

PENSACOLA BEACH
SANTA ROSA ISLAND AUTHORITY

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PENSACOLA BEACH, FLORIDA
REGULAR BOARD MEETING MINUTES
June 11, 2008

Board Members:

Thomas A. Campanella
Chairman

John L. Peacock, Jr.
Vice-Chairman

Tammy Bohannon
Secretary/Treasurer

Fred Gant
Vernon L. Prather
Elwyn D. Guernsey

W. A. "Buck" Lee
Executive Director

1-3. A regularly scheduled meeting of the Authority was held on Wednesday, June 11, 2008, beginning at 5:08 p.m. Members in attendance were: Dr. Thomas Campanella, Mr. Elwyn Guernsey, Mr. Fred Gant and Mr. John Peacock. Ms. Bohannon arrived at 5:33 p.m. Mr. Vernon Prather was absent. Dr. Campanella, Chairman, called the meeting to order and led the Pledge of Allegiance followed by a moment of meditation.

4. APPROVAL OF MINUTES – REGULAR BOARD MEETING (5/7/08),

Upon motion of Mr. John Peacock, seconded by Mr. Ed Guernsey, the Board unanimously approved the minutes of the Regular Board Meeting (5/7/08). (4-0)

5. CHANGES OR ADDITIONS TO AGENDA

At the request of Dr. Campanella Item A-1 of the Consent Agenda, the recommendation on noise was moved to the Regular Agenda Item D-1 of the Operations Committee.

6. ADOPTION OF AGENDA

Upon motion of Mr. Fred Gant, seconded by Mr. Ed Guernsey, the adoption of the amended Regular Agenda was unanimous. (4-0)

7. CHAIRMAN'S COMMENTS

The Chairman asked that all comments be limited to three (3) minutes and all cell phones were placed on silent.

Ms. Jayne Bell read into the record a recusal on behalf of Ms. Tammy Bohannon for Item #3 of the Development and Leasing Committee Meeting on the Consent Agenda of the May 7, 2008 Regular Board Meeting, Frederick and Tammy Bohannon – Southern Touch – 35 Via de Luna – Request to sublease to Ms. Kim Gibbons – Emerald Coast Rentals – to operate a rental office for beach homes.

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Ms. Bohannon wished to recuse herself from this item as she is a principal in Emerald Coast Rentals.

8. PENSACOLA CHAMBER OF COMMERCE – MR. ED SCHROEDER

Mr. Ed Schroeder of the Pensacola Chamber of Commerce addressed the Board. Mr. Schroeder explained that 2007 was the best year for tourism that the county had ever seen. However, he was concerned that tourism on Pensacola Beach does subside in the winter months. In January and February tourism is low. But, in the summer months all sectors of the economy are booming. Mr. Schroeder attributes the slow down of tourism to the increasing prices of fuel. Therefore, the "Just one tank away" advertising slogan has been adopted. It was explained that Pensacola can be reached on one tank of gas from Nashville, Houston or Dallas. Pensacola Beach is the first beach in Florida when driving from the West. Marketing is increasing within the panhandle to encourage the "Just one tank away" advertising slogan. Mr. Schroeder expressed a desire for cruise ships to come to Pensacola as a destination port. He explained that he recently received an inquiry from a cruise line who wished to use the Gulf port. A brief discussion followed.

Mr. Jeff Elbert of the Pensacola Beach Chamber of Commerce addressed the Board. He explained that the Chamber requested \$25,000 from the Tourist Development Council for advertising to promote the off-season. That request was denied. Mr. Elbert mentioned that the Christmas Celebration on Pensacola Beach was not mentioned in the Convention and Visitors Bureau handbook. However, Perdido Key events were mentioned. A discussion followed.

9. PENSACOLA BEACH VISITOR'S INFORMATION CENTER

Ms. Sandy Johnston submitted her monthly report for the review of the Board.

CONSENT AGENDA

10. COMMITTEE REPORTS

A. OPERATIONS COMMITTEE, Mr. Vernon Prather, Chairman

The Committee unanimously recommends approval of the following item:

Item #1 – Recommendation on noise issue – referred from the May 7, 2008 Regular Board Meeting. (Staff report by Executive Director Buck Lee)

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This item was moved to the Regular Agenda for more discussion.

