



Bay Minette Assessment Visit

August 3, 2017

John F. Rhodes Civic Center

301 D'Olive Street, Bay Minette, AL 36507

Please join us at 5:00 PM for a Community-Wide meeting on August 3 at the John F. Rhodes Civic Center. The Alabama Communities of Excellence (ACE) Team will be visiting the City to develop a comprehensive assessment detailing the community's assets and recommend strategies to strengthen long-term success. This meeting will give an overview of the ACE Program and detail the results of the community survey conducted in July. Following the overview, there will be a breakout session with the ACE Team's Technical Topic Experts to specifically discuss the development and implementation of key areas such as: Planning, Infrastructure, Community Development, Tourism, Education and Economic Development.

5:00 PM

Community Meeting

6:00 PM

Breakout sessions on:

Planning / Infrastructure / Community Development /
Tourism / Historic Preservation / Economic Development /
Industrial Development / Education / Leadership

Public participation is solicited without regard to race, color, national origin, sex, age, religion, disability or family status. Persons who require special accommodations under the Americans with Disabilities Act or those requiring language translation services should contact Rita Diedtrich, City Clerk, at (251) 580-1637 or rdiedtrich@ci.bay-minette.al.us

www.alabamacommunitiesofexcellence.org



Bay Minette Assessment Visit

August 3, 2017

Hattson's Banquet Hall

16 Hand Avenue, Bay Minette, AL 36507

- 11:00 AM ACE Team Members Pre-Meeting (ACE Team only)
- 12:30 AM Introductions with Mayor and Local Coordinators through lunch
- 2:00 PM Guided Community Tour
- 3:30 PM ACE Team meets with Mayor, Local Coordinator, Topic Experts
Introductions and Overview
- 5:00 PM Community Meeting
- 6:00 PM Breakout sessions
 - Planning / Infrastructure
 - Community Development / Tourism / Historic Preservation
 - Economic Development / Industrial Development
 - Education / Leadership
- 7:00 PM ACE Team Debriefing (ACE Team only)



