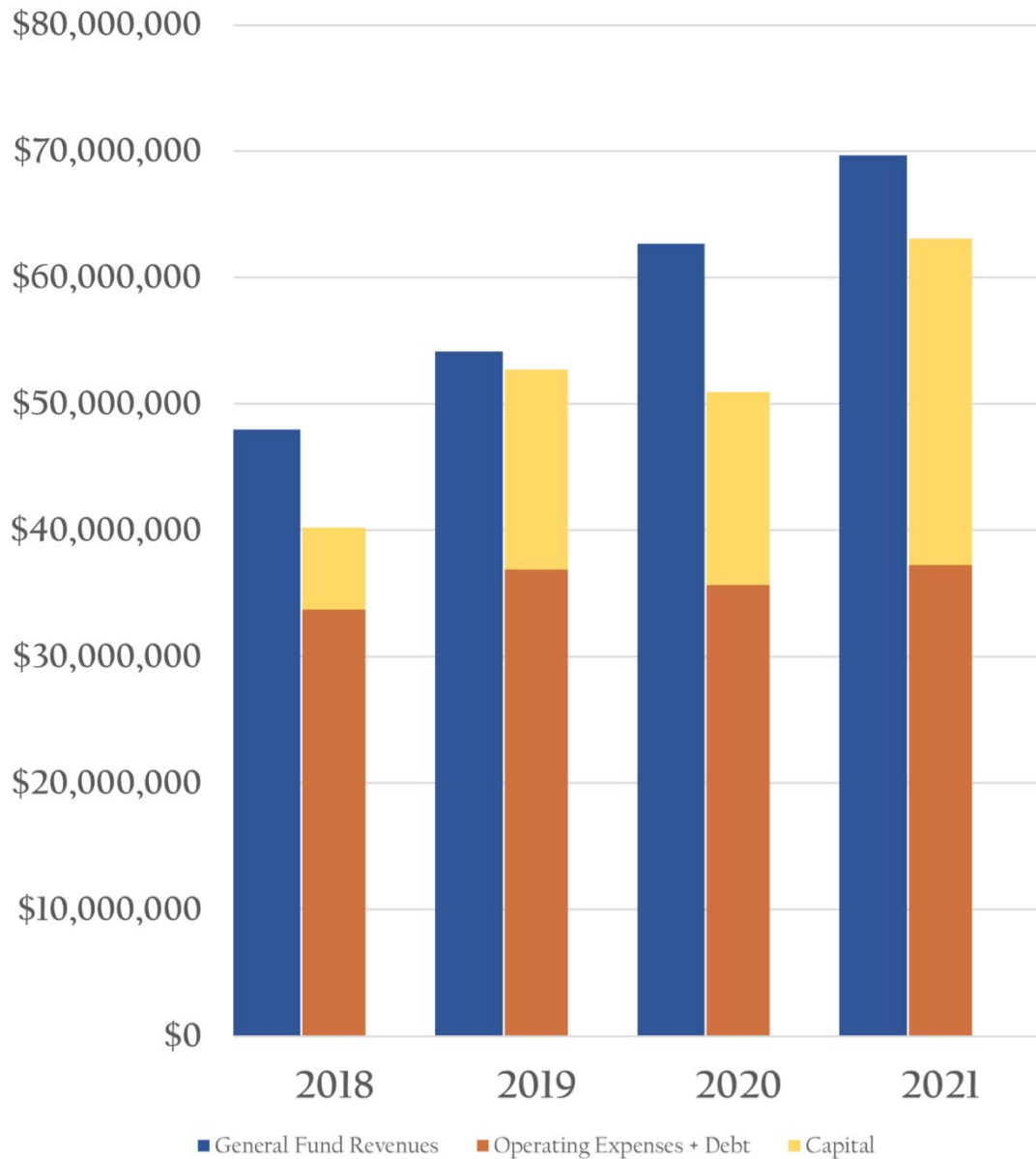
- 2014
- Timing and timeline

A large, multi-story building with a prominent tower, surrounded by lush greenery and a clear blue sky. The building has a modern architectural style with a mix of light and dark tones. The foreground is filled with various plants, including tall grasses and colorful flowers. The sky is a clear, bright blue.

How are we going to  
pay for it?