B. DEVELOPMENT AND LEASING COMMITTEE, (5-21-08) Ms. Tammy Bohannon, Chairman

The Committee unanimously recommends approval of the following items:

Item # 1 – Azure Development d/b/a Soundside Center – 5 Via de Luna – Request to sublease to Mr. Dror Zanani – Xtreme Scooters, Inc. – to operate a beach rental business; to include scooters, kayaks, fishing rods and sell bait and tackle; subject to paying all applicable percentage fees and meeting insurance requirements. (Staff report by Executive Director Buck Lee)

Item # 2 – Beach Club Development, Inc. Mr. Robert Rinke – 18 Via de Luna – Request to sublease to Mr. Ron Wilson – Pensacola Beach Management Co., LLC – to operate the property and resort management office and provide vacation rentals subject to paying all applicable percentage fees. (Staff report by Executive Director Buck Lee)

Item #3 – Beach Club Development, Inc. Mr. Robert Rinke – 18 Via de Luna – Request to sublease to Beach Club Towers Home Owners Association, Inc. – to provide the Condominium Association management including the spa, fitness and juice bar; subject to paying all applicable percentage fees. (Staff report by Executive Director Buck Lee)

Item #4 – Mr. Jeff Taggart – Pensacola Beach Marina – 655 Pensacola Beach Boulevard – Request to sublease to Mr. Bill Akins – Emerald Coast Transportation Services d/b/a Playful Seas – to operate a 38 foot, 20 passenger charter boat from the marina. (Staff report by Executive Director Buck Lee)

Item #5 – Mr. Thomas W. Greene and Mr. Fred H. Simmons – 1711 Ensenada Uno – Request for approval to change lease from a duplex to a two (2) unit condominium. (Staff report by Executive Director Buck Lee)

C. ARCHITECTURAL AND ENVIRONMENTAL COMMITTEE (5-21-08) – Mr. John Peacock, Chairman

The Committee unanimously recommends approval of the following items:

Item # 1 – Dual Holdings, LLC – 911 Ariola Drive, Lots 11 & 12, Block 9, Villa Segunda – Request to construct a swimming pool with a three (3) foot

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encroachment into the twenty (20) foot rear yard building setback line. (Staff report by Matt Mooneyham)

Item # 2 – Frederick Braden, Trustee – 603 Panferio, Lot 9, Block 18, Villa Segunda – Request to construct a 15' X 17' pergola/trellis eight (8) foot high over an existing 16' X 24' wooden deck. (Staff report by Matt Mooneyham)

D. ADMINISTRATIVE COMMITTEE (5-21-08) – Mr. Elwyn Guernsey, Chairman

Item #1 – Report on Financial Statements and Expenditures. (Staff report by Dottie Ford)

The Committee unanimously recommends acceptance of the report.

Item #2 – Compensation study for SRIA staff salaries – referred from the May 7, 2008 Regular Board Meeting (Staff report by Jayne Bell)

The Committee unanimously recommends tabling this item until a later date.

Item #3 – Estate of Mr. Walter Dow Bryan – 226 Sabine Drive – Lot 54, Block B, Villa Sabine – Request for additional one hundred-twenty (120) days to cure lease default. (Staff report by Executive Director Buck Lee)

The Committee unanimously recommends approval of this item.

Upon motion of Mr. John Peacock, seconded by Mr. Fred Gant, the Committee unanimously adopted the Consent Agenda. (5-0)

REGULAR AGENDA

11. COMMITTEE REPORTS

A. ARCHITECTURAL AND ENVIRONMENTAL COMMITTEE (5-21-08) Mr. John Peacock, Chairman

Item #1 – Jeff Taylor – 110 Maldonado Drive – Lot 6, Block 13, Villa Primera – Request for an eight (8) foot variance to the twenty (20) foot rear yard building setback line to construct a new single family residential structure, replacing from Hurricane Ivan. Referred from the May 21, 2008 Committee Meeting (Staff report by Matt Mooneyham)

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Upon motion of Mr. John Peacock, seconded by Ms. Tammy Bohannon, the Board unanimously recommended acceptance of the request for an eight (8) foot variance to the twenty (20) foot rear yard building setback line to construct a new single family residential structure, replacing from Hurricane Ivan, subject to addressing the variance criteria and final action by the Escambia County Board of Adjustments. (5-0)

B. ADMINISTRATIVE COMMITTEE (5-21-08) Mr. Elwyn Guernsey, Chairman

Item #1 – Approval of Resolution of the Santa Rosa Island Authority for the protection of public lands. (Report by Mr. Mike Stebbins)

Mr. Stebbins recognized that some additional adjustments may need to be made to encompass any changes in future land use. Dr. Campanella requested that the description of public lands be more thorough than the current wording. Mr. Stebbins suggested that the resolution include a statement that includes lands as they are zoned at the date of the signing of the Resolution.