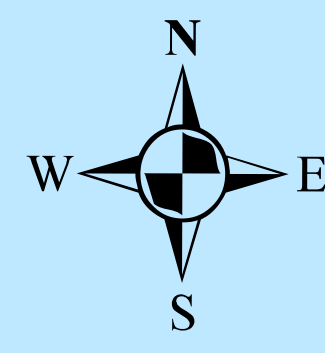
Bay Minette Community Meeting

August 3, 2017

John F. Rhodes Civic Center

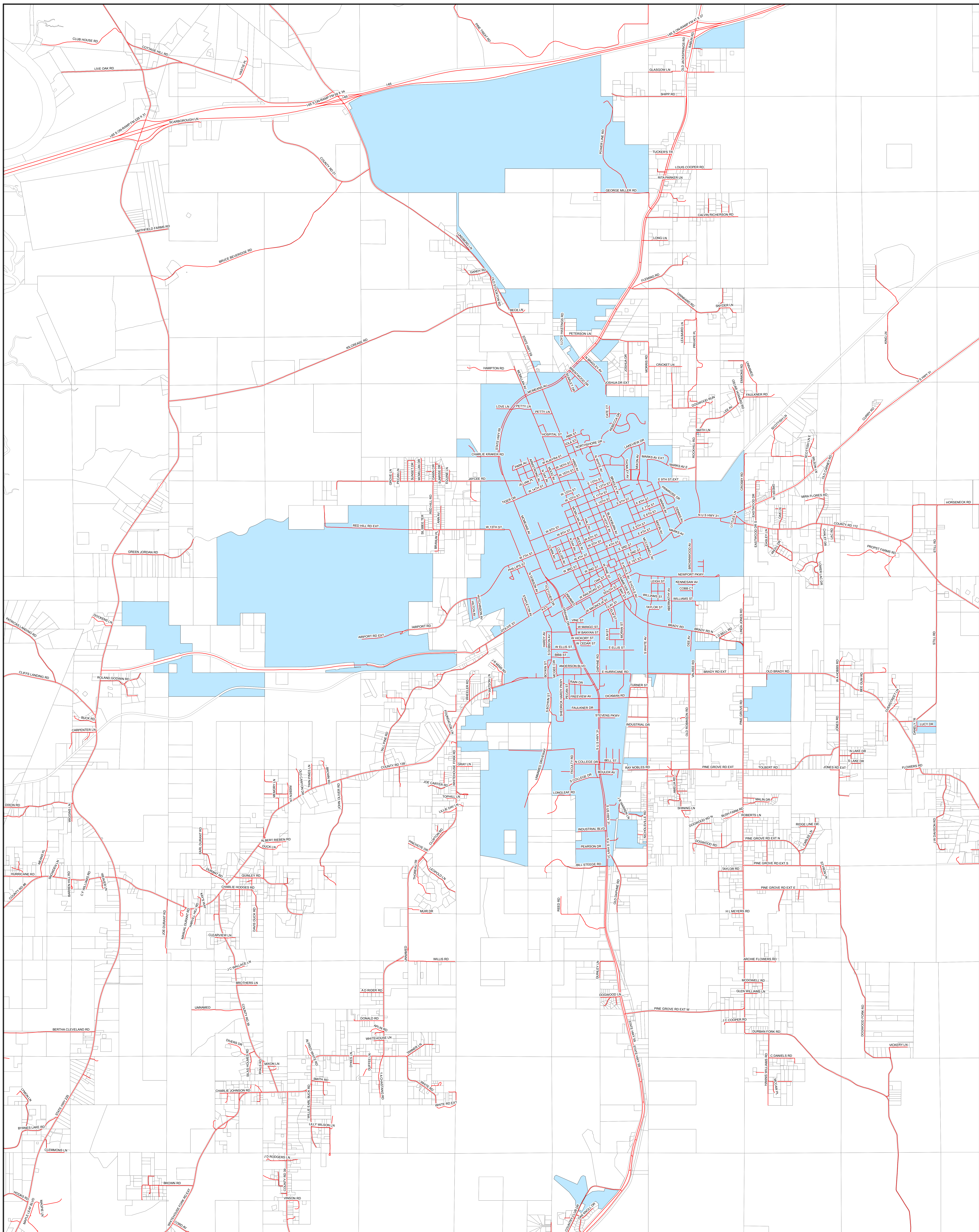
301 D'Olive. Bay Minette, AL. 36507

- 5:00 Opening Remarks
- Introductions of the ACE Team
- Community Introductions
- 5:15 Overview of ACE Program
- 5:30 Assets Activity/ Report on results of Self-Assessment Forms
- 6:00 Breakout Sessions
- 6:45 Closing Comments / Adjourn



