

PENSACOLA BEACH
SANTA ROSA ISLAND AUTHORITY

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

MEMORANDUM

TO: Authority Members

FROM: Executive Director

DATE: January 27, 2011

RE: Minutes of January 26, 2011 Development & Leasing Committee Meeting

A regularly scheduled meeting of the Development & Leasing Committee was held on Wednesday, January 26, 2011. Members present were Mr. Ed Guernsey, Mr. Vernon Prather and Mr. Dave Pavlock, Chairman. Also present were Board members, Dr. Thomas Campanella and Mr. Fred Gant, who entered the meeting at 5:20 p.m., Ms. Bohannon was absent. Mr. Dave Pavlock, Chairman of the Committee, called the meeting to order and presented the following items.

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)

Ms. Bell gave background on the item and stated that the existing SRIA Beach Rental Services board policy does not apply to the sound side (Santa Rosa Sound).

Ms. Bell stated that staff recommended approval of the request as presented for a term of one year from board approval. A maximum total of 15 umbrellas and 30 chairs would be allowed (approximately 300 linear feet) with placement to be located 20 feet upland of mean high water and approximately 10 feet from the south side of existing Boardwalk. Storage boxes must be placed under the existing boardwalk.

Upon motion of Mr. Vernon Prather seconded by Mr. Ed Guernsey, the Committee unanimously recommends approval of the request by Portofino/Premier Island Management – Mr. Robert Babcock - Quietwater Boardwalk – 400 Quietwater Beach Road to operate a beach rental service from a portion of Quietwater Beach behind the Quietwater Boardwalk from the shell northwest to Hemingway's, for a term of one year from board approval. A maximum total of 15 umbrellas and 30 chairs would be allowed (approximately 300 linear feet) with placement to be located 20 feet upland of mean high water and approximately 10 feet from the

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south side of existing Boardwalk. Storage boxes must be placed under the existing boardwalk. (3-0)

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)

Mr. West presented the background on this item and stated that Mr. Porto operates the Beach Rental Service for the adjoining properties (Margaritaville and Holiday Inn Express).

Mr. West stated that staff recommends approval of the request as presented subject to meeting the guidelines of the Authorities Beach Rental Service's Policy for each license area and paying all applicable percentage fees.

Upon motion of Mr. Ed Guernsey seconded by Mr. Vernon Prather, the Committee unanimously the request by Mr. Lawrence Porto – Horizon Beach Service - 325 Ft. Pickens Rd. to operate two additional Beach Rental Service areas (1) South of the Landshark Landing and (2) South of the previous Five Flags Inn property, subject to meeting the guidelines of the Authorities Beach Rental Service's Policy for each license area and paying all applicable percentage fees. (3-0)

THE FOLLOWING ARE 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)

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)

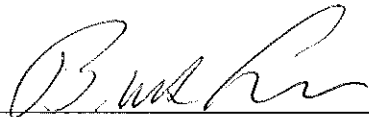
Item # 5 - Mr. Robert Rinke – Pensacola Beach Holdings, Inc. d/b/a Portofino Boardwalk – 400 Quietwater Beach Rd. Unit # 5- Request to sublease to Mr. Rob Babcock – Premier Island Management d/b/a Lagunas - to operate a full service restaurant and bar, subject to paying all fees and percentages. (Staff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

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Ms. Bell presented items #3, #4 and #5 and stated that all three of the requests were for Mr. Babcock to sublease units that had previously been occupied by similar businesses on the Quietwater Boardwalk.

Upon motion of Mr. Ed Guernsey seconded by Mr. Vernon Prather, the Committee unanimously recommended approval of the request by Mr. Robert Rinke – Pensacola Beach Holdings, Inc. d/b/a Portofino Boardwalk - 400 Quietwater Beach Rd. to sublease to Mr. Rob Babcock – Premier Island Management – Unit #10 – B 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. Units # 8 & # 10 – A d/b/a Envie, to operate a men's and women's retail clothing, gifts and apparel store and Unit # 5 to d/b/a Lagunas, to operate a full service restaurant and bar, subject to paying all fees and percentages. (3-0)

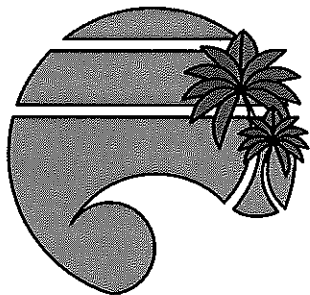
There being no further business before the Committee, the meeting was adjourned.



