

PENSACOLA BEACH
SANTA ROSA ISLAND AUTHORITY

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PENSACOLA BEACH, FLORIDA
REGULAR BOARD MEETING MINUTES
FEBRUARY 9, 2011

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

- 1-3. A regularly scheduled meeting of the Santa Rosa Island Authority was held on Wednesday February 9, 2011, beginning at 5:03 p.m. Members in attendance were: Mr. Ed Guernsey, Mr. Dave Pavlock, Mr. Vernon Prather and Ms. Tammy Bohannon. Mr. Guernsey, Chairman, called the meeting to order, led the Pledge of Allegiance followed by a moment of meditation.

Dr. Thomas Campanella and Mr. Fred Gant entered the meeting at 5:07 p.m.

4. APPROVAL OF MINUTES (Regular Board Meeting – (01/12/2011))

Upon motion of Mr. Dave Pavlock, seconded by Ms. Tammy Bohannon, the Board approved the minutes of the Regular Board Meeting (01/12/2011). (4-0)

5. STATE OF THE ISLAND ADDRESS – EXECUTIVE DIRECTOR BUCK LEE

Mr. Lee presented his Executive Director's State of the Island, followed by each Director presenting the State of the Island for their Department (please see attached)

6. CHANGES OR ADDITIONS TO AGENDA

Chairman Guernsey wished to add Mr. Scott Wheatley to the agenda directly following the Pensacola Beach Visitors Information Report.

7. ADOPTION OF AGENDA

Upon motion Mr. Dave Pavlock, seconded by Mr. Vernon Prather, the Board unanimously recommended adoption of the Agenda as amended. (6-0)

8. CHAIRMANS COMMENTS

Mr. Guernsey asked Mr. Gant to remain as Chairman for the Steering Committee, and requested that he call a meeting of the Committee and Baskerville Donovan to go over the upcoming Beautification plans.

9. PENSACOLA BEACH VISITOR'S INFORMATION CENTER

Ms. Maureen Lamar submitted her report for review.

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Mr. Scott Wheatley, Five Flags Tourism Group (FFTG), wished to express to the Board that he had pure intentions regarding the scheduling of the upcoming De Luna Fest Concert event, and apologized for any disrespect or problems that had been caused by FFTG. Mr. Wheatley stated that it had been decided to move forward with the original dates for the event and would work with SRIA staff to work out details for an improved event. FFTG will hold a press conference next week to announce the changes for the event.

Chairman Guernsey thanked Mr. Wheatley for his comments and stated that the Board was thrilled that De Luna Fest would be back on Pensacola Beach this year.

CONSENT AGENDA

10. COMMITTEE REPORTS

A. DEVELOPMENT & LEASING COMMITTEE, (1-26-2011) MR. DAVE PAVLOCK, CHAIRMAN, MR. VERNON PRATHER AND MR. ED GUERNSEY, MEMBERS

Item # 1 – Portofino/Premier Island Management – Mr. Robert Babcock - Quietwater Boardwalk – 400 Quietwater Beach Road – Request to operate a Beach Rental Service from a portion of Quietwater Beach. (Staff report by Jayne Bell)

The Committee unanimously approves staff's recommendation for a term of one year from Board approval.

Item # 2 – Mr. Lawrence Porto – Horizon Beach Service- 325 Ft. Pickens Rd. – Request to operate two additional Beach Rental Service areas (1) South of the Landshark Landing and (2) South of the previous Five Flags Inn property. (Staff report by Bob West)

The Committee unanimously approves staff's recommendation.

THE FOLLOWING WERE ADD ON ITEMS PER CHAIRMAN GUERNSEY

Item # 3 – Mr. Robert Rinke – Pensacola Beach Holdings, Inc. d/b/a Portofino Boardwalk – 400 Quietwater Beach Rd. Unit # 10 –B- Request to sublease to Mr. Rob Babcock – Premier Island Management d/b/a The Fitting Room - to operate a sitting/waiting area for the adjacent retail shop serving beer, wine and snacks, subject to paying all fees and percentages. (Staff report by Jayne Bell)

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Item # 4 - Mr. Robert Rinke – Pensacola Beach Holdings, Inc. d/b/a Portofino Boardwalk – 400 Quietwater Beach Rd. Unit # 8 & 10 –A- Request to sublease to Mr. Rob Babcock – Premier Island Management d/b/a Envie - to operate a men's and women's retail clothing, gifts and apparel store . (Staff report by Jayne Bell)

Item # 5 - Mr. Robert Rinke – Pensacola Beach Holdings, Inc. d/b/a Portofino Boardwalk – 400 Quietwater Beach Rd. Unit # 5- Request to sublease to Mr. Rob Babcock – Premier Island Management d/b/a Lagunas - to operate a full service restaurant and bar, subject to paying all fees and percentages. (Staff report by Jayne Bell)

The Committee unanimously recommends approval for Items #3, #4 and #5.