City of Bay Minette

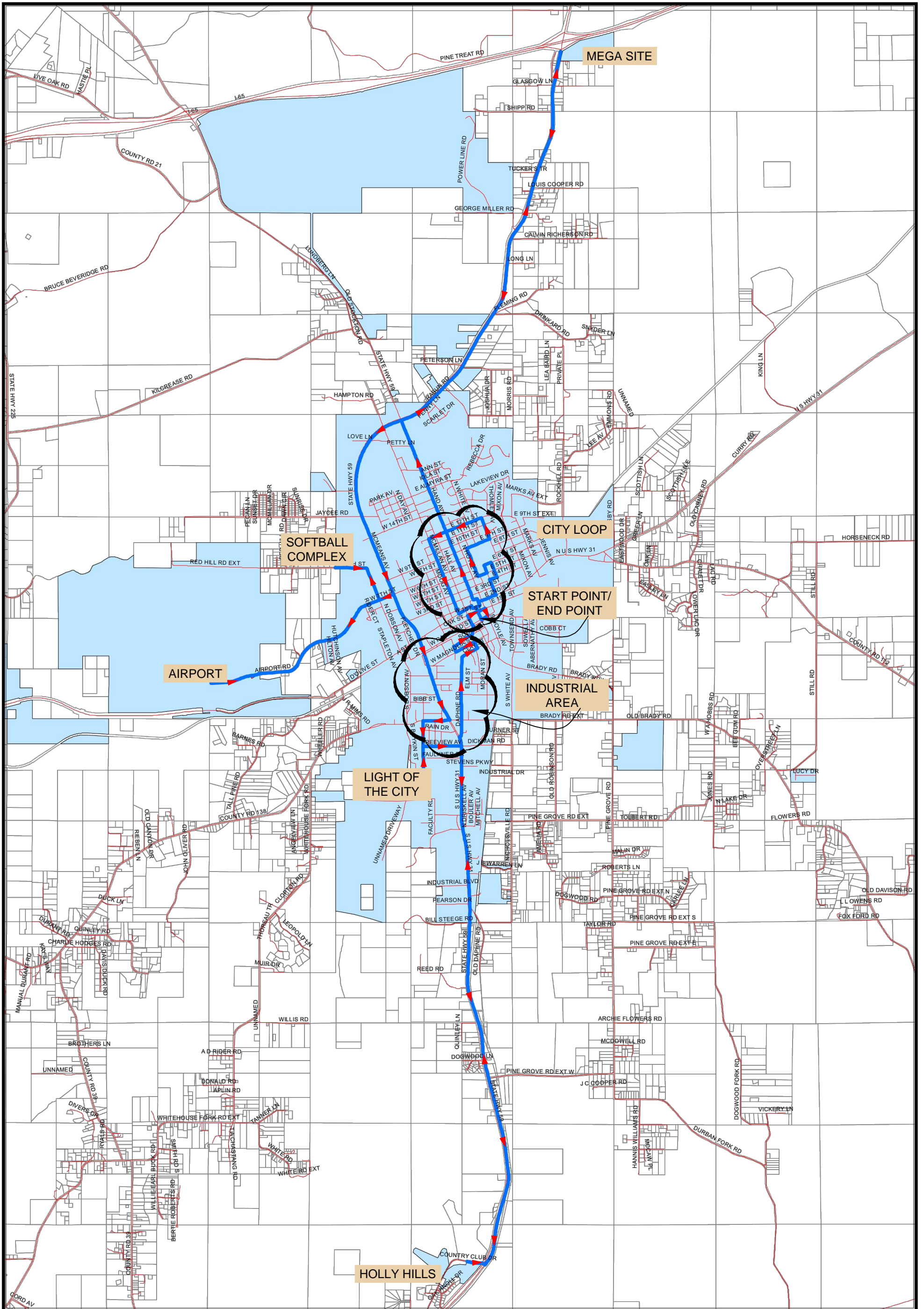
1 in = 1,550 ft





City of Bay Minette Riding Tour

1 in = 4,550 ft



Introduction

Bay Minette is the county seat of Baldwin County, and listed as one of the fastest growing counties in Alabama. Baldwin County is the third oldest county in the state, created on December 21, 1809, ten years before Alabama officially became a state. The city became the county seat in 1900, and officially incorporated in 1907. The city of Bay Minette is located 35 miles northeast of Mobile. According to *The Encyclopedia of Alabama*, settlement in Bay Minette began in 1861 when the Louisville & Nashville (L&N) Railroad reached the area, and the town became a junction for the L&N. Newcomers were attracted to the location because it was surrounded by forests and located near the Tensaw River Delta and the Gulf of Mexico. Bay Minette's population according to the 2016 Census was 8,044.

This Assessment Report a summary of the ACE team's observations and initial recommendations for Bay Minette. This report represents the first phase of a three-phase process and on-going relationship between ACE and Bay Minette. While in-depth knowledge of the issues and challenges facing the community requires further research, ACE will continue to adapt and revise strategies to assist the community. The following recommendations in this report are preliminary and subject to change, based on continued discussion during the ACE process with the City.

Participants and Process

Bay Minette was one of six Alabama cities selected to participate in the 2017 Alabama Communities of Excellence (ACE) Program. Phase I of ACE consists of a community visit by the ACE Team to conduct an assessment and produce this report. On August 3, the Bay Minette assessment visit began with a pre-meeting at Hattson's Banquet Hall of the ACE Team. Then the team met with Mayor Wills and the local coordinators, Tina Covington and Clair Dorrough over lunch. The ACE Team then took a guided windshield tour of the City led by Jason Padget, General Manager / CEO of North Baldwin Utilities. The tour included viewing the Mega Site (a publicly owned, 3009-acre shovel ready site), public buildings, recreational facilities, neighborhoods, schools, and retail/commercial areas. Following the tour, the ACE team met with topic experts on: Business and Industry, Workforce Development, Infrastructure, Healthcare, Education, Community Resources, Housing and Quality of Life. The team then moved over to the John F Rhodes Civic Center for the community wide meeting where an overview of the ACE program was presented along with the results received from 195 completed community surveys. The team then led the attendees in an interactive exercise listing the assets in Bay Minette. This kicked off the breakout sessions regarding the assets and challenges of Bay Minette in the areas of: Planning & Infrastructure; Community Development, Tourism, and

Historic Preservation; Economic/Industrial Development and Education. An ACE Team Member expert in the medical field conducted the Healthcare Assessment and interviews later in August.

ACE Team

Candace Skelton	Captain/ Tourism / Community Dev.	UA Center for Economic Development
Brandon Bias	Co-Captain / Planning / Community Dev.	Goodwyn, Mills & Cawood
Dianne Burnett	Planning / Infrastructure	South Alabama Regional Planning Commission
John Chamberlain	Healthcare	Primary Care Direct
Brian Davis	Economic / Industrial Dev.	UA Alabama International Trade Center (AIDT)
Yo Johnson	Education	UA Small Business Development Center
Chris Kinder	Historic Preservation	Alabama Historical Commission
Rachel Rider	Infrastructure	USDA
Steven Sigler	Infrastructure	USDA

The following is a summary of the ACE Team’s observations and some initial suggestions for key areas regarding the enhancement of Bay Minette.

VISUAL ASSESSMENT

The overall visual experience of Bay Minette is welcoming. The city has pride in its appearance and availability of resources. Clean and inviting with a lot of walking traffic in the downtown area which gives an active and safe feeling.

The Downtown / Central Business District overall ranked adequate or above. The downtown area is nice, with the flowers and landscaping adding visual appeal. With a downtown grid in place, this allows for retail expansion, possibly a restaurant option around courthouse. The area needing the most improvement was the mix business / building usage for office, retails, residential, etc. Street lighting received the highest marks while it was also noted that sidewalks could be wider and available in more places. Downtown currently prioritizes cars over people, but has the potential to be a revitalized hub of mixed usage (retail/restaurant/housing) as opposed to the high concentration of county related office space, several potentially eligible National Register of Historic Districts.

Corridors received high marks especially in maintenance and cleanliness, a nod to the 20 plus years of the City of Bay Minette landscaping on the state highway. Directional wayfinding, traffic control and lighting were all satisfactory. The buildings along the corridors could be improved upon.

Parks and Open Space received high marks across the board in the categories of amenities, maintenance and cleanliness, general condition and parks and open space and accessibility. The parks and streetscapes are well placed and beautifully maintained, and there is an apparent and remarkable effort to promote, update and expand public areas.

Neighborhoods offer the most opportunity for improvement, as lower income areas are very apparent and concentrated and seem to be overlooked in terms of resources. However, it does appear that there is an effort to improve resources within these areas. The facilities and sidewalks (although more sidewalks could be added) as well as street signage ranked well above average, but the diversity of housing stock is lacking. There is an obvious need for housing, and apartments do not seem to be integrated into neighborhoods.