Lodging Tax

# Revenue & Expenses 2018-2021



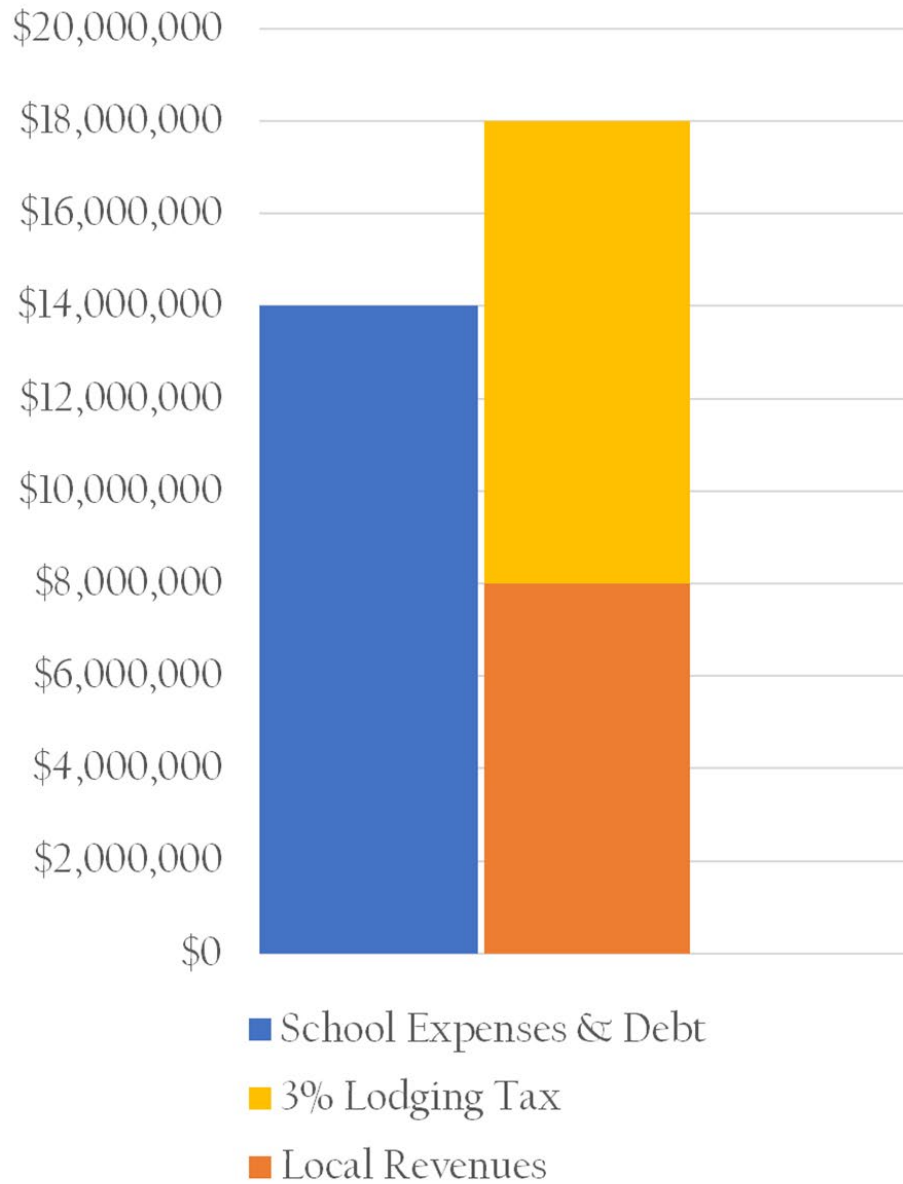
# City of Orange Beach

## Lodging Tax – 7%

2019	\$21,192,560
2020	\$18,884,477
2021	\$28,854,698

- 1% of lodging tax averaged \$3,282,464 per year
- 1% of lodging tax last year was \$4,122,100
- 3% increase in lodging tax by the end of 2023 expected to generate \$10M plus a year

## Projected Revenue and Expenses



# Why a City School System?

## GOALS IN ALL OF OUR ENDEAVORS:

- Excellence
- Best in state
- National recognition
- YOUNG MEN AND WOMEN OF CHARACTER PREPARED FOR A LIFE IN THE REAL WORLD

# Achieving Our Goals

## HOW:

- Buildings and gadgets are OK
- Human capital is the key to our success
- Teachers are the key to our success

# Investing in Our Teachers

- Base pay (teacher retirement system will continue)
- Incentive pay for performance
- Flexible workweek (possibly 4-day workweek)
- Block system possible
- Childcare
- Use of city facilities
- Use of city healthcare clinic
- All employees' children able to attend OB schools

# Money Matters, but not so much

*These cost nothing and should at a minimum be expected.*

- DISCIPLINE
- WORK ETHIC
- COURTESY
- RESPECT

*These are the foundation for achieving excellence.*

# Farm System for Academic Excellence

- EXPECT EXCELLENCE PROGRAM
- REC PROGRAM
- SUMMER CAMPS

*All work toward creating a culture of young men and women of character; which creates an environment conducive to learning.*

# What about ONO?

- Ono Island
- Fort Morgan
- Students outside of city limits
  - Have to add value to everyone's day
  - Character over skill
- Our recommendation: All current students outside city limits will be grandfathered in. (Tuition?)

# Appointment of School Board

- Short timeline (April 5<sup>th</sup>)
- Very few wanting to go through an election process
- Elected officials accountable for their appointments

# Process after Appointment

- School board hires superintendent
  - Not a council appointment or hire
- Superintendent/Board hires:
  - School Board Attorney
  - Chief School Financial Officer
  - Principals
  - Athletic Director

# School Board

*Nominees to be officially appointed at April 5, 2022  
Orange Beach City Council meeting.*

- Robert Stuart
- Shannon Robinson
- Nelson Bauer
- Randy McKinney
- Tracie Stark

# Robert Stuart

Robert and his wife Kasandra have lived in Orange Beach since 1988 and have 3 boys that were raised in Orange Beach and now 2 grandsons that attend Orange Beach Elementary School. Robert and Kasandra own Sugar Sands Realty & Mgmt., Inc. in Orange Beach and attend The Island Church.