Mr. Cox of 229 Sabine Drive applauded the SRIA Board for their defensive move in the protection of the public lands. He recommends working with the State and Jeff Miller's office. He suggested that the Board look at the possibility of taking those public lands and declaring them conservation easements with the State as a beneficiary. A discussion followed.

Upon motion of Mr. Fred Gant, seconded by Ms. Tammy Bohannon, the Board unanimously recommended approval of a Resolution of the Santa Rosa Island Authority for the protection of public lands with some additional changes from Attorney, Mike Stebbins. (5-0)

Upon motion of Mr. Ed Guernsey, seconded by Mr. John Peacock, the Board unanimously recommended staff draft a letter to the County addressing the possibility of protecting public lands by changing them to a conservation easement. (5-0)

C. SPECIAL PROJECTS COMMITTEE Mr. Fred Gant, Chairman

Item #1 – RFP (Request for Proposal) for the development of the Core Area. Referred from the May 21, 2008 Committee Meeting. (Report by Dave Hemphill)

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There was some discussion about the RFP presented by Mr. Hemphill. Mr. Hemphill indicated that at least four (4) construction reporting firms were following the progress of this item. Mr. Lee suggested that there was \$100,000 in the visioning study fund that could finance any RFP's. Dr. Campanella and Mr. Gant were opposed to this RFP because they did not wish to block the view at Casino Beach. Mr. Peacock suggested that the Board has an obligation to look at possibilities for the Core Area Development. If the Board does not like the possibilities presented they do not have to use them. Mr. Guernsey feels that it is a mistake not to ask what the possibilities may be for the development of the Core Area. Ms. Bohannon asked why the Circle K property was not included in the RFP. Mr. Stebbins indicated that it would be problematic to offer a currently leased piece of property.

Mr. Chris Shearman of Alcon Construction addressed the Board. He has lived on the Beach for forty-eight (48) years. He worked for the SRIA for seven (7) years. He believes increasing the toll shows good leadership. He believes development of the Core Area is imperative to the survival of the Island. More activities for children are necessary. In the 1960s the Core Area had shops, restaurants, etc. He believes Escambia County will only give the SRIA monetary support if the Island continues to gain revenue. Mr. Shearman's vision for the Core Area is the same as it was in the 1960s. It should include 18,000 to 20,000 parking spaces. In order to acquire these spaces the toll must be increased. Mr. Gant suggested increased traffic will increase gridlock. Mr. Shearman suggested traffic engineers become involved in the process to avoid potential pitfalls. Mr. Shearman stated he would be willing to donate three hundred (300) man hours to develop three (3) or four (4) scenarios for the development of the Core Area if the SRIA pays for the Engineer. These proposals will include an estimated building cost and a Request for Proposal.

Upon motion of Mr. John Peacock, seconded by Mr. Ed Guernsey, the Board recommended approval to move forward with the issuance of the Request for Proposal of the Core Area. This motion did not pass. Ms. Tammy Bohannon voted in the affirmative. Dr. Campanella and Mr. Fred Gant opposed this motion. (3-2)

Upon motion of Ms. Tammy Bohannon, seconded by Mr. John Peacock, the Board recommended accepting Mr. Shearman's offer. (5-0)

Item #2 – Report on Little Sabine Lagoon Restoration Project. (Report by Dave Hemphill)

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Mr. Hemphill presented his report on the dredging of Little Sabine Bay. The section that requires dredging is eighty (80) feet wide and should be eight (8) feet deep. Some portions of the channel are currently only four (4) feet deep in places. The channel needs dredging approximately every ten (10) years. Some of the silt is a result of the storms that have occurred in the last few years. The total cost of the project should be between \$200,000 and \$400,000. Mr. Lee asked that no money be spent on this project until the grant from Northwest Florida Water Management was received. However, \$15,000 was spent to begin the permitting process that will not be reimbursed by the SRIA. An additional \$5,000 is required to complete the permit.

Upon motion of Ms. Tammy Bohannon, seconded by Dr. Thomas Campanella, the Board unanimously recommended spending \$5,000 from the reserve for contingency budget to complete the permit process for the dredging of Little Sabine Bay. (4-0) Mr. Peacock stepped out of the Board Room momentarily and therefore did not vote.