W. A. "Buck" Lee
Executive Director

WAL:mb

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MEMORANDUM

TO: Authority Members

FROM: Executive Director

DATE: January 27, 2011

RE: Minutes of January 26, 2011 Architectural & Environmental Committee Meeting

A regularly scheduled meeting of the Architectural & Environmental Committee was held on Wednesday January 26, 2011. Members present were Mr. Dave Pavlock and Mr. Vernon Prather, Chairman. Mr. Fred Gant served in Ms. Bohannon's absence. Also present were Board members, Dr. Thomas Campanella and Mr. Ed Guernsey. Mr. Vernon Prather, Chairman of the Committee, called the meeting to order and presented the following items.

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)

Paolo Ghio gave background on this item and stated that staff recommended approval of this request as presented.

A letter of no comment was received from the affected neighbor at 103 Ariola Drive.

Upon motion of Mr. Dave Pavlock seconded by Mr. Fred Gant, the Committee unanimously approved staff's recommendation of the request by Mr. Joe Moser – 102 Maldonado Drive – Lot 2, Block 13, Villa Primera –to construct a swimming pool with an encroachment of 12 feet into the rear yard setback subject to meeting all applicable codes and regulations. (3-0)

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)

Paolo Ghio gave background on this item and stated that staff recommended approval of the request as presented.

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Paolo Ghio gave background on this item and stated that staff recommended approval of the request as presented. .

A letter of no comment is required from the affected neighbors at 110 Via De Luna.

A letter of no comment was received from the affected neighbors at 109 Maldonado Drive.

Upon motion of Mr. Dave Pavlock seconded by Mr. Fred Gant, the Committee unanimously approved staff's recommendation of the request by Messer's Ty and Drew Cowen – 108 Via de Luna – Lot 5, Block 8, Villa Primera to construct a swimming pool with an encroachment of 7 feet into the rear yard setback and 12 feet into the side yard setback, subject to meeting all applicable codes and regulations. (3-0)

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)

SPEAKER:

Ms. Connie Way

Paolo Ghio gave background on this item and stated that staff recommended approval of the request as presented. The storage building and public restrooms were destroyed from Hurricane Ivan. Palm Beach Club does have approved plans to reconstruct the restrooms and storage building, pending budget approval.

Upon motion of Mr. Dave Pavlock seconded by Mr. Fred Gant, the Committee unanimously recommended approval of the request by Palm Beach Club Homeowners Association – 1390 Ft. Pickens Road to use a portable storage building and portable restrooms on leasehold property for an approved period of time (2 years).(3-0)

Item # 4 – Innisfree Hotels – d/b/a Holiday Inn Resort and Hilton Hotel – 12 & 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)

SPEAKERS:

Mr. Rich Chisolm
Mr. Jim Cox

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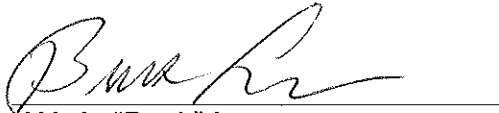
Mr. Lee gave background on this item and stated there are existing dune walkovers located at the Hilton and Holiday Inn, therefore staff feels it is not necessary at this time to construct a dune walkover.

Mr. Chisolm provided a power point presentation and asked the Board to consider the request for the betterment of the Beach.

Additional discussion followed.

Upon motion of Mr. Dave Pavlock seconded by Mr. Fred Gant, the Committee unanimously recommended holding this item in Committee for additional discussion; and pending staff recommendation. (3-0)

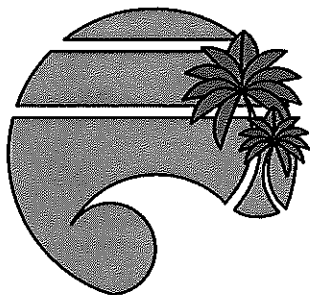
There being no further business before the Committee, the meeting was adjourned.



