

PENSACOLA BEACH
SANTA ROSA ISLAND AUTHORITY

Board Members:

Dave Pavlock
Chairman

Vernon Prather
Vice-Chairman

Thomas Campanella
Secretary/Treasurer

Tammy Bohannon
Acting Secretary/Treasurer

Fred Gant
Elwyn Guernsey

W. A. "Buck" Lee
Executive Director

SANTA ROSA ISLAND AUTHORITY
PENSACOLA BEACH, FLORIDA
REGULAR BOARD MEETING MINUTES
JUNE 13, 2012
5:00 P.M.

**** BUDGET WORKSHOP IMMEDIATELY FOLLOWING BOARD MEETING****

1-3. A regularly scheduled meeting of the Santa Rosa Island Authority was held on Wednesday June 13, 2012, beginning at 5:08 p.m. Members in attendance were: Mr. Ed Guernsey, Mr. Vernon Prather, Dr. Thomas Campanella, and, Ms. Tammy Bohannon and Mr. Dave Pavlock, Chairman. Mr. Fred Gant joined the meeting at 5:26 p.m. Chairman Pavlock led the Pledge of Allegiance followed by a moment of meditation.

4. APPROVAL OF MINUTES (Regular Board Meeting – (5/9/2012)
(Special Board Meeting – (5/23/2012))

Upon motion of Dr. Thomas Campanella seconded by Mr. Ed Guernsey, the Board approved the minutes of the Regular Board as presented. (5/9/2012) (5/23/2012). (5-0)

5. CHANGES OR ADDITIONS TO AGENDA

6. ADOPTION OF AGENDA

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

7. SPECIAL PRESENTATION – ROD LEWIS, PHD, HASS CENTER – REPORT ON PENSACOLA BEACH TOURISM IMPACT IN ESCAMBIA COUNTY

See attached report.

Chairman Pavlock asked for more specific bed tax beach numbers.

Mr. Guernsey asked about the fly-in market numbers, and if anything else in generated similar funds for Escambia County.

SANTA ROSA ISLAND AUTHORITY
PENSACOLA BEACH, FLORIDA
REGULAR BOARD MEETING MINUTES
JUNE 13, 2012
5:00 P.M.

Mr. Lewis stated the Military was a large funding source for Escambia County.

8. CHAIRMAN'S COMMENTS

Chairman Pavlock congratulated Dr. Campanella on the upcoming election, he is running uncontested and will serve on the Board for 2 more years.

9. PENSACOLA BEACH VISITOR'S INFORMATION CENTER
Ms. Maureen LaMar submitted her monthly report for review.

Mr. Gant asked where the most visitors were from that signed in from Georgia and Alabama.

Ms. LaMar stated they were from Atlanta and Birmingham.

Chairman Pavlock asked Ms. LaMar if the VIC could start tracking zip codes of visitors for advertising purposes. She answered in the affirmative.

CONSENT AGENDA

10. COMMITTEE REPORTS

A. DEVELOPMENT & LEASING COMMITTEE, (5/23/2012) MR. ED GUERNSEY, CHAIRMAN, MR. VERNON PRATHER AND MR. DAVE PAVLOCK, MEMBERS

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

This item was informational only.

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

This item was informational only.

Item # 3 – Rich Chism, Representative for Azure Development, LLC d/b/a Soundside Centre – 5 Via de Luna – Request to sublease to Kevin and April Cook d/b/a Coastal Paddle Company , LLC to operate a stand up paddle board rental and lesson concession on leasehold property.

SANTA ROSA ISLAND AUTHORITY
PENSACOLA BEACH, FLORIDA
REGULAR BOARD MEETING MINUTES
JUNE 13, 2012
5:00 P.M.

The Committee unanimously approves staff's recommendation, for a one (1) year review period.(June 2013)

Item # 4 – H & S Development d/b/a Tiki Island Golf & Games – 2 Via de Luna – Request to sublease to Mr. Ward Meredith, Island Peddlers – to operate a power assist bicycle rental business from leasehold property. (Staff report by Executive Director Buck Lee) **This item has been removed for consideration per request of the sublease applicant.**

Item # 5 – Castaways, sublease to Quietwater Entertainment – 400 Quietwater Beach Rd #16 – request to sublease to Lonnie Perkins, Balls of Fun – to operate a water walking ball business on leasehold property. (Staff report by Executive Director Buck Lee)

The Committee unanimously approves staff's recommendation, as well as a three (3) day trial period of May 26, 27 & 28, 2012.