COMMUNITY DEVELOPMENT / TOURISM

Observations:

- The ratio of occupied to unoccupied businesses in the Downtown is close to even. However, most businesses are associated with courthouse related businesses, attorneys, bail bonds, etc. A restaurant, drugstore and a couple other businesses are the only ones not directly related to the court or county business.
- Bay Minette has listings on TripAdvisor that many tourists use to create their itinerary. Currently listed are two lodging venues, two “things to do” and 21 “restaurants”; none of the reviews have had a reply from business owners.
- The City of Bay Minette Facebook page is very active and has over 7,000 “likes” and almost just as many followers, showing that people are engaged. The response to messages sent to this Facebook page is within minutes which communicates consideration and an eagerness to assist. Many events are hosted on this page, showing a lot of activity throughout the year. Events appear to be created several months out, which is ideal.
- Visit Coastal Alabama promotes tourism for several communities including Bay Minette through day trip itineraries, photo galleries and blogs.
- Bay Minette has a Video Tour on their website that highlights Quality of Life, Parks and Rec and Points of Interest. All of which are of interest to visitors.
- At least two successful movies were filmed in Bay Minette - Close Encounters of the Third Kind and Friday the 13th part VII - this has many tourism opportunities.

- Many businesses have hours of 8-5, forcing those that live in the area to do out of town shopping for basic needs and offering no shopping incentive for visitors to linger in the area.
- Bay Minette hosts an ever-increasing attendance event, Ride Yellow, which brings hundreds of people to town. Ride Yellow was founded in 2007 and has had more than 600 cyclists participating in the last two years; it is one of Alabama's largest charity Bike Rides, donating over \$300,000 to various cancer charities. The ride offers cyclist four route options – a 6 mile, 10 mile, a 37 mile and a 62 mile, which wind through the beautiful hills of North Baldwin County and Tensaw Delta Communities.

Recommendations:

- Develop programs and events that draw people downtown. For instance, a “Tunes at Twilight” free concert series during the summer, where anyone can come and listen to free live music downtown, downtown events associated with the bike rides, etc.
- Have one day a week or month that businesses stay open later to allow citizens to shop inside the town - this could keep taxes inside the city limits and show business owners the benefits to staying open late. If this happened frequently enough, citizens could plan their shopping around the schedule. These could also be linked to the suggest events mentioned above such as “Tunes at Twilight.”
- Vigorously pursue becoming a Certified Local Government. One of the benefits of becoming a Certified Local Government is access to a pool of funding set aside specifically for CLG governments. Funding can be used for a variety of purposes relating to historic preservation: including, education, outreach, tourism and planning.
- Consider inviting TripAdvisor to come and offer a training to tourism industry businesses to learn best practices of taking ownership of their listing on TripAdvisor and how to be responsive to reviews. The listings can be put up by anyone... so it is recommended to take control of the page and respond back to customers. With TripAdvisor the owner of a location page has the final say so it doesn't turn into a long dialog with a disgruntled customer.
- The City of Bay Minette Facebook page is very heavy on high school information, if this is to be the only source of event information on Facebook it could be beneficial to mix in community events more often. Another option would be to create a Facebook page that is titled “Visit Bay Minette Alabama” and highlight non-school related restaurants/retail/attractions/events.
- “Visit Coastal Alabama” is a readymade platform to share your visitor information on. Visit their website and social media outlets to make sure that Bay Minette's tourism assets are represented and being promoted. Their Facebook page promotes Bay Minette

some, but it would be beneficial to receive more highlights; be sure to “share” their post when it does highlight your community to receive more “views/likes” for you and “shares” for them, increasing the likelihood to be featured more often.

- Consider sharing the portions of the City of Bay Minette's video tour on Facebook that visitors are interested in to provide an ease of access rather than having to find it on the bottom of the city website page.
- Consider taking advantage of the film industry connections in Bay Minette. This could be as simple as showing the movies in the locations a few times a year, offering themed tours of the movie sites in Bay Minette with photo opportunities that mirror those in the film. “Encounter Bay Minette” could be a theme to build around. Also, anytime there is a Friday the 13th in a month, there could be a movie showing or a special that all venues participate in... 13% off or a list of 13 things to see and do in Bay Minette.
- Many ideas that were discussed at the breakout session was a list of wants including a boutique hotel, ways to make guests stay longer, and upscale restaurants; consider surveying the people that already come by implementing intercept surveys at events that already bring visitors to your area such as the Ride Yellow event. This will be getting a wish list from your visitors and proof that it is a valid need for the community to become a tourism destination.
- There are many avenues to explore for tourism development in the areas of: fishing tournament recruitment, taking advantage of proximity to the Chip & Joanna Gaines showroom at the Standard Furniture Distribution Center and creating half-day itineraries in Bay Minette for visitors going on a Delta Tour.

ECONOMIC / INDUSTRIAL DEVELOPMENT

Observations:

- Bay Minette has a collaborative effort for economic development with responsibilities shared between the City of Bay Minette (Mayor’s office and city council), the Chamber of Commerce, North Baldwin Utilities, and the Baldwin County Economic Development Alliance. Its activities are supported by community leaders and businesses.
- One of Bay Minette’s key assets is its transportation infrastructure and readily available adjacent land. Transportation advantages include two exits on I-65; major rail service; a four lane north-south corridor (Highway 59/31) on the west side of the city that serves as the gateway to the Gulf beaches; easy access to the major east-west corridor I-10; and the

planned extension of the Beach Express to the east of the city which will connect to a third exit on I-65. This transportation asset underpins the area's potential to plan for and take advantage of future economic development opportunities.

