

# PENSACOLA BEACH

SANTA ROSA ISLAND AUTHORITY

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Fred Gant  
Thomas Campanella

W. A. "Buck" Lee  
Executive Director

## MEMORANDUM

TO: Authority Members

FROM: Executive Director

DATE: January 13, 2010

RE: Minutes of January 12, 2010 Steering Committee Meeting

A Steering Committee Meeting was held on Tuesday, January 12, 2010. Mr. Fred Gant, Chairman, called the Meeting to order.

Committee Members that were present are as follows:

- Jeff Elbert
- Jim Cox
- John Trawick
- J.J. Waters
- Julian MacQueen
- Tom Almon
- Mike Foley
- Robert Rinke
- Fred Gant, Chairman
- Buck Lee, Project Manager

The Committee discussed the following items:

- Branding and concept for design
- Transportation/mobility
- Water Transportation
  
- Branding and concept for design
  - 5 flags is descriptive of Pensacola, not the Beach
  - Use military and Ft. Pickens
  - Seascapes
  - Gulf Islands National Seashore on PBS (Natural beauty/serenity/history)

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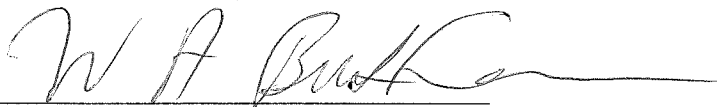
- Oyster of the Gulf
- Natural Beauty/walkability
- Is it Santa Rosa Island or Pensacola Beach
- Island destination/feel
- Close to nature, far from uncivilized
- National seashore, local treasure
- What is the perception of Pensacola Beach?
- How do others see Pensacola Beach?
- Identify what we are
- Beach is protected from overdevelopment
- More natural beauty than other beaches
- Unique from many angles
- Unique/beautiful/special
- Close to the city – cultural events, plays, art, history
- Do not like Beach to Bay as a slogan (too wordy/clumsy)
  
- Transportation/mobility
  - There are no depictions of the Core Area without a parking garage
  - Is there the ability for growth in parking?
  - What type of parking do we need?
  - Where should parking be?
  - Can we accomplish increased parking without a parking garage?
  - Can we solve the problem for future parking needs?
  - Ferry system
  - Trolleys
  - Multi-pronged approach
  - Build parking garage with the ability to expand
  - Need more landscape/beauty surrounding parking
  - Additional landscaping will reduce the number of parking spaces
  - Pensacola Beach has a limited amount of future growth
  - All three (3) plans alienate certain businesses
  - Sandshaker has no public parking
  - Roadway designs will impact businesses
  - Create easy access on foot
  - Pedestrian friendly/increased walkability
  - None of the options presented allow for no parking garage
  - Parking is unused most of the time/mostly peak times and certain events
  - Use SRIA office space for parking/office space
  - More amenable to parking garage on SRIA property rather than in the three (3) designs presented
  - Park overlooking beach
  - Ability to travel on foot between the Gulf and Sound
  - What will parking garages look like?
  - SRIA parking garage is less intrusive than a Casino parking garage
  - Move SRIA, Sheriff and VIC next to Fire Department

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- Water transportation
  - No value as a traffic reliever
  - Added recreation
  - No information to support traffic relief
  - Ferry would have to be subsidized
  - Share cost with County
  - Route - from Maritime Park to Ft. Pickens to Beach
  - Low ridership – lose ferry?
  - North Carolina has a State run ferry system

EDSA joined the meeting through conference call and answered several questions for the Committee. It was decided that February 2, 2010, Paul Weinberg, Paul Kissinger and the Transportation Engineer will meet with the Committee at 10:00 a.m. EDSA will return in March for a presentation, work session, public session and revisions for a final plan.

There being no further business, the meeting was adjourned.



W. A. "Buck" Lee  
Executive Director

WAL:ked

(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.)