Item # 6 – C & C Entertainment, d/b/a Capt'n Fun Beach Club (sublease to Quietwater Entertainment, Inc.) - 400 Quietwater Beach Road - Request for revision to the current License Agreement for the use of an additional 2' X 8' space in a public area of the Quietwater/Portofino Boardwalk. (Staff report by Executive Director Buck Lee)

The Committee unanimously approves staff's recommendation, for a two (2) year review period. (June 2014)

Item # 7 – Noel Faddis, representative for Realty Marts International – 1591 Via de Luna – Request for a lease extension of 21 years per Commercial Lease Policy. (Current lease expires February, 2013) (Staff report by Executive Director Buck Lee)

The Committee unanimously approves staff's recommendation.

**B. ARCHITECTURAL & ENVIRONMENTAL COMMITTEE, (5/23/2012) MS.
TAMMY BOHANNON, CHAIRWOMAN, MR. FRED GANT AND MR. ED
GUERNSEY, MEMBERS**

Item # 1 - Circle K Store, Inc. – 711- A Quietwater Beach Road - Request to install a 3' x 7' glass door with awning, construct a handicap accessible landing with handrail on the northwest side of the existing building and 6' aluminum picket fence

SANTA ROSA ISLAND AUTHORITY
PENSACOLA BEACH, FLORIDA
REGULAR BOARD MEETING MINUTES
JUNE 13, 2012
5:00 P.M.

around the existing 13' x 30' concrete pad.(AEC action only)(Staff report by Paolo Ghio)

The Committee unanimously approves staff's recommendation.

Item # 2 – Little Sabine, Inc. d/b/a Margaritaville – 165 Ft. Pickens Rd. – Request to allow sub lessee, Fitness Onboard – to use an enclosed trailer as part of conducting everyday business, on leasehold property, subject to conditions specified by the Authority.(Staff report by Paolo Ghio)

The Committee unanimously approves staff's recommendation.

Item # 3 - Rich Chism, representative for Azure Development, LLC d/b/a Soundside Centre – 5 Via de Luna – Request to allow (**upon sublease approval**) Coastal Paddle Company – to use an enclosed trailer as part of conducting everyday business, on leasehold property, subject to conditions specified by the Authority.(Staff report by Paolo Ghio)

The Committee unanimously approves staff's recommendation.

Item # 4 - James and Linda Livingston – 100 Siguenza Drive – Lot 4, Block B, Villa Sabine - Request to construct a new dock (530 sq. ft.) consisting of 4' x 42', widening to 5' x 58' access pier, 6' x 12' terminal, a 4 pole uncovered boat lift and install 2 mooring piles. (Staff report by Paolo Ghio)

The Committee unanimously approves staff's recommendation.

Item # 5 - Kenneth Fairley – 125 Via De Luna – Lot 7, Block 3, Villa Primera, adjacent to Santa Rosa Sound - Request to construct a new dock (980 sq. ft.) consisting of a (185' x 4' access pier, a 12' x 8' terminal platform, and a 4 pole uncovered boatlift. (Staff report by Paolo Ghio)

The Committee unanimously approves staff's recommendation.

Item # 6 – Discussion regarding color renderings requirements for exterior commercial building paint projects. (Referred from the May 9, 2012, Regular Board Meeting) (Staff report by Paolo Ghio)

No action taken on this item.

Item # 7 - Lisa Bernhard – 1765 Ensenada Dos – Lot 9, Block 4 – Santa Rosa Villas, adjacent to Santa Rosa Sound – Request to remove an unauthorized, unpermitted 17.5 x 5' access pier and steps and relocate to bring into

SANTA ROSA ISLAND AUTHORITY
PENSACOLA BEACH, FLORIDA
REGULAR BOARD MEETING MINUTES
JUNE 13, 2012
5:00 P.M.

compliance by obtaining all applicable approvals, permitting by all agencies (SRIA, DEP, Escambia County) and paying a \$500.00 after the fact fee to the Authority. (Staff report by Paolo Ghio)

The Committee unanimously approves staff's recommendation.

C. ADMINISTRATIVE COMMITTEE, (5/23/2012) DR. THOMAS CAMPANELLA, CHAIRMAN, MR. ED GUERNSEY AND MR. DAVE PAVLOCK, MEMBERS

Item # 1 – Report on Financial Statements and Expenditures.

The Committee unanimously accepted the Report on Financial Statements and Expenditures as presented.

Item # 2 – Discussion regarding request for \$5,000.00 donation to the Gulf Breeze High School Baseball Boosters. (Staff report by Chairman Dave Pavlock)

The Committee unanimously approved a \$2,500.00 donation to the Gulf Breeze High School Boosters to be taken from the advertising budget.

