

PENSACOLA BEACH
SANTA ROSA ISLAND AUTHORITY

Board Members:

Thomas Campanella
Chairman

Tammy Bohannon
Vice-Chairwoman

Fred Gant
Secretary/Treasurer

Janice Gilley
Acting Secretary/Treasurer

Elwyn Guernsey
Dave Pavlock

W. A. "Buck" Lee
Executive Director

SANTA ROSA ISLAND AUTHORITY
ARCHITECTURAL & ENVIRONMENTAL COMMITTEE
FEBRUARY 27, 2013

MEMORANDUM

TO: Authority Members

FROM: Executive Director

DATE: February 28, 2013

RE: Minutes of February 27, 2013 Architectural & Environmental Committee Meeting

A regularly scheduled meeting of the Architectural & Environmental Committee was held on Wednesday February 27, 2013. Members present were Mr. Ed Guernsey, Chairman, Mr. Fred Gant and Dr. Thomas Campanella. Also present were Board Members, Ms. Tammy Bohannon, Mr. Dave Pavlock and Ms. Janice Gilley. Chairman of the Committee, Mr. Guernsey, called the meeting to order and presented the following items.

Item # 1 – Non-motorized watercraft update. (Staff report by Paolo Ghio)

Mr. Ghio gave his report and detailed the non-motorized launch located at the parking lot of Park West, and stated the launch at Morgan Park would be for motorized vessels.

Informational only, no action taken.

Item # 2 - Report regarding options for an update of the Pensacola Beach Visitor's Information Center (VIC). (Staff report by Executive Director Buck Lee)(Referred from the 1/23/2013 Committee Meeting)

Mr. Lee gave background on the item and stated a location had been located over the holding pond in Casino Beach parking lot for an approximately 1600 sq. ft. new building

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for the VIC. He stated the current VIC could be utilized while the new center was being built, and then used as leasehold space.

Mr. Tice (E.W. Bullock) stated the proposed building was designed to be a part of the Island Authority campus, with stucco walls and a metal roof to coordinate with the other buildings.

Mr. Guernsey asked if the proposed elevator would be enclosed.

Mr. Tice stated the elevator would be a part of the next phase, he wasn't sure at this time if it would be a lift or an elevator.

Ms. Bohannon asked if the building could be moved, if necessary.

Mr. Tice said that he could look into that.

Mr. Ghio stated the beauty of the proposed location was the land is dead to any other use but a holding pond, with a building elevated over it.

Ms. Bohannon stated she is in favor of the location.

Ms. Gilley stated the lack of a Master Plan is a concern to her, that there is a lack of strategic thinking. She questioned if this plan fit into the vision of the future for Pensacola Beach.

Mr. Gant explained that many plans have been discussed and have been shelved at this point.

Mr. Pavlock said one of the possibilities for the VIC had been moving it nearer to the toll plaza, but it had been decided most visitors check into their hotel before coming back to the core area to look around and the toll area wasn't easy to navigate. He agrees this proposed spot is very walkable and convenient for visitors to access.

Upon motion of Mr. Fred Gant seconded by Dr. Thomas Campanella, the Committee unanimously approved moving forward with a potential design for the construction of a new VIC to be brought back to the March 20, 2013 Committee Meeting, for further discussion. (3-0)

There being no further business before the Committee, the meeting was adjourned.

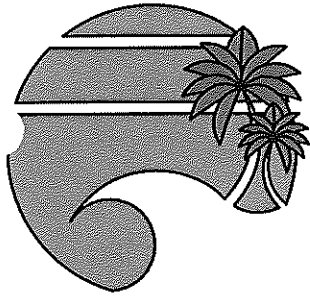

W. A. "Buck" Lee

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ARCHITECTURAL & ENVIRONMENTAL COMMITTEE
FEBRUARY 27, 2013

Executive Director

WAL:jt

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SANTA ROSA ISLAND AUTHORITY
DEVELOPMENT & LEASING COMMITTEE
FEBRUARY 27, 2013

MEMORANDUM

TO: Authority Members

FROM: Executive Director

DATE: February 28, 2013

RE: Minutes of February 27, 2013 Development & Leasing Committee Meeting

A regularly scheduled meeting of the Development & Leasing Committee was held on Wednesday, February 27, 2013. Members present were Mr. Dave Pavlock, Chairman, Mr. Elwyn Guernsey and Ms. Tammy Bohannon. Also present were Board members Dr. Thomas Campanella, Mr. Fred Gant and Ms. Janice Gilley. Chairman of the Committee, Mr. Pavlock, called the meeting to order and presented the following items.

