



Beachplace Association, Inc.
2023 Election – Candidate Information Sheet

Name: Steven A. Baker

Bldg & Unit No.: 7-103, 7-104

Permanent Address:

Education:

2731 Sir Castor Ct. 4614 Trails Drive
Lewisville, TX 75056 Sarasota, FL 34232

The University of Tampa Class of 1990
Bachelor of Science in Business Administration (Cum Laude)

Personal Background:

I am a Sarasota native who moved to Sarasota at the age of six months in 1967. I have seen not only Sarasota, but Longboat Key grow immensely during my lifetime. Longboat Key has always been a big part of my life as one of my earliest childhood friends (3rd Grade) resided at the north end of Longboat Key near the fire house. Additionally, I met my wife Vanessa, a Dallas, TX native in the summer of 1991, while she was vacationing at The Colony Beach Resort.

I started my professional career as a Managerial Associate with Barnett Bank, the largest bank in Florida at the time. After being married in 1992, we decided to relocate to Dallas in December of 1993. Professionally, I transitioned into the healthcare industry and after enjoying a great deal of success as a Director of Sales for a couple of organizations I decided to start an alternative service company in the pharmacy benefit management space (December of 2003). The company was focused on delivering a transparent service offering nationwide. Thankfully, we were very blessed and enjoyed a great deal of success.

In July of 2019, I sold my interest in 3 of the 4 companies I founded. Although I am no longer working full time, I am on the BOD of my current company and travel back and forth from Sarasota and Dallas (spend 80% of our time in Sarasota and Longboat Key).

Goals and Objectives for 2023/2024 Board of Directors:

Some of my goals include ensuring that all members (owners) are actively engaged and informed regarding the Revitalization Project, that HOA fees are being managed and utilized appropriately, that all Board actions & decisions conform to our governing documents/Florida Statutes, there is a continued focus to actively engage members and that the buildings/facilities remain a top priority with a focus on safety; all achieved while maintaining the resort feel that all Beachplace owners, renters and guests have come to know. Lastly, I want all owners to have the confidence that our Beachplace Management Team/Staff will be held to the highest standards with regards to day to day operations and ongoing/consistent member communication.

Comments about Board Candidacy:

I have been a part of the Beachplace community for the last 19 years. First as a renter and since 2013 as an owner. I joined the Board in March of 2022. The last year has been extremely educational; being a member of a Florida Condominium Board is extremely challenging given the operating constraints of the Florida Statutes and is unlike any traditional business board experience. The passage of SB 4D in May of 2022 has presented further operating challenges to not only our Board, but all other Boards in the Florida.

Given the operating challenges and current needs of our Beachplace community, I feel Board continuity is extremely important to facilitate operating efficiency and consistent communication. I am hopeful that the community will give me the continued honor of serving our community and working with my fellow Board Members for the next two years.

Prior Condominium Experience

I have served on the Beachplace Board of Directors since March of 2022, which represents my prior Condominium experience. I have served on multiple business boards and continue to serve as a managing member of one of the companies I founded.