



**SANTA ROSA  
ISLAND AUTHORITY**

**BOARD MEMBERS**

Tammy Bohannon  
Chairwoman

Janice Gilley  
Vice Chair

Ed Guernsey  
Secretary Treasurer

Dave Pavlock  
Acting Secretary Treasurer

Thomas Campanella  
Member

Jerry Watson  
Member

W. A. "Buck" Lee  
Executive Director

**SANTA ROSA ISLAND AUTHORITY  
PENSACOLA BEACH, FLORIDA  
SPECIAL BOARD MEETING MINUTES  
APRIL 23, 2014**

- 1-3. A Special Board Meeting of the Santa Rosa Island Authority was held on Wednesday, April 23, 2014, beginning at 5:03 p.m. Members in attendance were: Chairwoman Tammy Bohannon, Thomas Campanella, Mr. Dave Pavlock, Mr. Ed Guernsey, and Mr. Jerry Watson. Ms. Janice Gilley was absent. Chairwoman Bohannon called the meeting to order and led the Pledge of Allegiance followed by a moment of meditation.
4. CHAIRWOMAN'S COMMENTS

Item # 1 – Discussion regarding funding for the Gulfside Beach Nourishment Project.

Ms. Bohannon introduced the item and stated The SRIA Board had to figure out how to come up with a 50-50 match for state funds, should they be approved, for beach nourishment.

Mr. Lee presented his plan, see attached.

He explained that the Pensacola Beach nourishment project is next on the list to be funded, and he had put some figures together with Ms. Bohannon that would allow for the SRIA to borrow the almost \$8 million from Escambia County and to pay it back at \$1,325,000.00 a year for 6 years. He explained this would only work if Escambia County forgives the \$600,000.00 the SRIA gives to them for the Via de Luna road bond each year. Mr. Lee explained the other areas that would need to be cut back on, including deputies and advertising.

Mr. Lee reminded the Board that Escambia County had lent the SRIA \$300,000.00 to re-plank the Quietwater Boardwalk, and that those monies had

SANTA ROSA ISLAND AUTHORITY  
PENSACOLA BEACH, FLORIDA  
SPECIAL BOARD MEETING MINUTES  
APRIL 23, 2014

been repaid at \$100,000.00 a year for three years, with no interest charged.

SPEAKER:

Commissioner Grover Robinson

He told the SRIA Board he was bringing the \$600,000.00 road bond to the Board of County Commissioners (BCC) on Tuesday, April 29, 2014. He stated there was enough reserve in the toll plaza account to cover the road bond payment. He encouraged the SRIA Board to talk to their County Commissioner, because he would need their support. He said he had spoken with Amy Lovoy, and they agreed some kind of financing could be worked out, with an interest rate.

Much discussion followed.

Mr. Lee stated he had met with Commissioner Valentino regarding our sister beach, Perdido Key. He stated they are using our lifeguard program, and perhaps we could work out having some staff there, with the SRIA funding it upfront, and getting reimbursed by Escambia County.

Commissioner Robinson said there would be much to evaluate, and encouraged the SRIA not to convolute the issues.

Ms. Bohannon asked if the SRIA could ask to borrow more, and pay it back over 7 years.

Mr. Pavlock doesn't want to cut the advertising budget so harshly. He stated advertising is what is putting people into condos and houses, and that sharp cuts could hurt our whole enterprise. He suggested cutting back on the trolley system, instead of advertising.

Mr. Lee stated he had spoken with Ellis Bullock, of E.W. Bullock, and he said the \$125,000.00 would be sufficient.

Ms. Bohannon stated we are trying to work through a maze during this transition time, and Escambia County should bear some responsibility for certain items.

Mr. Guernsey said the SRIA needs to prove to the state we can match funds immediately, but the Board can work on exactly where the money will be found during the budget process.

SANTA ROSA ISLAND AUTHORITY  
PENSACOLA BEACH, FLORIDA  
SPECIAL BOARD MEETING MINUTES  
APRIL 23, 2014

More discussion followed regarding the lack of LOST and NRDA funds.

Mr. Lee explained Visit Pensacola has \$4 - \$5 million to use for advertising, and they will help us.

SPEAKER:

Ellis Bullock

He explained there is \$7.8 million in bed tax generated in Escambia County, of which Visit Pensacola receives a portion. They use the funds to promote all of Escambia County. Mr. Bullock stated Pensacola Beach is the "Big Dog". He stated it's important for Escambia County to have one brand (from Visit Pensacola). He said the SRIA has supplemented the Pensacola Beach brand in the past, promoting Bands on the Beach, maintaining the SRIA website, the visitor guide, maps, etc.

Ron Ellington

He complimented staff and the Board for moving so quickly on this. He explained the Senate had approved of the budget increase that includes the Pensacola Beach nourishment project, but the House has not approved the increase yet. He recommended writing a letter to the Governor (including the delegation and BCC) regarding the SRIA's intention to borrow up to \$8.5 million to match the state's funding. He stressed the importance of getting this letter out immediately.

**Upon amended motion of Mr. Dave Pavlock seconded by Mr. Ed Guernsey, the Board unanimously voted to authorize the Chairwoman to send a letter to the BCC and a letter to the Governor/delegation stating the SRIA has identified funds in the budget that will make it possible to fund up to \$8 million (paid back over/up to a 7 year period, assuming an agreement can be reached with Escambia County regarding borrowing the monies) and are asking them to do all they can to convince the legislature the need for the project to be fully funded here on Pensacola Beach. (5-0)**

Mr. Lee stated he would be in Tallahassee Monday, April 28, 2014 to walk the halls regarding this matter and also the SRIA Board Members' raise.

He also told the Board about the Wall of Remembrance that will be placed at Casino Beach, on the sidewalk near the pavilion, on April 29, 2014. It normally

SANTA ROSA ISLAND AUTHORITY  
PENSACOLA BEACH, FLORIDA  
SPECIAL BOARD MEETING MINUTES  
APRIL 23, 2014

costs \$2,500.00, but Mr. Lee got them to lower their price to \$1,500.00, with the group covering their own hotel rooms and security. It will leave Sunday, May 4, 2014. He stated it will be a great thing for those who have served and are currently serving our country. He asked the Board to approve \$1,500.00 to fund this.

**Upon motion of Mr. Dave Pavlock seconded by Mr. Jerry Watson, the Board unanimously voted to approve taking \$1,500.00 from reserve from contingency to fund the Wall of Remembrance at Casino Beach from April 29 - May 4, 2014. (5-0)**

5. ADJOURN

Adjournment:

There being no further business to come before the Board, Chairwoman Bohannon declared the Special Board Meeting of the SRIA Board adjourned at 5:50 p.m.

  
SECRETARY

  
CHAIRWOMAN

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