Item # 3 – William Patterson, Lazy Days Beach Rentals – Request an amendment the current SRIA Beach Rental Services policy. (Staff report by Executive Director Buck Lee)

The Committee unanimously approves staff's recommendation subject to a one year review. (June 2013)

D. OPERATIONS COMMITTEE, (5/23/2012) MR. VERNON PRATHER CHAIRMAN, DR. THOMAS CAMPANELLA AND MS. TAMMY BOHANNON, MEMBERS

Item # 1 – Discussion regarding designating parking for electric cars at Casino (Staff report by Executive Director Buck Lee)

The Committee unanimously approved designating 3 parking spots at Casino Beach parking lot for the use of electric vehicles only, for a trial period of one year. (May 2013)

Upon motion of Dr. Thomas Campanella seconded by Ms. Tammy Bohannon, the Board unanimously approved the Consent Agenda as presented. (6-0)

SANTA ROSA ISLAND AUTHORITY
PENSACOLA BEACH, FLORIDA
REGULAR BOARD MEETING MINUTES
JUNE 13, 2012
5:00 P.M.

REGULAR AGENDA

10. COMMITTEE REPORTS

11. NEW BUSINESS

Item # 1 – Report regarding the current land use plan and update on projects that have been conceptually approved. (Requested by Vernon Prather at the May 9, 2012 Regular Board Meeting)(Report by Paolo Ghio)

Mr. Ghio provided the report for the Board's review.

Mr. Prather thanked the department for their hard work.

Informational only, no action taken.

Item # 2 – Informational report regarding proposal by Bill Brownell and Steve Barnes to produce a live video stream of Bands on the Beach. (Staff report by Executive Director Buck Lee)

Mr. Lee gave background on the item and stated there would be 3 cameras, doing live streaming of the Bands on the Beach Concerts, and it would not cost the SRIA any money. He also said Mr. Stebbins had given legal signoff on the project.

Mr. Gant voiced concerns regarding copywriting a public event. He also stated our advertising firm should coordinate with them on the project.

Discussion followed.

Upon motion of Dr. Thomas Campanella seconded by Mr. Ed Guernsey, the Board unanimously approved moving forward with the contract with Bill Brownell and Steve Banes to produce a live video stream of Bands on the Beach, for a one (1) year period, subject to a review after the first year. (June 2013) (6-0)

12. REPORTS

A. EXECUTIVE DIRECTOR'S REPORT

Mr. Lee presented his report to the Board, and he also stated he had met with E.W. Bullock and with the proposed increase in the advertising budget, their firm

SANTA ROSA ISLAND AUTHORITY
PENSACOLA BEACH, FLORIDA
REGULAR BOARD MEETING MINUTES
JUNE 13, 2012
5:00 P.M.

would find a way to track the effects of their advertising and the responses brought in by their campaigns.

Mr. Lee also told the Board about the BLAB infomercial that is going to be taped.

B. ATTORNEY'S REPORT

Mr. Stebbins was unable to attend the meeting, Mr. Lee presented his report for review.

C. ENGINEER'S REPORT

Mr. Langston presented his report for the Board's review. He explained that BDI was working on a power point presentation of ideas for the Island, and they would be presenting it soon.

Upon motion of Mr. Fred Gant, seconded by Dr. Thomas Campanella, the Board voted to move forward with filling the open position of Director of Administration. (4-2) Mr. Prather and Ms. Bohannon voted in the negative.

14. VISITORS FORUM

SPEAKER:

Margaret DeArmon – complained about the destruction of the medians on Via de Luna.

After much discussion, it was agreed that the County Extension office would be called to consult with staff regarding proper procedures in the proper maintenance of the shrubbery and grasses.

Jim Cox – presented a survey conducted by the Pensacola Beach Advocates.

Much discussion followed, with many of the Board members thanking Mr. Cox for his time spent on the survey.

Dr. Campanella questioned the necessity of this survey, and pointed out the PBA had only received a 7.3% response rate.

Mr. Cox stated that he had been asked to prepare the survey by Commissioner Robinson and County Engineering.

SANTA ROSA ISLAND AUTHORITY
PENSACOLA BEACH, FLORIDA
REGULAR BOARD MEETING MINUTES
JUNE 13, 2012
5:00 P.M.

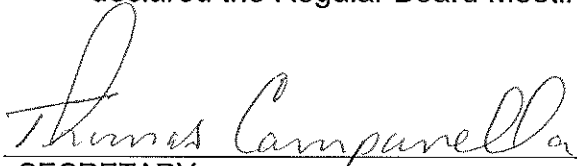
Dr. Campanella clarified for the Board that Commissioner Robinson and Engineering had not requested the survey, they did agree that surveys of public opinions are always beneficial.


Mr. Prather stated the survey contained valuable information and encouraged the Board to act as a Board, not as individual members on official positions.

15. BOARD MEMBERS FORUM

16. ADJOURN

There being no further business to come before the Board, Chairman Pavlock declared the Regular Board Meeting of the SRIA Board adjourned at 7:02 p.m.


SECRETARY


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.)

BUDGET WORKSHOP