Item # 1 – Monthly update from Mr. Guernsey regarding lease fees and the property tax issue.

Mr. Guernsey stated Russell Scarritt was condensing 200 or more pages of data to a more manageable version of 15 or so pages for a presentation to be made at the March 20, 2013 Committee Meeting.

Ms. Bohannon requested a copy of the findings prior to the presentation.

Discussion only, no action taken.

Item # 2 – Monthly update from Tammy Bohannon regarding the progress of the Core Area Development Plan, as part of the Master Plan.

Ms. Bohannon stated Escambia County had gone out for bids for lane improvements, road resurfacing and a new crosswalk (by the Elk's Lodge). She said the Landscaping would go out for bids on Monday March 4, 2013.

Discussion only, no action taken.

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Item # 3 – Discussion regarding the Development Agreement created by Conditional Use (CU-2007-17) for 20 Via De Luna,(currently Sunray Village Owners Association) (former Clarion/ proposed Island Empress property) (Staff report by Paolo Ghio)

Mr. Ghio stated staff recommended approval of an extension.

Discussion followed.

Mr. Guernsey questioned why only a one (1) year extension, why not longer?

Mr. Ghio explained it was up to Escambia County how long the extension was for, that the original Development Order called for a yearly review, which is what this discussion was regarding.

SPEAKER:

Joe Endry – Gulf Winds Management – He stated they would love to have a two (2) year extension.

Lucian Dancaescu – He explained the County requires an update once a year, not an approval.

Upon amended motion by Mr. Ed Guernsey seconded by Ms. Tammy Bohannon, the Committee unanimously approved staff's recommendation, with an additional one (1) year extension of the Development Order, if approved by Escambia County. (One year – March 2014 or Two Years- March 2015) (3-0)

Item # 4 - (1 year review) Mr. J.B. Schluter , IL of Pensacola Beach d/b/a Pensacola Beach Marina - 655 Pensacola Beach Boulevard – Request approval of five (5) 5' x 15' attached merchandise posters on the east side and south sides of the above mentioned commercial building.(Staff report by Paolo Ghio)

Mr. Paolo Ghio gave the background on this item and stated staff recommended continued approval of the posters, with no further review period. He pointed out that the Board had the right, according to the agreements with leaseholders, to make leaseholders change “things” if they weren't satisfied with the actions taken by a leaseholder, or face cancellation of the agreement.

Much discussion followed.

Dr. Campanella suggested staff continue to review items at a 1 year time frame, with a 3-5 year review by the Board.

Mr. Stebbins stated that the two concerns were time limits and aesthetics, both of which were at the discretion of the Board. The stated the Board could choose any or no time

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limits, and the language "family friendly atmosphere" in the motion should alleviate any question as to the expectations of the Board.

Mr. Pavlock cautioned the Board against regulating businesses so closely.

SPEAKER:

Vernon Prather – He encouraged the Board to continue to review items frequently, and said he had never heard of a leaseholder stating they didn't want a yearly review. He admonished the Board to maintain their control over reviews, and not to rely on staff.

Mr. Guernsey stated he believed the posters were signs, and that signs do not require a one year review. He said Mr. Ghio had made a valid request and he saw no need to micromanage staff because they do a good job.

Mr. Gant read the motion aloud.

Upon motion of Mr. Ed Guernsey seconded by Ms. Tammy Bohannon, the Committee unanimously approved staff's recommendation, with no further review. (3-0)

Item # 5 – Request by William Martin, as a representative for Flounders, Floyd Flounders, Inc. – 800 Quietwater Beach Rd. – to sublease to Chris Thompson - Eastern Shore Inflatables – to operate a fishpipe attraction business on leasehold property.
(Staff report by Russell Scarritt)

Mr. Skarritt gave background on the item and stated staff recommended approval.