Robert was born in Fairhope, Al. and graduated from Fairhope High School and then attended The University of South Alabama where he studied Business Administration. Robert went to work as an intern for Marriott Hotels and advanced quickly to taskforce level where he traveled and trained personnel at new resorts and hotels in Food & Beverage. He finished his corporate career with Hilton Hotels.

Robert was elected to the Baldwin County Board of Education in 2020 and served until the school system split.

Currently serves as chairman of Orange Beach Planning Commission and has served as chairman 14 out of 16 years.

Served 2 terms on Baldwin County Board of Equalization

Was a founding board member of MAAAC.

Served as president of Orange Beach Sports Association 19 years and coached youth baseball, football, basketball and soccer over 27 years.

# Shannon Robinson

Shannon, her husband, Anthony, and their 3 children are longtime residents of Orange Beach. She spent 20 years as the Director of Operations for a national restaurant franchise and has been actively involved in serving our schools for 13 years in various roles such as:

- Baldwin County Education Coalition Board
- OBHS Guidance Committee
- OBES PTO Board
- VP of the Orange Beach Education Foundation
- MAAAC Board of Directors (Secretary)
- OBHS Title Nine Committee
- BCBE Strategic Planning Committee.

In her spare time you can find Shannon reading or enjoying the outdoors with family and friends.



# Nelson Bauer

Nelson is married to Abby (current 3rd grade teacher at OBES) and they have two children, who both attend Orange Beach schools. He earned his Bachelor of Arts, Master of Science, and Educational Specialist degrees from Auburn University. He is currently in doctoral candidacy at Auburn University in the Department of Educational Foundations, Leadership, and Technology.



Nelson served a 20-year career in the fire service where he began as a Firefighter in Auburn and concluded his career as a Division Chief in Orange Beach. He has extensive experience leading emergency responders, serving as an emergency management coordinator, serving as a construction consultant, and working as an adjunct instructor. He currently works as a Construction Plans Examiner for the City of Orange Beach. Nelson also serves the City of Orange Beach as a member of the Orange Beach Planning Commission, as an Assistant Coach for the Orange Beach Middle School Baseball team, and as a T-Ball coach for the Orange Beach Mini-Makos. Nelson is a resident of Orange Beach.

# Tracie Stark



Tracie is married to Gary Stark. They reside in Orange Beach and have two daughters. Tracie and Gary are members of Orange Beach United Methodist Church. She is a certified middle school teacher in the State of Alabama. She is a graduate of William Woods University, in Fulton, Missouri and earned her teaching certification at the University of Virginia at Wise in Middle School Social Studies. In her first year of teaching, she was the recipient of "The First Class Teacher of the Year".

In Virginia, Tracie piloted a Mock Trial that was adopted as a county wide program to teach students the State of Virginia curriculum court system standard. She also had an 89% passing rate on student end of the year standardize testing in Social Studies.

She started her career here in Orange Beach in 2019 as a Social Studies teacher and during her time in OBMS, she taught 7th grade Civics, Geography and Economics and 8th grade World History. She was the high school JV volleyball coach for two years and was the National Junior Honor Society advisor. Last year, Tracie was the recipient of OBMS "Teacher of the Year" and the WKRG "Golden Apple Teacher" award.

During her teaching career, Tracie was committed to providing an educational experience that supported each of her students and her drive was to encourage students to reach their highest potential.

# Randy McKinney

Randy and his family have lived on the Alabama Gulf Coast for 37 years. Randy is married to his beautiful bride of 44 years, Betsy. They have two children and five grandchildren. Betsy owns and operates Professional Land Title in Gulf Shores. Randy and his son are attorneys with McKinney & Associates P.C. where Randy limits his practice to real estate transactions and commercial real estate brokerage.

Randy is also a partner in Realty Executives Gulf Coast with his daughter and son-in-law, who are also partners with Randy in Realty Executives Midsouth, where they are sub franchisors of offices for Realty Executives International in Alabama, Mississippi, Louisiana, and Arkansas.

Randy's community service has included work with the 28th Judicial Circuit of Alabama as an Assistant District Attorney where he was a prosecutor for the State of Alabama in Baldwin County. Randy has served a total of 10 years on the Alabama State Board of Education, he served three years with the Alabama Commission for Higher Education and is now serving as an Alabama Real Estate Commissioner for the First Congressional District of Alabama.

His education consists of a B.S. from the University of South Alabama, a Masters in Religious Education from The New Orleans Baptist Theological Seminary, a Juris Doctor from The Birmingham School of Law, and a Masters in Real Estate Development from Auburn University. He lives in Orange Beach.



Thank you!  
Questions?





Mayor Tony Kennon

251-747-8282

“You’re never bothering  
me.”

[www.orangebeachal.gov](http://www.orangebeachal.gov)