

PENSACOLA BEACH
SANTA ROSA ISLAND AUTHORITY

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Vernon Prather
Secretary/Treasurer

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Acting Secretary/Treasurer

Fred Gant
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W. A. "Buck" Lee
Executive Director

MEMORANDUM

TO: Authority Members
FROM: Executive Director
DATE: April 7, 2011
RE: Minutes of April 7, 2011 Concert Feasibility Sub - Committee Meeting

A Concert Feasibility Sub - Committee Meeting was held on Thursday, April 7, 2011, at 1:30 p.m. Mr. Vernon Prather, Chairman, called the Meeting to order at 1:40 p.m.

Committee Members present were:

- Mr. Vernon Prather
- Ms. Beverly Campbell
- Ms. Pamela Lane

Committee Members not present were:

- Mr. Scott Amberson, or his representative
- Ms. Chrissy Cook
- Mr. John Pack, representing Jim Wiseman, Margaritaville
- Mr. Mike Nixon

Ms. Jayne Bell, Director of Administration and Mr. Bob West, Director of Public Safety were in attendance. Mr. Scott Wheatley and Mr. Nick Bodkins of Five Flags Tourism Group were also in attendance.

The Sub - Committee members reviewed the draft of the proposed RFQ (Request for Qualifications) for the provision of events promoter services.

Concert Feasibility Sub – Committee Minutes
April 7, 2011

Ms. Bell stated that the promoter should be required to submit financial statements.

Ms. Campbell stated that she felt the revisions that Bob West had made previously were a good start.

Ms. Lane questioned the minimum qualification evaluation section of the RFQ specifically, the number of attendees for beach concerts that have been produced by the respondent.

Mr. Prather stated that there needs to be some level of experience and would be comfortable with a minimum of three years experience.

Ms. Campbell agreed that the type of experience would be more important than the number of years.

Mr. Bodkins and Mr. Wheatley presented a one page bullet point information sheet to the sub –committee and asked that their suggestions be considered when preparing the RFQ for the promoter.


Mr. Bodkins stated that they were concerned and wanted to see a high quality event and think anything else could potentially damage their event.

Mr. Wheatley stated that they had done the best job of putting on a concert (De Luna Fest) of anyone in the last 25 years and had learned a lot and felt that a concert for 10,000 people is a De Luna Fest style event and simply is difficult and extremely costly.

Mr. Prather stated that a much smaller scale and non- ticketed event is what the sub – committee had in mind initially. He said the purpose of the Sub – Committee was to determine the feasibility of concerts and that it was not all about the money but more about promoting Pensacola Beach and bringing people out for entertainment. The SRIA is service oriented.

The Concert Feasibility Sub - Committee agreed the next meeting would take place on Tuesday, April 26, 2011 at 1:30 p.m.

There being no further business, the meeting was adjourned.


W. A. "Buck" Lee
Executive Director

Concert Feasibility Sub – Committee Minutes
April 7, 2011

WAL:mb

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