SPEAKER:

Chris Thompson – He is with EasternShore Inflatables. He explained the fishpipe experience and stated there were only 12 in the world. He stated he had a 2 million dollar insurance policy.

Ms. Gilley asked the weight limitations, and was told 400 lbs.

Ms. Bohannon asked if there had ever been any fatalities, and was told no.

Upon motion of Ms. Tammy Bohannon seconded by Mr. Ed Guernsey, the Committee unanimously approved staff's recommendation, subject to an indemnification and hold harmless being signed by Mr. Thompson. (3-0)

Item # 6 – Request by Jim Reeves, Holiday Holding Trust d/b/a Pensacola RV Resort – 17 Via de Luna – to sublease to Bill Patterson, Lazy Days Beach Rental – to operate a

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kayak, paddle board, and chair/umbrella rental business from leasehold property. (Staff report by Russell Scarritt)

Mr. Scarritt gave background on this item and stated staff recommended approval.

Mr. Gant questioned if there would still be public access to the Sound, and was told yes.

Mr. Pavlock asked if signage at the street would be necessary and was told no.

SPEAKER:

Billy Patterson – He is the owner of Lazy Days Beach Service. He stated that the majority of his customers would be staying at the RV Park.

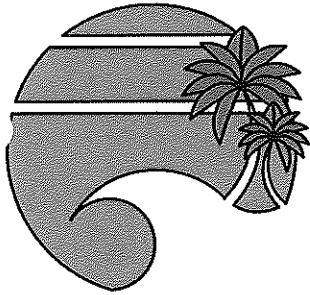
Upon motion of Ms. Tammy Bohannon seconded by Mr. Ed Guernsey, the Committee unanimously approved staff's recommendation. (3-0)

There being no further business before the Committee, the meeting was adjourned.


W. A. "Buck" Lee
Executive Director

WAL;jt

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SANTA ROSA ISLAND AUTHORITY
ADMINISTRATIVE COMMITTEE
FEBRUARY 27, 2013

MEMORANDUM

TO: Authority Members
FROM: Executive Director
DATE: February 28, 2013
RE: Minutes of February 27, 2013 Administrative Committee Meeting

A regularly scheduled meeting of the Administrative Committee was held on Wednesday, February 27, 2013. Members present were Dr. Thomas Campanella, Chairman, Mr. Ed Guernsey and Mr. Dave Pavlock. Also present were Board members Ms. Tammy Bohannon, Mr. Fred Gant and Ms. Janice Gilley. Dr. Thomas Campanella, Chairman of the Committee, called the meeting to order and presented the following items.

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

Ms. Ford presented the financial report.

Upon motion of Mr. Dave Pavlock seconded by Mr. Ed Guernsey, the Committee unanimously accepted the Report on Financial Statements and Expenditures as presented. (3-0)

Item # 2 – Discussion on possible application for a new BP Gulf Seafood and Tourism Promotional Grant. (Staff report by Executive Director Buck Lee)

Mr. Lee told the Board he had met with Julian MacQueen and Harlan Butler to discuss possible grant application ideas. He explained the Car Show idea. (See attached) He stated it would have older cars, custom cars, and hot rods. The show would be Friday and Saturday, and there wouldn't be a charge for the public. (Normally there is a \$10 charge) He also suggested having a concert in the evenings that would coordinate with

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the theme of the weekend. He proposed the last weekend of October of 2013 for the event. He stated this would put people in hotels, restaurants and shops for 3-4 days, on one of the worst revenue weekends of the year for Pensacola Beach. The approximate costs would run between \$225,000.00 and \$250,000.00 (without entertainment added).

There was discussion as to whether another grant could be applied for this year. It was decided that the prior ecotourism grant was paid in 2012, and that the SRIA could apply in 2013.

Ms. Robichaux stated that for this grant, multiple applications could be made by the same entity, but they couldn't total more than \$500,000.00. For example, 2 applications of \$250,000.00 or one single application for \$500,000.00 could be submitted.