- Bay Minette has been successful in industrial development over a long period of time and maintains a collaborative, ongoing effort partnering with local, regional, and state economic development resources. As a result, its existing industry base is diverse and comprised of major employers in wood products, medical products, industrial equipment, and specialty chemicals.
- The city and its public utility arm – North Baldwin Utilities – market and pursue opportunities for industrial development and work closely with the Baldwin County Economic Development Alliance, especially to showcase the mega-site to industrial prospects. The city's industrial parks are available for new industry locations and marketed by North Baldwin Utilities in cooperation with BCEDA.
- The city, the utility, and the local two-year college are active participants in the local workforce development council and the South Alabama regional workforce council.
- The health care facilities based in Bay Minette are a driver for expansion of the service industry and future retail and housing development in the area.
- The central downtown business district is thriving during work hours due to the concentration of county and city facilities for the court, municipal offices, license, and correction systems. The central downtown area has been upgraded with sidewalks, landscaping, and lighting; and the area is easily accessible from Highways 31/59.

Recommendations:

The ACE Team suggests the City consider the following:

- Bay Minette is the major gateway to the Gulf Coast beaches and the Mobile area, yet the two interstate I-65 exits are virtually undeveloped and void of establishments that could provide tax revenue. There are opportunities to fully plan and develop the two I-65 exits to cater to inbound/outbound beach traffic with establishments for gasoline, convenience, foodservice, and lodging.
- Assess retail opportunities along Highway 59/31 corridors and in the central business district that would attract foodservice establishments and other retail/commercial development to serve the downtown government employees, local residents, and beachgoers. The Chamber of Commerce has recently completed a study of retail opportunities and will start to market those opportunities.

- Identify potential land areas for new, planned residential housing developments and target housing developers in an overall effort to fill existing demand and serve future housing needs anticipated from the expansion of the healthcare industry. Additional rooftops will help spur retail developments in the area. Given the on-going congestion of I-10 traffic from Baldwin County to downtown Mobile, Bay Minette’s I-65 location makes an attractive alternative to reach the greater Mobile area with relative ease.
- Undertake a study to determine land use, planning, and zoning opportunities for areas along the extension of the Beach Express on the east side of Bay Minette. The study should also include a plan for the third Bay Minette exit on I-65 for the junction of the Beach Express.
- Identify specific opportunities to market Bay Minette as a major gateway location for ecotourism and related businesses such as outfitters, recreational tour operators, fishing and hunting charters, cultural and historical tourism, and biological habitat tours to explore the areas designated nature trails and bird watching areas. The City is juxtaposed between two of the South’s most distinct natural ecosystems – the Mobile Delta and the Perdido Bay Watershed.

EDUCATION

Observations:

- Bay Minette schools are part of the Baldwin County Public School System.
- The Baldwin County Public School System is accredited by AdvancED.
 - AdvancED was created through a 2006 merger of the Pre-K-12 divisions of the North Central Association Commission on Accreditation and School Improvement (NCA CASI) and the Southern Association of Colleges and Schools Council on Accreditation and School Improvement (SACS CASI)—and expanded through the addition of the Northwest Accreditation Commission (NWAC) in 2011.
- Schools in the area service both residents of Bay Minette and unincorporated county residents.
- The feeder pattern for Baldwin County High School, which is located in Bay Minette, includes:
 - *Baldwin County High School – Grades 9-12
 - *Bay Minette Middle School – Grades 7-8
 - *Bay Minette Elementary School Grades K-3 has combined with *Bay Minette Intermediate School Grades 4-6 for K-6 in 2017-18
 - Delta Elementary School Grades K – 6

- Pine Grove Elementary School – Grades K-6
- Stapleton Elementary School – Grades K- 6
- Perdido School – Grades K- 8

NOTE: * denotes facility within the City limits of Bay Minette

- Other educational facilities in Bay Minette include:
 - Baldwin County Board of Education – County Offices
 - North Baldwin Center for Technology
 - Coastal Alabama Community College
 - Huntington College offers evening Bachelor’s Program
- Baldwin County Public Schools offers career training to all high school students at their North Baldwin School of Technology located in Bay Minette.
- The students in the Baldwin County High School feeder pattern have access to apply for an International Baccalaureate diploma program offered at Daphne High School and Fairhope High School.
- North Baldwin Educational Enrichment Foundation (NBEEF) serves all public schools in the Baldwin County High School feeder pattern of the Baldwin County Public School System. NBEEF was noted as an asset in the community meeting. <http://www.nbcee.org/>
 - Provides Teacher Grants
 - Conducts Fund Raisers
 - Provides Teacher Resources
- The roundtable discussion revealed the community perception is that the schools are implementing “innovative” programming. The Baldwin County Public Schools has an Academic Dean, Dr. Joyce Woodburn who clarified these programs as a four-part academic plan that is geared toward academic success in Baldwin County. Dr. Woodburn’s brief explanation of this multi-year plan *can be found in the appendix.* .
- According to Dr. Woodburn and the Alabama Math Science Technology Initiative website, Bay Minette Intermediate (which is now combined Bay Minette Elementary and Bay Minette Middle School) are AMSTI schools. This is a STEM (Science Technology Engineering Math) program that is serviced by the AMSTI office at University of South Alabama.
- Both the survey results and participants at public meeting agreed that the public schools in Bay Minette have good leadership and good teachers.
- Peer Helper Program of the Jennifer Claire Moore Foundation is available in all schools in the Baldwin County High School feeder pattern. This program provides character based learning skills and opportunities to use those skills to help others. JCMF is based in Baldwin County and sponsors a National Peer Helper Conference each year in Baldwin County to provide local teachers the opportunity to attend.
- Survey indicated great working relationship between education leaders, city and community

- Comments were made at both spectrums about the needs of disabled students in the schools. Dr. Woodburn clarified that the Baldwin County Public Schools meets all federal and state requirement concerning disabled students.
- Students have the opportunity to participate in “dual” enrollment with colleges while enrolled in high school.

