



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 23, 2011
RE: Minutes of March 22, 2011 Trolley Sub - Committee Meeting

A Trolley Sub - Committee Meeting was held on Thursday, March 22, 2011 at 10:00 a.m. Mr. Dave Pavlock, Chairman, called the meeting to order.

Committee Members that were present are as follows:

- Mr. Dave Pavlock
- Ms. Lila Cox
- Ms. Beverly McCay
- Ms. Charlene Meyer
- Mr. Jeff Elbert

Mr. Nathan Hollar and Ms. Judy Purcell were not able to attend the meeting.

Also in attendance were Mr. Paolo Ghio, SRIA Development Services Director, Mr. Bob West, SRIA Public Safety Director and Ms. Jayne Bell, SRIA Administration Director; Mr. Mike Langston and Mr. Jim Waite, Baskerville Donovan, INC., and Mr. Larry Newsome, Escambia County Interim Assistant County Administrator and Mr. Ken Gordon and other representatives from ECAT.

Mr. Pavlock stated that the SRIA Board had given approval of the recommendation to increase the current trolley budget as it was presented at the March 9, 2011 SRIA Regular Board Meeting; and asked the Sub - Committee to work on the final details such as what stops are to be eliminated and hours of operation.

The first item on the agenda discussed by Ms. Cox was consolidated trolley stops.

Trolley Sub – Committee Minutes
March 22, 2011

Ms. Cox reviewed the draft of the new trolley stops and stated that she suggested reducing the number to 27.

Mr. Elbert stated that he was concerned about the proposed new trolley stop for the Quietwater Boardwalk because of the number of parking places that it would eliminate.

Mr. Pavlock asked staff to research this because parking was a critical factor

Additional discussion followed.

Mr. Elbert wished to commend Lila Cox on the excellent job that she had done on the report; he felt it was logical and well thought out.

Mr. West asked that ECAT be allowed to test run the proposed new stops; specifically to verify that they can get to the Quietwater Boardwalk stop and the Casino Beach Pavilion stop as he had some concerns.

Mr. Gordon stated that he would have his Safety Manager make the test run as soon as possible.

Mr. Pavlock asked that Lila be included in the test.

Upon motion of Ms. Beverly McCay seconded by Mr. Jeff Elbert, the Trolley Sub - Committee approved the proposed 2011 Trolley Stops as prepared by Ms. Lila Cox, subject to staff's final review for logistic purposes. (5-0)

Mr. Larry Newsome spoke to the Sub - Committee regarding sign requirements and stated that the key was to decide on the size and design of the signage and the County would review, no permits were required.

Ms. Cox asked if the County would have objections to something iconic and if the sign were lower to be able to scan barcodes. Also discussion had taken place to have a contest for the design of the sign.

Mr. Newsome stated that the sign could not be lower than 7 ft. and suggested they work with B.D.I. and Escambia County Traffic Engineering and the design was not an issue.

Trolley Stops were the next item on the agenda for discussion.

Mr. Newsome stated that in the near future all stops would be required to be ADA compliant or trolleys will not be able to stop. Escambia County is currently in the process of converting all of their stops to make them compliant and the company that they were working with may not be able to allow the Authority to piggy back off of the County contract because of the Ordinance that restricts advertising on the Island.

Trolley Sub – Committee Minutes
March 22, 2011

Mr. Ghio stated that the approximate cost per shelter, the slab and installation would \$25,000.00.

Mr. Ghio and Mr. West agreed that the shelters would also have to meet the wind load requirements and encouraged no temporary structures.

Mr. Elbert asked if we could get an estimate for a pagoda style structure similar the one at Key Sailing.

Ms. Meyer was asked to prepare a report on thatched roof shelters at the next trolley Sub – Committee meeting.

Electronic way finding was the next item on the agenda for discussion.

Mr. Ghio stated he had researched this extensively and the next bus application appeared to be the best option. He said it had three elements that made it more user friendly, each stop would have signage that includes the following: 1) Phone number on for a person who does not have a smart phone. 2) Smart phone application. 3) Text capability all for “where is my trolley”. The estimated cost for the application is \$32,000.00 for the first year and \$2,600.00 per month (May – Sept.) for the next four years. These fees are still being negotiated.

Mr. Ghio stated that he had spoken with a representative from Lee County, Florida who uses Next Bus and has had nothing negative to report.

The Sub – Committee members agreed that the next bus was proven and because it is more applicable for all phones it would be the best option.

Upon motion of Mr. Jeff Elbert seconded by Ms. Beverly McCay, the Trolley Sub - Committee approved allowing Mr. Ghio to move forward with negotiations with next bus. (5-0)

The Master Plan for the Island was the next item to be discussed.

Mr. Langston stated that any plan for the future would improve parking and access including possibly widening Right of Ways and realignment of parking lots. They are working with transportation specialists at this time.

Additional discussion followed.

Mr. Pavlock requested that times of operation be discussed at this time.

Mr. Elbert recommended 10 a.m. to 10 p.m. due to his experience as a commercial leaseholder.

Trolley Sub – Committee Minutes
March 22, 2011

Ms. Meyer and Ms. Cox felt 11 a.m. to 11 p.m. would be more beneficial.

Ms. McCay stated that she had done an informal poll of Hoteliers and 10 a.m. to 10 p.m. was the preferred time.

Upon motion of Mr. Jeff Elbert seconded by Ms. Beverly McCay, the Trolley Sub - Committee recommended 12 p.m. to 12 a.m. be taken off of the table for consideration. (5-0)

Upon motion of Mr. Jeff Elbert seconded by Ms. Beverly McCay, the Trolley Sub - Committee recommended a time for operation of 10 a.m. to 10 p.m. (3-2) Ms. Cox and Ms. Meyer voting in the negative.

Ms. McCay wished to re – state that ECAT could order the open air trolley replicas but they must know now in order to meet the deadline for new trolleys next year.

Mr. Pavlock stated that because this is a trial period for the new hours and stops he hesitated to order the open air trolleys if ridership did not improve.

ECAT verified that if the open air trolley replicas were ordered and they did not work there was a way in they could be returned and replaced with different trolleys although it may be a time consuming process.

Upon motion of Ms. Beverly McCay seconded Mr. Jeff Elbert , the Trolley Sub - Committee highly recommended the SRIA Board purchase open air trolley replicas as soon as possible in consideration of the lead time.(5-0)

Ms. Cox stated that she would like to have a separate meeting to discuss marketing for the May 17th, 2011 event/party for employees of Beach businesses to ride the trolley and become familiarized with the trolley service and new days and hours of operation.

The Sub – Committee agreed the next Trolley Sub – Committee meeting would be scheduled for Thursday, March 31, 2011 at 10:00 a.m..

There being no further business, the meeting was adjourned.



W. A. "Buck" Lee
Executive Director

WAL:mb