B. ARCHITECTURAL & ENVIRONMENTAL COMMITTEE, (1-26-2011)MR. VERNON PRATHER CHAIRMAN, MR. DAVE PAVLOCK AND MS. TAMMY BOHANNON MEMBERS

Item # 1 – Mr. Joe Moser – 102 Maldonado Drive – Lot 2, Block 13, Villa Primera – Request to construct a swimming pool with an encroachment of 12 feet into the rear yard setback. (Staff report by Paolo Ghio)

The Committee unanimously approves staff's recommendation.

Item # 2 - Messer's Ty and Drew Cowen – 108 Via de Luna – Lot 5, Block 8, Villa Primera – Request to construct a swimming pool with an encroachment of 7 feet into the rear yard setback and 12 feet into the side yard setback. (Staff report by Paolo Ghio)

The Committee unanimously approves staff's recommendation.

Item # 3 – Palm Beach Club Homeowners Association – 1390 Ft. Pickens Road – Request to use a portable storage building and portable restrooms on leasehold property. (Staff report by Paolo Ghio)

The Committee unanimously approves staff's recommendation.

Item # 4 - Innisfree Hotels – d/b/a Holiday Inn Resort (12 Via de Luna) and Hilton Hotel (14 Via de Luna) – Request for public improvement – construction of a public dune walkover between Holiday Inn Resort and Hilton Hotel on public property. (Staff report by Executive Director Buck Lee)

The Committee recommends holding this item in Committee for additional discussion and pending staff's recommendation.

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C. ADMINISTRATIVE COMMITTEE, (1-26-2011) CHAIRMAN, DR. THOMAS CAMPANELLA AND MR. ED GUERNSEY AND MR. VERNON PRATHER, MEMBERS

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

The Committee unanimously recommends acceptance of the Financial Statements and Expenditures as presented.

Item # 2 – Request approval of Revision to the SRIA Building Time Provision Policy. (Staff report by Jayne Bell)

The Committee unanimously approves staff's recommendation.

Item # 3 – Request approval of the Blue Angel Air Show civilian acts, subject to legal sign-off. (Staff report by Jayne Bell)

The Committee unanimously approves staff's recommendation.

Item # 4 - Request approval for three (3) year extension (2011- 2013) to the contract for sound and lights for Bands on the Beach concert series, subject to legal sign-off. (Walter Tallman) (Staff report by Jayne Bell)

The Committee unanimously approves staff's recommendation.

Item # 5 - Request approval for three (3) year extension (2011-2013) to contract for sound for Blue Angels Air Show (Boogie, Inc.), subject to legal sign-off. (Staff report by Jayne Bell)

The Committee unanimously approves staff's recommendation.

Item # 6 - Mr. Scott Wheatley – Five Flags Tourism Group – Request permission to use the Casino Beach and Pavilion area September 30 – October 3, 2011 for DeLuna Fest (referred from January 12, 2011 Regular Board Meeting) (Staff report by Bob West)

The Committee unanimously recommends the dates for the events to remain as scheduled.

Item # 7 – Discussion on the Sunshine Law (referred from January 12, 2011 Regular Board Meeting by Chairman Guernsey) (Staff report by Mike Stebbins)

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The Committee unanimously approves Mr. Stebbins recommendation.

Upon motion of Dr. Thomas Campanella, seconded by Mr. Vernon Prather, the Board unanimously recommends approval of the Consent Agenda as presented. (6-0)

REGULAR AGENDA

11. COMMITTEE REPORTS

12. OLD BUSINESS

Item # 1 – Mr. Ellis Bullock - Bullock Associates – Request approval for funding of a media plan to promote Pensacola Beach. (Referred from the January 26, 2011 Committee meeting) (Staff report by Jayne Bell)

SPEAKERS:

Ms. Susi Robichaux
Mr. Ellis Bullock

Ms. Robichaux stated that the additional funds would be for spring break marketing and in preparation of the anniversary of the oil spill.

Mr. Bullock wished to apologize to the Board for his late arrival. Mr. Bullock stated that it had been suggested by the Board in early June that additional funding would be beneficial to help mitigate the economic impact suffered from the oil spill. He did not feel it would be necessary in consideration of the BP funding that was available, but advised the Board that now would be an appropriate time to supplemental the current ad budget to kick off the upcoming season.

Upon motion of Mr. Dave Pavlock, seconded by Mr. Vernon Prather, the Board recommended approval for funding for a media plan to promote Pensacola Beach in the amount of \$50,000.00 from reserve for contingency. (6-0)

Item # 2 – Mr. Thomas M. Bizzell, Trustee, Holiday Holding Trust II and Gulfside Resorts, Inc., d/b/a Holiday Townhouses - 15 Via De Luna and Holiday Holding Trust II d/b/a Tiki House, Inc. 17 Via de Luna (Santa Rosa Sound) – Request approval for detailed landscaping plan for Recreational Vehicle Park (Staff report by Paolo Ghio)

Mr. Ghio gave background on the item and stated that staff recommended approval of the detailed landscaping plan for the proposed Recreational Vehicle Park at 15

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and 17 Via De Luna.