Recommendations:

The ACE Team suggests that the City consider the following:

- Facilitate an increase in communicating the workforce needs of business and industry in North Baldwin to the Baldwin County Public Schools.
- Increase awareness in the community of career training opportunities and International Baccalaureate programs available to the students in Bay Minette.
- Increase Parent and Community involvement in schools by inviting the community to the schools, hosting open house for community and offering programs that the community could volunteer.
- Increase communication between citizens, schools and city. This effort needs to include households with no internet service.
- Develop communication strategy through North Baldwin Chamber, City of Bay Minette, North Baldwin Utilities, North Baldwin Infirmary, etc. to instill community pride about the positive changes in the schools.
- Develop social and project related activities where community people are interacting with principals and teachers.
- Develop art education opportunities to provide a creative balance for the students in the community.
- To develop character and leadership skills in students, parents and community, described as a deficit in public meeting, consider further implementation of Leader In Me program in schools and community. Bay Minette Elementary is the only Leader In Me school in the Baldwin County High School Feeder Pattern.

HEALTHCARE

Observations:

- There is a focus on wellness/prevention in the community through the Wellness Center at North Baldwin Infirmary and the North Baldwin Rural Health Network such as classes, etc.
- The community has at least one farmer’s market.
- The community has smoke-free policies in public buildings, hospitals, etc.

- The community has a hospital within a 30-mile radius of the community – North Baldwin Infirmary.
- The hospital does offer obstetrical services.
- The hospital does have a 24-hour emergency room.
- The following emergency people are available to all parts of the community:
 - Paramedic / EMT
 - Independent Ambulance Service
 - Helicopter via Medstar, based in Stockton.
- The community has the following health care services:
 - Public Health Department – Baldwin County Department of Public Health
 - Community Health Center – Franklin Health (FQHC)
 - Mental Health Center – Alta Pointe (FT Psych at NBI)
 - Multiple Dental Services
 - Senior Services Center
 - Dialysis Center - Fresenius
 - Long Term Care Center – Oakwood
- There are adequate family practices in the community.
- Citizens can usually get an appointment with a physician in less than 7 days, which is well below the national average of 11-14 days.
- Specialty physicians are readily available including but not limited to cardiology, orthopedics, OB/GYN, Psychiatry. Infirmary Health in Mobile offers many more subspecialties to the Bay Minette community.
- Multiple doctors serve the community.
- People on Medicaid access health care services at the hospital and Franklin Primary as all physicians accept it.
- Those that are uninsured or underinsured access health care services at the Hospital ER or Franklin Health Center (FQHC).
- There are several places for people to find out about available health and social services in the community. These include: Senior Center, Wellness Center, North Baldwin Infirmary, Infirmary Urgent Care and various physician offices
- Financial Assistance for medication or physician access is available in the community via Infirmary Health Financial Services.
- There is not a transportation barrier to health care as, Baldwin Regional Area Transit System (BRATS) services the community.
- Hospitals and Doctors are utilizing broadband / internet for diagnostic imaging.
- There are three or more pharmacies in the community.
- Both NBI and Baldwin County have a disaster plan in the instance of a catastrophic event to provide healthcare services

Recommendations:

- Consider the recruitment of appropriate specialty physicians to serve the community on a full-time basis, i.e. Cardiology.
- The ACE team has no further recommendations at this time.

HISTORIC PRESERVATION

Observations:

- At present, only one property is listed on the National Register of Historic Places: The Public Library (listed as the First Baptist Church). There are four properties listed on the Alabama Register of Landmarks & Heritage: Post Office, Concrete Water Tower, Rhodes Store, & the L & N Railroad Depot (moved to present location in the mid-1980s).
- There are several districts that are potentially eligible for the National Register of Historic Places, and the Alabama Register of Landmarks & Heritage. Including: The Downtown Square Business District, McMillan Avenue, & a residential historic district north of the downtown area.
- There are two individual structures that are individually eligible for the National Register of Historic Places and the Alabama Register of Landmarks & Heritage. Including the Douglasville High School (now serving as a museum), which has significant attachments to the African-American community in the City of Bay Minette. The current Bay Minette Elementary School is also eligible, including the “flat top” 1960s era structures attached to the 1930s-era school building.
- The Downtown area retains a good deal of historic integrity, despite the construction of a modern courthouse in the square and the loss of several buildings on the north side of the square. In addition, a few structures have been significantly altered with modern materials, or design, detracting from the historic integrity of the downtown.
- There is a profound and obvious pride in the “Mayberry” like nature of Bay Minette. Public facilities, parks and schools are well maintained and updated. There is a genuine love for the small town and a strong desire to retain the small-town nature of Bay Minette. This translates well into fostering a historic preservation minded community.
- In conversations with several citizens and community leaders of Bay Minette, there was pronounced desire to preserve historic structures. The community has a pride in its local history and legends, and would like to see various places saved. This includes plans to reuse the historic school for community purposes once a new structure is completed, a

restored African-American school that has been repurposed as a museum, and an Alabama Register listed train depot that was moved to a new location to avoid demolition and repurposed as the Chamber of Commerce office.

