



# SANTA ROSA ISLAND AUTHORITY

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PENSACOLA BEACH, FLORIDA  
REGULAR BOARD MEETING MINUTES  
JANUARY 8, 2014  
5:00 P.M.

1-3. A regularly scheduled meeting of the Santa Rosa Island Authority was held on Wednesday January 8, 2014, beginning at 5:06 p.m. Members in attendance were: Mr. Dave Pavlock, Mr. Fred Gant, Mr. Ed Guernsey, Dr. Thomas Campanella, and Ms. Tammy Bohannon, Chairwoman. Ms. Gilley joined the meeting at 5:10 p.m. Chairwoman Bohannon led the Pledge of Allegiance followed by a moment of meditation.

4. APPROVAL OF MINUTES (Regular Board Meeting – December 11, 2013)  
(Special Board Meeting – December 2, 2013)

Upon motion of Mr. Dave Pavlock seconded by Dr. Thomas Campanella, the Board unanimously approved the minutes of the Regular Board Meeting (12/11/2013) and the Special Board Meeting (12/2/2013) as presented. (5-0)

5. CHANGES OR ADDITIONS TO AGENDA

6. ADOPTION OF AGENDA

Upon motion of Dr. Thomas Campanella seconded by Mr. Ed Guernsey, the Board unanimously recommended adoption of the agenda as presented. (5-0)

7. CHAIRWOMAN'S COMMENTS

Chairwoman Bohannon presented Dr. Thomas Campanella a plaque for his outstanding service as Chairman for 2013.

8. PENSACOLA BEACH VISITOR'S INFORMATION CENTER

Ms. Nicole Stacey was absent and Chairman Bohannon stated the report was in backup for review.

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REGULAR AGENDA

9. OLD BUSINESS

Item # 1 – Request by Cadillac Banks for a \$100,000.00 sponsorship of the 2014 Gulf Coast Summer Festival. (Report by Mike Stebbins)(Referred from the December 11, 2013 Committee Meeting)

Mr. Stebbins stated it is legal for the SRIA to support the Gulf Coast Summerfest, as long as it supports a public interest, but stressed there is a risk involved and the SRIA may not get all of their investment back. He recommended categorizing the investment as a sponsorship, utilizing a Public Use Agreement to outline the terms. He also recommended including the Ticketmaster agreement, the weather insurance, and the level of staff involvement as part of the terms of the contract. (Public Use Agreement) He explained in more detail about the weather insurance details.

Discussion followed regarding weather stations and reporting.

It was stated by Mr. Stebbins and Mr. Banks that if any check was issued for adverse weather by the insurance agency, it would include both the SRIA and Mr. Banks' names, and would be sent to the SRIA. The SRIA would then refund the difference to Mr. Banks.

SPEAKERS:

Mr. William Banks  
Mr. George Hawthorne

They explained their plan was to turn this into a 3-day event; Friday night at Gallery night in Pensacola, Saturday at the Beach, and Sunday at the Maritime Park in Pensacola. They stated they had not talked to the city of Pensacola yet, regarding their plans, and would scale back their marketing plan (see attached) accordingly, if necessary. They said they were hoping to gather other sponsorships to offset the costs involved. They said they would have no vendors, but might have hospitality tents.

Dr. Campanella asked if they had any commitments from artists yet? He was told no.

Chairwoman Bohannon stated she supported and respected this event, but the numbers presented didn't add up.

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Mr. Pavlock said there were still many unanswered questions and that Mr. Stebbins was still working on the points of the Public Use Agreement, so he wasn't ready to make a decision on this item yet, even though he is supportive.

Ms. Gilley questioned if the Board had ever done something like this before?

Mr. Stebbins explained how Bonfire Jam worked, as well as Deluna Fest, but stated no sponsorship participation by the SRIA had been to this magnitude.

Mr. Gant stated the item had been vented properly, and the SRIA Board should not micro-manage the event. He suggested approval, so that Mr. Banks could move forward with this ambitious project.

Mr. Stebbins stated he wasn't suggesting micro-managing, but encouraged the Board to wait until more details had been settled, before agreeing to release funds to Mr. Banks.

There was discussion on the timeline Mr. Banks was on, and it was decided there was still plenty of time.

Mr. Pavlock encouraged Mr. Stebbins to work on the contract with Ticketmaster, as well as the insurance for adverse weather.

Mr. Lee pointed out that Ticketmaster doesn't release the funds until the Tuesday after the concert, and Mr. Banks has to pay the artists in full prior to their performance.

**Upon motion of Mr. Dave Pavlock seconded by Dr. Thomas Campanella, the Board unanimously approved keeping the item in Committee for further discussion at the January 22, 2014 Committee meeting. (6-0)**

## 10. REPORTS

### A. EXECUTIVE DIRECTOR'S REPORT

Mr. Lee presented his report for the review of the Board. He stated he had received a letter from Robert Rinke regarding the beautification of Ft. Pickens Road. This item will be on the January 22, 2014 Committee Meeting agenda.

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B. ATTORNEY'S REPORT

Mr. Stebbins submitted his report for the review of the Board. He requested the Board hold a special attorney-client meeting prior to the January 22, 2014 Committee Meeting.

**Upon motion of Mr. Dave Pavlock seconded by Mr. Fred Gant, the Board unanimously approved holding a special attorney:client meeting prior to the Committee meetings on January 22, 2014. (6-0)**

C. ENGINEER'S REPORT

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

D. DEVELOPMENT SERVICES DIRECTOR REPORT

Mr. Ghio submitted his report for the review of the Board. He updated the Board on the new dates for the re-bid on the VIC.

Mr. Pavlock asked why Mr. Ghio thought the bids would meet the SRIA's expectations this time.

Mr. Ghio stated that several changes had been made to the requested materials, not to the building, and that the change to the bids should be substantial.

Mr. Ghio reviewed the details for the planned Senior Park. It will be located at the walking oval behind the tennis courts at Cowley Park. Six machines have been ordered and will be installed on concrete bases.

Mr. Pavlock asked if there would be lighting at the park.

Mr. Ghio stated the park would only be open during daylight hours.

Ms. Gilley suggested a ribbon cutting ceremony.

Mr. Lee stated he would do a press release as well.

11. VISITORS FORUM

SPEAKER:

Ronald Dillard – He lives near the dog park located at Park West. He stated the signage and port-a-potty are eyesores. He complained that there are not enough

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citations being handed out, and that people ignore the signs. He requested the Board only support one dog park, at Park East, and close the one at Park West. He stated it is a busy public beach access.

12. BOARD MEMBERS FORUM

Chairwoman Bohannon stated she had completed the Standing Committee Assignments and for any member to let her know if they had concerns. She also inquired about the blue mats discussed in a prior meeting which would allow handicapped access to the beach.

Mr. Ghio stated the mats had not been ordered.

This item will be discussed at the January 22, 2014 Committee Meeting.

Dr. Campanella wished everyone a Happy New Year.

13. ADJOURN

There being no further business to come before the Board, Chairwoman Bohannon declared the Regular Board Meeting of the SRIA Board adjourned at 6:04 p.m.

  
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SECRETARY

  
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CHAIRWOMAN

(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.)