Mr. Pavlock and Mr. Gant were concerned about the view of the RV Park from Via De Luna and wanted to be certain the landscaping plan would provide enough density.

Upon motion of Mr. Prather, seconded by Mr. Fred Gant, the Board recommended bringing this item back to the February 23, 2011 Committee meeting and obtaining a more detailed landscaping plan from the Architect, specifically showing the view from Via De Luna.(6-0)

Item # 3 – Ms. Tammy Bohannon- Chairwoman Palm Tree Sub – Committee – Request for approval to move forward with RFP process for landscaping for Ft. Pickens Rd. and the medians, North and South right of ways and private leasehold properties on Via De Luna.

Ms. Bohannon presented the background on this item and stated that the Palm Tree Sub – Committee members agreed that the Island would benefit from the additional palm trees and landscaping. Ms. Bohannon stated that the Sub - Committee wished to move forward in stages and begin by focusing on the medians on Via De Luna.

Ms. Bohannon stated that because Baskerville Donovan, Inc. (B.D.I.) is under contract with the Authority for landscaping, she would like to task them to work with the Palm Tree Sub – Committee to put together the design and then the RFP for the contractor.

SPEAKERS:

Mr. Robert Rinke
Mr. Jim Waite

Mr. Waite stated that Via De Luna is a State Road and maintained by Escambia County, therefore any plan for landscaping along Via De Luna would have to be a coordinated effort between the Authority and Escambia County.

Mr. Rinke wished to remind the Board of his offer for an additional \$500,000.00 of Portofino funds on top of the \$600,000.00 that have already been pledged specifically for Pensacola Beach Blvd. if necessary. Mr. Rinke agreed as a member of the Sub – Committee that the medians would be the easiest to accomplish but would like to have B.D.I. include the right of ways on the North and South sides of Via De Luna in the plans.

Mr. Prather stated that he liked what the Sub – Committee has done and would like

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to authorize B.D.I. to provide a design and come back to the Committee to proceed with the RFP, with the medians being the focal point.

Mr. Pavlock stated that he was concerned that it was a lot of money to spend for a beautification project and leave out the core area of Pensacola Beach.

Mr. Lee asked Mike Langston, B.D.I., about reclaimed water and if there was enough available currently to maintain new palm trees should this project move forward.

Mike responded that no there was not at the present time.

Upon motion of Mr. Vernon Prather, seconded by Ms. Tammy Bohannon, the Board recommended authorizing Baskerville Donovan, Inc. to work with the palm tree Sub – Committee to determine and develop a design and scope of work for the first phase of the landscaping project and bringing it back to the February 23, 2011 SRIA Committee meeting. (6-0)

13. REPORTS

A. EXECUTIVE DIRECTOR'S REPORT

Mr. Lee submitted his monthly report for the review of the Board. Mr. Lee wished to inform the Board in addition to his report that B.P. was removing the majority of their equipment on the beach. He had met with representatives from Prizm regarding an RFP for a ferry service for the National Park Service and that Santa Rosa Yacht Club had contacted him and offered free sand from their upcoming dredging to the Authority if the sand meets size and clarity requirements. Also, Mr. Lee is going to Tallahassee next week in a joint effort with Representative Broxson for a "pay attention to Northwest Florida" campaign for additional funding from B.P.

B. ATTORNEY'S REPORT

Mr. Stebbins submitted his monthly report for the review of the Board.

C. ENGINEER'S REPORT

Mr. Langston submitted his monthly report for the review of the Board.

14. VISITORS FORUM

SPEAKER:

Ms. Natalie West, daughter of Public Safety Director, Bob West, asked the Board

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for consideration of an exception to the personell policy regarding nepotism and precludes her from becoming a Pensacola Beach Lifeguard. Ms. West gave a power point presentation which documented her extraordinary qualifications.

Mr. Lee stated that Natalie is a great person with a great future and unfortunately the Ethics Commission will not allow her to work directly under her father for the SRIA, Mr. Mike Stebbins verified Mr. Lee's statement.

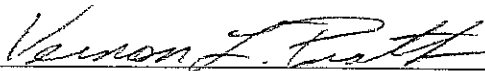
Mr. Pavlock expressed what an impressive presentation Natalie had made and although was very sorry but the Board was bound by law even though she was more than well qualified for the position.

15. BOARD MEMBERS FORUM


Mr. Gant wished to commend all of the members of the Sub – Committees for volunteering their time to help us do our job and working for the betterment of the Island.

16. ADJOURN

There being no further business to come before the Board, Chairman Guernsey declared the Regular Board Meeting of the SRIA Board adjourned at 6:40 p.m.



SECRETARY



VICE CHAIRMAN

(Please note that the Santa Rosa Island Authority does not make verbatim transcripts of its meetings, although the meetings are tape-recorded. Any person desiring a verbatim transcript of a meeting of the Santa Rosa Island Authority will need to independently secure such verbatim transcript.)