- There is a desire by citizens to have a more robust and active downtown. In conversations with community leaders, there had been some activity and interest in participating in the Main Street program and in reaching Certified Local Government status. This is a very positive sign of broad community interest in preservation possibilities.
- While there is a general interest among community leaders and citizens in historic preservation, there are currently no historic preservation commission, strategic plan or ordinances.
- Overall, the city of Bay Minette is a remarkable small town. While some historic integrity has been lost, there is a tremendous amount of potential for utilizing historic preservation resources to preserve, promote and revitalize the city, including its downtown business district.

Recommendations:

The ACE Team suggests the City consider the following:

- Continue to pursue designation with the Main Street Program (an expansion of the current participation as a Main Street Downtown Network.) Main Street Alabama is part of the National Main Street program, which was created by the National Trust for Historic Preservation. The four-point approach used by Main Street program relies heavily on historic preservation principles and will a critical asset in beginning a revitalization of the downtown area.
- Have the downtown area & McMillan Avenue surveyed by a qualified architectural historian, including a written nomination for both districts to the National Register of Historic Places.
- Have the Douglasville School and the Bay Minette Elementary school nominated for the Alabama Register of Landmarks & Heritage. Both are places significant to the history of Bay Minette and the nominations for both will be a source of pride to the community.
- Work the Alabama Historical Commission to schedule workshops to educate the community on programs designed to promote historic preservation, including economic incentive programs at the state and federal levels.
- Work on a plan to adaptively reuse the historic Bay Minette Elementary School that includes the 1960s era “flat top” buildings, once the new elementary school is constructed and open. In their own right, these buildings are eligible to be listed on the National

Register of Historic Places along with the 1920s/1930s era building, and represent the evolving educational history of the community.

- Include historic preservation in the strategic plans for the city.
- Establish a historic preservation ordinance that creates oversight for alterations to historic buildings and new construction within local historic districts. Creating a historic preservation commission or architectural review boards helps to ensure that designated historic districts retain their historic settings and integrity. The Alabama Historical Commission will work closely with Bay Minette when establishing these ordinances and review boards.
- Use economic incentives to revitalize historic structures downtown. Including creating residential spaces in structures with more than one floor. The Alabama Historical Commission can provide guidance on the Federal Historic Tax Credits and the Alabama State Historic Tax Credits.

PLANNING & INFRASTRUCTURE

Observations:

- The City of Bay Minette has a Comprehensive Plan which was adopted July 9, 2013.
 - The plan does not address several important aspects of the community such as the South Alabama Mega Site and the potential expansion of the Baldwin Beach Expressway.
- The City does have a zoning ordinance and subdivision regulations which are both enforced.
- The City currently does not have a strategic plan.
- Alabama Highway-59 through the community receives a tremendous amount of ‘beach traffic’ and there are discussions about extending the Baldwin Beach Express to intersect with Interstate-10 and by-pass the community.
- Participants at the community assessment meeting expressed the following:
 - The need for a new Police Department building.
 - Relocating the Senior Center Activities center to the ‘old’ Elementary School when the school building becomes available.
 - The desire to establish an Arts Council and create a Cultural Center with a local theater. A need for an amphitheater was also noted.
 - The desire need to create historic districts that include the downtown area and the residential areas of the City that qualify.
 - Additional sidewalks could be constructed throughout the community.

- Areas of the community need additional improvements in drainage.
- The community housing stock seems to be of good quality; however, there seems to be a need for additional housing opportunities.
- Rental opportunities are limited, both single-family and multi-family, and these rentals seems to be occupied very quickly. The need seems to be for mid-income households that are not income based and additional housing for students.
- Coastal Alabama Community College is a tremendous asset for the community, however the campus seems remote and disconnected.
- In a partnership between the City and North Baldwin Utilities, new gateway signage has been installed at entrances through the community.
- The utility providers in Bay Minette are:
 - Electric: Baldwin EMC and Alabama Power
 - Water, Gas, Sewer: North Baldwin Utilities
 - Internet: AT&T, Mediacom
 - Cable: Mediacom, Direct TV, Dish Network
- Community input expressed that utility providers are adequate and noted on-going upgrades to the water and sewer systems. Telecommunication service is not very reliable and internet in general needs to be improved.

Recommendations:

The ACE Team suggests the City consider the following:

- Develop a community vision through the strategic planning and comprehensive planning process that defines Bay Minette.
- The City should develop a strategic plan to identify strengths, weaknesses, opportunities and threats that describes the community's goals and strategies, and the specific actions the community commits to take to achieve those stated goals.
- Considering the timeline of creation and adoption of the previous Comprehensive Plan, an update should be considered to address major issues facing the community. These include such as the South Alabama Mega Site, potential extension of the Baldwin Beach Express, redevelopment opportunities along Alabama Highway-59 that had not been considered prior to the Comprehensive Plan adoption.
- Consider developing a Downtown Master Plan to focus on streetscape improvements, promotion and marketing, and identifying new businesses to locate in vacant buildings.
- Appropriately update the Zoning Ordinance and Subdivision Regulations to reinforce the vision and goals and the Comprehensive Plan.
- Continue to install brick signage across the community at other civic locations. (i.e. City Hall, Community Center, Parks, etc.)