D. OPERATIONS COMMITTEE, Mr. Vernon Prather, Chairman

This item was moved from the Consent Agenda

Item #1 – Recommendation on noise issue – referred from the May 7, 2008 Regular Board Meeting. (Staff report by Executive Director Buck Lee)

Dr. Campanella asked that this item be moved to the Regular Agenda for more discussion. Dr. Campanella would like to wait until the Sandshaker has completed construction and then readdress this issue if necessary. Mr. Lee would like to make sure that there is a distinction between noise issues in the residential areas as opposed to the Core Area. Ms. Bohannon would like to revisit this issue after a decision has been made regarding the noise ordinance in Panama City. She stated that she has pictures of Sandshaker speakers pointed at South Harbour. She feels this is not neighborly. Mr. Stebbins feels that this is an enforcement issue and perhaps the Board could adopt a combination of time frames and decibel levels. Mr. Gant inquired if complaints had recently increased. Staff indicated that complaints had not increased. Mr. Gant felt that there was no need to change the vote of the Committee. Mr. Guernsey pointed out that the issue could always be revisited. He feels the Beach is a place to party and a place for noise. A lengthy discussion followed.

Ms. Beverly Boswell of the Sandshaker stated that she would like to see the pictures Ms. Bohannon addressed. She apologized if this incident did occur and

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insisted it would not happen in the future. Sandshaker is working on construction and it should be completed by early August. Mr. Peacock stated that it is the business owner's responsibility to police the bands that play at their establishment.

Ms. Betty Gail Peters of South Harbour feels that she is a great patron of the Sandshaker. She does not wish to move away from what other cities are doing. St Augustine is enforcing a seventy-five (75) decibel reading. Panama City is looking at seventy (70) decibels. She requests the Board table this issue and revisit it after more research.

Mr. Jeff Marker of South Harbour feels that the Board is giving businesses unrestricted volume until 2:00 a.m. He feels that the current ordinance would solve the issue but the sheriff does not wish to enforce it. Mr. Marker said, "I was hoping maybe I might be able to stop by and ask Buck for a couple of free passes for some speeding tickets." He feels the proposed ordinance is a free pass. He suggests the Board hire a sound engineer.

Major Richard Nix of the Escambia County Sheriff's Office addressed the Board. He is the Commander of Big Lagoon and Pensacola Beach. He feels the current noise ordinance is very difficult to enforce. Major Nix had several conversations with Ms. Boswell of the Sandshaker and Mr. Marker of South Harbour. Major Nix gave both his cell number and requested they call him if there were any problems. He said he has not received a call in the last three (3) months. Major Nix asked Lieutenant Montee to research decibel meters and he found that it was impossible to get a conviction from a decibel meter. Major Nix feels that business owners are cooperative. Mr. Jeff Elbert stated that he would provide information for the Board for approximately a dozen other beaches and their current ordinances.

Upon motion of Mr. John Peacock, seconded by Mr. Ed Guernsey, the Board recommended approval of staff's recommendation for time provisions instead of decibel readings. This motion did not pass. Mr. Fred Gant voted in the affirmative. Ms. Tammy Bohannon and Dr. Thomas Campanella opposed the motion. (3-2)

12. NEW BUSINESS

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Item #1 – Discussion on increasing the toll for the Bob Sikes Toll Bridge; for the development of the Core Area, i.e. parking garage (Staff report by Executive Director Buck Lee)

Mr. Lee stated that if the toll is increased by one (1) dollar revenue would increase to somewhere between \$2.5 million and \$2.7 million. The last toll increase paid for beach renourishment and road improvements. These additional monies could be used for a boardwalk with shops, a walkover across Via de Luna and a parking facility so that people from in town could enjoy the Beach.

This item was moved to the June 25, 2008 Committee Meeting for more discussion.

Item # 2 – Report explaining the breakdown of how the revenue from the Toll Facility is spent by Escambia County. (Staff report by Dottie Ford)

Mr. Peacock stated that his intent was to identify the fact that the core Area needs to be developed. Local residents would not be affected by increased tolls because transponder prices would remain the same. Perhaps more people would buy transponders and enjoy the beach more often. Mr. Lee suggested the County Attorney be asked how this money can be used.

Mr. Gary Powell of the Portofino Boardwalk feels it is time to take action. Tourists are coming but locals are not. No locals will have a problem increasing the toll if they know the money will be spent on infrastructure and parking. Mr. Powell added he is a resident of the Verandas and he sleeps fine but says he expects noise in the Core Area.