SPEAKER:

Lila Cox – She stated a good job had been done with the first proposal submitted to the grant fund, but pointed out the signs and websites won't be up and working until well into the year. She asked the Board to consider asking for another year of funding for the ecotourism grant. She would like for the SRIA to request another \$500,000.00 from the BP grant fund to fund the current grant for a second year. She stated there were other options to fund a Car Show.

Much discussion was held regarding how many applications could be made and for what amounts.

Mr. Guernsey stated he liked both ideas, and asked if the Pensacola Beach Chamber could ask for the Car Show grant, with the SRIA to help with funding if the grant doesn't go through.

Mr. Lee stated perhaps the Island Authority could still do the Car Show, and let the promoters charge \$10.00 a person and the SRIA could participate for \$100,000.00, in order to help the businesses on Pensacola Beach.

Dr. Campanella questioned how much of the possible \$500,000.00 will be needed for the ecotourism grant? He pointed out that \$320,000.00 was allocated for advertising ecotourism in the first grant.

Ms. Gilley stated there needed to be a plan, and asked if there was a better possibility of having the grant approved if it piggybacked off on already approved grant.

Mr. Ellis Bullock explained the grant process, and stated most likely only one request, if any, would be approved if multiple applications were turned in by the same entity.

Much discussion followed.

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SPEAKERS:

Ron Ellington – Innisfree – He offered to help find another sponsor for the Car Show if the Board decided to apply for a \$500,000.00 grant for ecotourism. He is very much in favor of the Car Show on Pensacola Beach.

Harlan Butler – President of Innisfree Hotels – He explained how slow the last weekend of October is for the Beach businesses and is highly encouraging of a Car Show on the Beach. He stated this could increase bed taxes that month by as much as 25%.

Josh Butler – Innisfree – He is very familiar with the process and the people that attend these shows. He said they spend lots of money in the local economy where the shows are located. He also explained the promoter will cross-promote Pensacola Beach in the other cities where he puts shows on, and will return year after year.

Jason Nicholson – Innisfree – He is in favor of an October Car Show and explained not only would it prolong employment for many people that work on the Island, (this is about the time they start laying people off due to the slow season) it would also expose the Island to many newcomers when it is most needed.

Mr. Pavlock questioned the logistics of parking vehicles for a concert with all the cars from the show already in place.

SPEAKER:

Vernon Prather – He divulged he is friends with Jim and Lila Cox, as well as Mr. Ellington. He encouraged the Board to stay focused on the vision of ecotourism. He appreciated the gentlemen from Innisfree's enthusiasm, however and that the Car Show would be a worthwhile investment of SRIA money. He feels the furthering of ecotourism is a better investment of commercial leaseholder money.

Ms. Bohannon stated she wanted to continue what the Board started with the ecotourism grant, but saw huge potential for the Car Show, as well. She questioned if perhaps the Car Show could be piggybacked onto the Songwriter's Festival for a grant.

Ms. Cox stated she could not commit to writing the grant, but would participate in the writing of the possible second grant application for ecotourism.

Upon motion of Mr. Dave Pavlock seconded by Mr. Ed Guernsey, the Committee approved moving forward with drafting a grant(s) for round 2 of the BP Seafood and Gulf Tourism Grant for a total of \$500,000.00 for non-specified projects to bring back to the Full Board Meeting on March 13, 2013. (2-1) Dr. Campanella voted in the negative.

More discussion followed as to who would write the grants.

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Ms. Robichaux offered to help write any grant the SRIA requested.

Mr. Lee stated he would work on the Car Show with Mr. Harlan Butler for a \$250,000.00 grant and Ms. Robichaux could commence working on the \$500,000.00 ecotourism grant.

Item # 3 – Update from E.W. Bullock – Susi Robichaux – update on SRIA advertising plan and ecotourism grant.

Ms. Susi Robichaux (E.W.Bullock) gave an update on the advertising plan. (See Attached)

Ms. Bohannon suggested placing a Snowbird button on the website, instead of a wedding button, as proposed. She stated Perdido Key gives Snowbirds the red carpet treatment and praised Ms. Robbie Lofty on having a booth at a symposium that had hundreds of Snowbird attendees.