Appendices

- 1- Baldwin County four-part academic plan
- 2- List of Bay Minette Topical Experts
- 3- List of Bay Minette Community Wide Meeting Participants
- 4- Tabulated Community Self-Assessment

Baldwin County four-part academic plan

1. Scholastic Guided Reading program

- (b) *Baldwin County Public School System was recognized at a Scholastic Conference in Orlando. This recognition is based on the gains that K-6 students made in reading by using Scholastic's Guided Reading Program. In 2016-2017, approximately 220 K-6 teachers were trained in Guided Reading and taught their students using this program. All elementary schools were represented in the training.*
- (c) *In 2017-2018, BCPSS will train approximately 80 additional K-6 teachers in Guided Reading.*
- (d) *In 2017-2018, BCPSS will begin pilot programs in Guided Reading in select middle and high schools. The pilot schools are Foley Middle, Central Baldwin Middle, **Bay Minette Middle**, Foley High, Gulf Shores High, Fairhope High, and **Baldwin County High**.*

2. Becoming an eMints district

- (a) *BCPSS has a contract with the Univ. of Missouri for training in and implementation of the eMints instructional paradigm. Teachers are strongly encouraged to become eMints certified.*
- (b) *eMints Teacher: An eMints certified teacher is someone who has completed the two-year training program with at least 80% attendance and has completed all work sample requirements for the national program. Teachers are qualified to instruct in the classroom to students only. They may not serve as trainers and they are not allowed to share the copyrighted material from the program with other teachers. They can serve as leaders at their schools and encourage others to pursue the program.*
- (c) *eMints Trainer: An eMints trainer has completed the two-year trainer program. These people may or may not have been classroom eMints teachers. The training program differs from the teacher training in many ways, but is significant in that it focuses more on mentoring and coaching. People in this role provide the evening training (4 hours twice per month), the daytime training (3-4 days during the school year), and the coaching for each teacher (1 hour per month per teacher). The load for each*

trainer differs based on the number of teachers in the program. The average load is around five teachers per trainer. The trainers are authorized to share copyrighted materials with teachers in their training groups.

(d) Reference for eMints instruction philosophy: www.emints.org

Application of eMints in Bay Minette:

According to Jeremy King, Technology Education Services at the Baldwin County Public Schools the following schools in the Baldwin County High School Feeder Pattern has eMints teachers.

Bay Minette Middle School – 4 eMints Teachers, 1 principal Curriculum Leader is trainer

Bay Minette Elementary School – 4 eMints Teachers and 1 principal

Delta Elementary School – 3 eMints Teachers

Perdido School – 6 eMints teachers

Pine Grove Elementary School – 3 eMints Teachers and 1 principal

Stapleton Elementary School – 3 eMints Teachers

Baldwin County High School - 0

3. Purchase a data analytics platform for use throughout the district. *This platform will allow school personnel to monitor student achievement in a variety of different ways. The data analysis platform that the system will use in 2017-2018 is Scantron Analytics. This common platform provides educators with all of the data needed to assess progress, identify weaknesses, and develop plans for remediation in areas of weakness for each student.*

4. Placement of a curriculum leader in all schools

- (a) *Curriculum leaders will develop a rapport with all teachers in the local school building in an effort to help teachers become increasingly diversified and effective instructors.*
- (b) *Curriculum leaders will co-teach with teachers when necessary.*
- (c) *Curriculum leaders will be in charge of monitoring student achievement throughout the school by using the data analytics platform.*
- (d) *Curriculum leaders will suggest instructional interventions to teachers to help students remediate student weaknesses*

(e) *Curriculum leaders will provide frequent and timely communication about student achievement and instructional effectiveness to the assigned principal, the academic dean, and eMints coordinator.*

List of local topical experts attending 8/3/17 at Hattson’s Banquet Hall:

Kristina Angelone	North Baldwin Chamber
Patty Bailey	Real Estate
Elizabeth Boyd	Business & Industry
Barbara Brown	Education
Julia Bryant	Workforce Development/ Education
Gena Cash	Healthcare
Tiz Day	Education/ Workforce
Benjamin K. Hansert	Healthcare
Michael Minchen	City of Bay Minette
Jason Padgett	North Baldwin Utilities – Infrastructure
Martha Ryan	Business & Industry

List of participants in Community-Wide Meeting on 8/3/17 at Bay Minette Civic Center:

Kristina Angelone	Tiz Day
Josh Bigz	Rita Diedtrich
Barbara Brown	Clair Dorough
Julia Bryant	Benjamin K. Hansert
Elizabeth Byrd	Charnita Kennedy
Gena Cash	Rick Lender
Jay Cooper	Jason Padgett
Danleigh Corbett	Mike Phillips
Tina Covington	Martha Ryan
Matthew Craig	William Taylor
Jeff Date	Stephen Sexton
Ashley Jones Davis	Tammy Smith