Mr. Mike Pinzone feels that the VIC center needs to be a parking facility. He pointed out that the buildings next to the VIC are tall and would not obstruct the view any more than it is currently. He feels that the one (1) dollar increase is acceptable for the development of a parking facility.

Mr. Mike McLaughlin has three (3) businesses on the Boardwalk and does not feel that they are losing business. In fact, his business has increased seventy-eight percent (78%). He feels there is no beach like Pensacola Beach and development is necessary.

Mr. Bill Dempsey has been on the Beach since 1993. He is in agreement with the one (1) dollar increase. He is from the North and is accustomed to paying seven

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(7) to eight (8) dollars to park. He has one concern about a parking facility. He is concerned about traffic flow. He does not want a new facility to cause gridlock. Ms. Bohannon asked if there was an emergency lane. Mr. Hemphill indicated that the bike path is currently used as the emergency lane. Mr. Lee stated that if Boardwalk employees do not park in the Boardwalk parking lot that would free up about one hundred (100) spaces. Currently, Flounder's employees do not park in the Flounder's parking lot. Mr. Stebbins feels that in order to avoid liability it is imperative that any ordinance state that they are not allowed to park in that particular lot, but it should not mandate where employees must park.

Ms. Linda Dempsey addressed the Board. She voiced concerns about traffic flow in emergency situations.

This item was for discussion only.

Item #3 – Discussion on public parking. (Staff report by Chairman, Dr. Thomas Campanella)

Dr. Campanella feels that several businesses have more chairs than the SRIA is currently aware. He feels that in order to appropriately gauge the number of parking spaces needed we must have an accurate number of tables and chairs in each restaurant on the Island. Dr. Campanella asked staff to conduct an inquiry of each restaurant to ensure the appropriate number of parking spaces is included in any future development of any parking facilities.

This item was moved to the June 25, 2008 Committee Meeting for more discussion.

Item #4 – Discussion on letter from Commissioner Grover Robinson regarding alcohol consumption on Pensacola Beach. (Staff report by Executive Director Buck Lee)

Mr. Lee feels it is important to have police presence as opposed to a ban on alcohol. He will be working with the Sheriff to enforce drunk and disorderly ordinances. He has placed four (4) officers on the Boardwalk. Ms. Bohannon asked if the Sheriff would be able to attend the June 25, 2008 Committee Meeting to discuss this issue. Mr. Lee said he would extend the invitation to the Sheriff.

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Upon motion of Mr. John Peacock, seconded by Ms. Tammy Bohannon, the Board unanimously recommended enforcing the current ordinances. (4-0) Mr. Guernsey was excused early.

13. REPORTS

A. EXECUTIVE DIRECTOR'S REPORT

Mr. Lee submitted his monthly report to the Board. He stated that he has seen the conceptual drawings for the building next to the Holiday Inn. It is shorter than originally proposed and has smaller rooms. Mr. Hal Harris has expressed a desire to transport visitors from one part of the Island to the other via ATV. He has requested permission to place a POD at Fort Pickens Gate to house his ATVs. Mr. Lee received a notice that due to nesting birds the construction of the road to Opal Beach will be delayed.

Upon motion of Ms. Tammy Bohannon, seconded by Mr. John Peacock the Board unanimously accepted Mr. Harris's request to place a POD at Fort Pickens Gate. (4-0) Mr. Guernsey was excused early.

B. ATTORNEY'S REPORT

Mr. Stebbins submitted his monthly report to the Board. Mr. Stebbins will be drafting a letter to the Attorney General regarding ad valorem taxes. He will work on the patron only parking issue at the Boardwalk.

C. ENGINEER'S REPORT

Mr. Hemphill submitted his monthly report to the Board. He directed the Board to Item two (2) in his report. This is a draft for payment for the pumping project.

14. VISITOR'S FORUM

No one wished to address the Board.


15. BOARD MEMBER'S FORUM

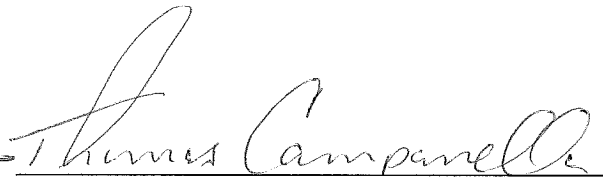
There were no comments at this time.

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Upon motion of Mr. John Peacock, seconded by Ms Tammy Bohannon the Board unanimously voted to adjourn the meeting. (4-0) Mr. Guernsey was excused early.

There being no further business before the Board, the meeting was adjourned at 8:48 p.m.


SECRETARY


CHAIRMAN

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