W. A. "Buck" Lee
Executive Director

WAL:mb

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W. A. "Buck" Lee
Executive Director

MEMORANDUM

TO: Authority Members

FROM: Executive Director

DATE: January 27, 2011

RE: Minutes of January 26, 2011 Administrative Committee Meeting

A regularly scheduled meeting of the Administrative Committee was held on Wednesday, January 26, 2011. Members present were Mr. Vernon Prather, Mr. Ed Guernsey and Dr. Thomas Campanella. Also present were Board members Mr. Dave Pavlock and Mr. Fred Gant. Ms. Tammy Bohannon was absent. 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 reviewed points of interest on the report, and a brief discussion followed.

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

Item # 2 – Mr. Ellis Bullock - Bullock Associates – Request approval for funding of a media plan to promote Pensacola Beach. (Staff report by Jayne Bell)

Mr. Bullock was unable to attend the meeting due to a personal issue.

Ms. Bell presented the background on this item and recommended approval of the request as presented.

Mr. Gant questioned why these additional funds were necessary now or at all considering the current SRIA Budget for advertising.

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Mr. Pavlock wished to inform the Committee that he had spoken with Ellis Bullock and was told that because our beach was not as severely effected by the oil spill as other beaches in our area; and they want to be prepared for the upcoming season.

Upon motion of Mr. Vernon Prather seconded by Mr. Ed Guernsey, the Committee unanimously approves referring this item to the February 9, 2011 Regular Board meeting to allow Mr. Ellis Bullock to be present for additional information.(3-0)

Item # 3 – Request approval of Revision to the SRIA Building Time Provision Policy. (Staff report by Jayne Bell)

SPEAKER:

Mr. Jim Cox

Ms. Bell presented the background on this item and stated that staff recommended approval to amend the SRIA Building Time Provision Policy to allow for an additional two year (2014) extension of the building time.

Additional discussion followed.

Upon motion of Mr. Vernon Prather seconded by Mr. Ed Guernsey, the Committee unanimously approves staff's recommendation for a two year extension (May 4, 2014) to the SRIA Building Time Provision Policy.(3-0)

Item # 4 – Request approval of the Blue Angel Air Show civilian acts, subject to legal sign-off. (Staff report by Jayne Bell)

Ms. Bell presented the background on this item and recommended approval of the request as stated.

Upon motion of Mr. Vernon Prather seconded by Mr. Ed Guernsey, the Committee unanimously approves staff's recommendation of the 2011 Blue Angel Air Show civilian acts (Team RV Air Show, Skip Stewart Airshows, and Gary P. Ward), subject to legal sign-off. (3-0)

Item # 5 - 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)

Ms. Bell presented the background on this item and recommended approval of the request as stated.

Upon motion of Mr. Vernon Prather seconded by Mr. Ed Guernsey, the Committee unanimously approves staff's recommendation to waive the RFP requirements of

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the Purchasing Procedure Policy and approve a three (3) year extension (2011-2013) to the contract for sound and lights for Bands on the Beach concert series (Walter Tallman). (3-0)

Item # 6 - 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)

Ms. Bell presented the background on this item and recommended approval of the request as stated.

Upon motion of Mr. Ed Guernsey seconded by Mr. Vernon Prather, the Committee unanimously approves staff's recommendation of a three (3) year extension (2011-2013) to contract for sound for the Blue Angels Air Show (Boogie, Inc.).(3-0)

THIS ITEM WAS BROUGHT FORWARD TO THE BEGINNING OF THE DEVELOPMENT AND LEASING COMMITTEE MEETING IN CONSIDERATION OF THE TIME AND AMOUNT OF DISCUSSION EXPECTED.

