

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: March 16, 2011

RE: Minutes of March 15, 2011 Concert Feasibility Sub - Committee Meeting

A Concert Feasibility Sub - Committee Meeting was held on Tuesday, March 15, 2011 at 1:30 p.m. Mr. Vernon Prather, Chairman, called the Meeting to order at 1:37 p.m.

Committee Members present were:

- Mr. Vernon Prather
- Ms. Beverly Campbell
- Ms. Chrissy Cook
- Mr. Charlie Allen, representing Mike Nixon

Committee Members not Present were:

- Mr. Scott Amberson or his representative
- Ms. Pamela Lane
- Mr. John Pack, representing Jim Wiseman, Margaritaville

Ms. Jayne Bell and Mr. Bob West were in attendance; also as Mr. and Mrs. Frierson and Mr. Mike Perkins, Black Ball Productions.

Mr. Prather asked the members to review the Sub - Committee minutes from March 1, 2011 and the Commercial Leaseholders survey summary that was prepared by Jayne Bell.

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Upon motion of Ms. Beverly Campbell, and seconded by Ms. Chrissy Cook, the Sub – Committee recommended approval of the March 1, 2011 minutes as presented. (4-0)

Mr. Prather stated that the 2009 traffic study that had been done for the SRIA found that 4,000 vehicles per hour come to the beach and because the toll facility can only process 1,700 per hour and the intersection can only process about 1750 per hour traffic backing up is an ongoing problem. He stated that traffic will continue to be an issue and is important to bear this in mind as we look into ways to draw more people to the beach.

The Sub – Committee members reviewed a draft of an RFQ (Request for Qualifications) for a promoter that was sent by Mr. Mike Perkins at their request.

Mr. Prather stated that the RFQ appeared to be fairly well written.

Mr. West stated that he had reviewed the RFQ and had several comments including there being no mention of contracting for infrastructure (barricades, fencing, permitting etc...)

Mr. Perkins stated that he agreed with all of the comments mentioned and that he was working on a more detailed document and would provide a copy of that for the Sub – Committee to review.

Ms. Cook asked if the Sub – Committee had officially decided that concerts were feasible and if the RFQ was confirmation of that also, if the 18 surveys from Beach Businesses were enough for a proper assessment.

Ms. Prather stated that he had not seen or heard anything that would indicate to him that concerts were not feasible and polled each member for clarification.

Ms. Campbell has seen no negatives to concerts.

Mr. Allen deferred as he had not attended any previous meetings.

Ms. Cook stated that concerts would be good for the beach if we listen to Bob West suggestions and have suitable acts, she saw no negatives.

Mr. Prather reiterated that he had seen no negatives to having concerts.

The Sub – Committee members agreed that the a non – ticketed event would be the best way to start and that working on bullet point issue list to present to the board would be an effective way to show the Board the results of their study. Traffic being one of them and may be an indication that a smaller event would be a better option.

Mr. West stated that he had some concerns regarding the timeframe listed in the drafted RFQ.

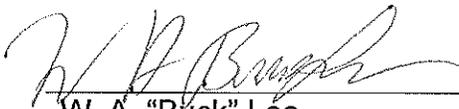
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Additional discussion followed including information regarding the TDC funding from Ms. Shelley Johnson, President of the Pensacola Beach Chamber.

Mr. Prather asked that Mr. West continue his review the draft of the RFQ and have the suggested changes emailed to the Sub – Committee members and also that the members continue to review the document along with thinking of ideas for the bullet point list for the next Sub – Committee meeting.

The Concert Feasibility Sub - Committee agreed the next meeting would take place on Wednesday, March 30, 2011 at 1:30 p.m.

There being no further business, the meeting was adjourned.



W. A. "Buck" Lee
Executive Director

WAL:mb

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