

PENSACOLA BEACH

SANTA ROSA ISLAND AUTHORITY

Board Members:

Elwyn Guernsey
Chairman

Dave Pavlock
Vice-Chairman

Vernon Prather
Secretary/Treasurer

Thomas Campanella
Acting Secretary/Treasurer

Fred Gant
Tammy Bohannon

W. A. "Buck" Lee
Executive Director

MEMORANDUM

TO: Authority Members

FROM: Executive Director

DATE: April 4, 2011

RE: Minutes of April 14, 2011 Trolley Sub - Committee Meeting

A Trolley Sub - Committee Meeting was held on Thursday, April 14, 2011 at 11:00 a.m. Mr. Dave Pavlock, Chairman, called the meeting to order.

Committee Members that were present are as follows:

- Mr. Dave Pavlock
- Ms. Lila Cox
- Ms. Beverly McCay
- Mr. Jeff Elbert

Mr. Nathan Hollar, Ms. Charlene Meyer and Ms. Judy Purcell were not able to attend the meeting.

Also in attendance were Mr. Buck Lee, SRIA Executive Director, Mr. Paolo Ghio, SRIA Development Services Director, and representatives from ECAT.

Mr. Pavlock recapped the April 13, 2011 SRIA Board Meeting and stated that the Board approved the proposed budget of \$250,000.00 and Commissioner Grover Robinson will possibly have an additional \$60,000.00 from Local Option Sales Tax (LOST) for the 4 trolley stations bringing the total to \$315,000.00.

Mr. Pavlock stated that the money appears to be settled and they have the support of the majority of the Board.

Mr. Ghio stated that the Board chose Nextbus for the way finding (GPS) system and agreed to allow Mr. Lee to sign the contract. It is a five year contract and May 20th is the date for installation and trouble shooting.

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Ms. Cox asked how soon we could get the phone number and web address for marketing purposes. Also, what map will Nextbus use so it can be incorporated on the website.

Mr. Ghio stated Nextbus used Google maps he would get the additional information as soon as possible.

Mr. Pavlock asked if all of the stops had to be ADA compliant this year.

Mr. Ghio stated that Escambia County Engineering has said 70% must be completed this year.

Ms. Cox requested that Mr. Lee join the meeting to discuss the budget that was approved by the SRIA Board the previous evening.

Mr. Lee entered the meeting and explained in detail the budget from last evenings SRIA Board meeting.

Ms. Cox and Mr. Elbert shared information from the Steering Committee meeting and comments from the members regarding the trolleys and possibly having open air trolleys and using alternative fuel in the future.

Mr. Pavlock stated that alternative fuel is very expensive and that open air trolleys were discussed at length and discovered to not be feasible at this time.

Tonya from ECAT discussed some possible opportunity efforts for marketing. She said they would like to work in conjunction with the SRIA.

Ms. McCay stated that rack cards were the best way to go for marketing but need to make sure they are continually replenished. She said the cards should only talk about free trolleys; explain the routes, hours and info about nextbus.

Ms. Cox asked about buttons for employees.

Mr. Pavlock stated that he would do a mock up for the Sub Committee Members to review.

Additional discussion followed including a raffle for employees and a video.

Mr. Lee stated that Robbie would be distributing BP information to beach businesses and he would ask her to include the trolley flyer but the best thing to do is get the Pensacola Beach Chamber involved and send an email to all of the businesses.

Mr. Pavlock asked if it would be possible to have Robbie make follow up phone calls to Beach businesses.

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Mr. Lee said yes for 20 businesses if she is provided a script and numbers.

Ms. Cox asked Mr. Ghio about the trolley stations and the members discussed size, color and style for the shelters.

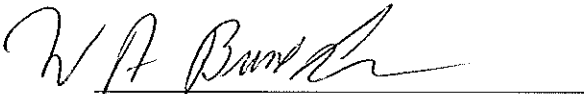
The Sub - Committee agreed upon ten (10), two (2) pole, 4X4 sail style canopies in teal and four (4) cantilever style canopies in teal for the trolley stations.

Mr. Elbert suggested choosing a secondary color in case teal was not available and the Sub – Committee selected green.

Additional discussion followed including music for the trolleys and an email blast from the Chamber for the May 17th trolley event.

The Sub – Committee agreed the next Trolley Sub – Committee meeting would be scheduled for Wednesday, May 4, 2011 at 10:00 a.m..

There being no further business, the meeting was adjourned.



W. A. "Buck" Lee
Executive Director

WAL:mb