Item # 7 - Mr. Scott Wheatley – Five Flags Tourism Group – Request permission to use the Casino Beach and Pavilion area September 30 – October 3, 2011 for De Luna Fest (referred from January 12, 2011 Regular Board Meeting) (Staff report by Bob West)

Mr. West presented the background on this item and read a statement in which he explained the outcome of two (2) joint meetings requested by the SRIA Board, between representatives of De Luna Fest, Sri Tri, Songwriters and Art & Wine Fest to try to come to a compromise regarding the September 30- October 1, 2011 weekend. Mr. West stated that both meetings ended in an impasse.

SPEAKERS:

Mr. Jim Pasquale
Mr. Mark Sortino
Mr. John Murray
Mr. Charles Gheen

Mr. Pasquale and Mr. Gheen wished to express to the Committee that they want De Luna Fest to be a successful event just not on that weekend. They each stated their respective groups along with the Pensacola Beach Chamber Art & Wine Festival had worked together for the past three (3) years without issue. The SRI TRI is a 15 year event on Pensacola Beach. Neither group felt all four events would work on the same weekend.

Mr. Guernsey wished to give accolades to the Five Flags Tourism Group (FFTG) for a very successful event last year (De Luna Fest) and he would like to see the event here

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again. He stated that the Board had a moral obligation to honor long time events such as the SRI TRI. After review of the footprint presented by the FFTG, EMS and the Sheriff's Department agreed that the events would not work together and need to be separated.

Mr. Guernsey stated that he felt there were two (2) choices to resolve this issue, (1) Not to move any of the events from their original scheduled dates, historically or by contract. (2) If FFTG wants the first weekend in October they should write a check to the events that will have to move to accommodate De Luna Fest.

Mr. Prather stated that he also felt an obligation to the long time events and echoed the majority of the sentiments of Mr. Guernsey. He stated that review of the contract between FFTG and the SRIA shows that the weekend of October 15 is specifically designated for the event in 2011. Therefore, plans have been made and De Luna Fest should remain on the October 15 weekend and the other events should stay on the October 1 weekend.

Dr. Campanella stated that he too was in agreement with his fellow Committee members and the events should stay on the weekends that have been designated for them. He also wished to express his disappointment about what he perceived as strong arm tactics by FFTG.

Mr. Pavlock, although not a voting member, wished to express his concerns about setting a precedent by allowing a smaller event to be "bumped" by a larger event, he stated the SRIA board was responsible to set guidelines for future events.

Mr. Gant stated the situation could have been avoided and also questioned Mike Stebbins about an email that was sent to the Board members that afternoon by Mr. John Asmar, attorney for FFTG.

Mike Stebbins stated that the contract between FFTG and the SRIA clearly says the 3rd weekend in October for the event.

Upon motion of Mr. Vernon Prather seconded by Mr. Ed Guernsey, the Committee unanimously approves the dates for the events remain as scheduled (Sri Tri, Art & Wine Festival & Songwriters, October 1 weekend and De Luna Fest on the weekend of October 15). (3-0)

Item # 8 – Discussion on the Sunshine Law (Referred from January 12, 2011 Regular Board Meeting by Chairman Guernsey) (Staff report by Mike Stebbins)

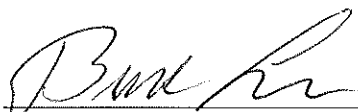
Mr. Stebbins presented the background on this item and recommended a schedule of Sunshine Law, Public Records Law, Gifts of Public Officials and Ethics Law training for the Board and SRIA staff.

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Mr. Stebbins proposed the four (4) sessions take place quarterly, directly after Board or Committee Meetings beginning in March 2011. Each session would include a power point presentation followed by question and answer opportunity.

Upon motion of Mr. Ed Guernsey seconded by Mr. Vernon Prather, the Committee unanimously approves the recommendation by Mike Stebbins for a schedule of Sunshine Law, Public Records Law, Gifts of Public Officials and Ethics Law training for the Board and SRIA staff, the four (4) sessions will take place quarterly, directly after Board or Committee Meetings beginning in March 2011 (3-0)

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



W. A. "Buck" Lee
Executive Director

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