Ms. Lofty stated the Pensacola Beach Chamber has a new Snowbird Committee and our employee Courtney Fell, was representing the SRIA on the committee.

Ms. Gilley suggested the use of Instagram as a marketing tool for the SRIA.

Ms. Robichaux stated they were also considering using Pinterest as well.

She gave an update on the ecotourism grant as well. She stated 29 locations had been selected for sign placement. (See Attached)

Mr. Guernsey asked what stage we were in with the signs.

Ms. Robichaux stated the design and content stage, and that a vendor needed to be identified to make and install the signage.

Mr. Ellis Bullock stated they hoped to have the signs up by Memorial Day.

Mr. Pavlock questioned if information for birdwatching would be included on the ecotourism signs, and was told yes it was included.

Informational only, no action taken.

Item # 4 – Request by Mary Hoxeng – Cat Country 98.7 – to approve 2013 Promotional Agreement for Bands on the Beach. (Report by Executive Director Buck Lee)

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Mr. Lee explained the history of contracts with Cat Country and stated staff recommended approval of the request to increase payments for Bands on the Beach to \$200.00.

Mr. Pavlock said they were doing a great job and the SRIA was getting the "Deal of the Century".

Mr. Pavlock recognized Mr. Brent Lane (Cat Country personality) for receiving a PACE Award for Man of the Year. He stated the SRIA was very proud of our association with him.

Ms. Gilley questioned why Cat Country wasn't asking to cover their entire costs associated with Bands on the Beach.

Mr. Lee stated that their actual costs were \$431.00 and explained the breakdown.

Ms. Gilley stated she appreciated their benevolence, but felt the SRIA should pay \$350.00 per Bands on the Beach.

Upon motion of Mr. Dave Pavlock seconded by Mr. Ed Guernsey, the Committee unanimously approved raising the payment amount to \$350.00 per event, excess to be taken from Reserve for Contingency, if necessary. (3-0)

Item # 5 – Request approval of an SRIA Tuition Reimbursement Board Policy. (Staff report by Robbie Lofty)

Ms. Robbie Lofty gave the background on this item and stated staff recommended approval.

Mr. Gant asked how this would be funded.

Ms. Lofty told him it would be taken from each department's Travel and Training account.

Upon motion of Mr. Dave Pavlock seconded by Mr. Ed Guernsey, the Committee unanimously approved staff's request. Ms. Bohannon requested this item be placed on the Regular Agenda for further discussion.

Item # 6 – Request approval to move \$1,000,000.00 to the SRIA Reserve for Contingency. (Staff report by Executive Director Buck Lee)

Mr. Lee gave background on this item and stated staff recommended approval.

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Upon motion of Mr. Ed Guernsey seconded by Mr. Dave Pavlock, the Committee unanimously approved staff's recommendation. (3-0)

Item # 7 – Review the rating report (A-F) of secondary roads on the Island for future improvements. (Staff report by Executive Director Buck Lee)

Mr. Lee explained Escambia County (the County) had already completed the study and BDI had a copy. Mr. Lee asked BDI to rank the secondary roads from worst to best and assigns costs involved with repairs. He stated BDI would return to the March 20, 2013 Committee Meeting with their recommendations.

Mr. Pavlock asked if drainage issues were going to be taken into consideration.

Mr. Langston (BDI) stated all factors would be considered.

Mr. Lee stated the County was looking into the drainage issues.

Discussion only, no action taken.

Item # 8 – Discussion regarding Development Services' list of non-budgeted projects, including recreation park improvements, Sabine Channel dredging, sidewalks running North/South, and water tower maintenance. (Staff report by Paolo Ghio)

Mr. Ghio stated he would return to the April 24, 2013 Committee meeting with a project list and projected costs involved. He also stated he was adding storm water fallout servicing Pensacola Beach Blvd.

Discussion only, no action taken.

There being no further business before the Committee, the meeting was adjourned.



W. A. "Buck" Lee
Executive Director

WAL:jt

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