

**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

MEMORANDUM

TO: Authority Members

FROM: Executive Director

DATE: March 29, 2012

RE: Minutes of March 28, 2012 Architectural & Environmental Committee Meeting

A regularly scheduled meeting of the Architectural & Environmental Committee was held on Wednesday March 28, 2012. Members present were Ms. Tammy Bohannon, Chairwoman, and Mr. Ed Guernsey. Dr. Thomas Campanella was asked to serve in the absence of Mr. Fred Gant. Also present was Board Member Vernon Prather. Mr. Dave Pavlock was absent. Ms. Tammy Bohannon, Chairwoman of the Committee, called the meeting to order and presented the following items.

Item # 1 – Approval of Memorandum of Agreement between Gulf Islands National Seashore/National Park Services and Santa Rosa Island Authority – 2012 Turtle Monitoring Season. (Staff report by Melody Bolster)

Ms. Bolster gave background on this item and stated this Agreement is done yearly, and staff recommended approval.

**Upon motion of Dr. Thomas Campanella seconded by Mr. Ed Guernsey, the Committee unanimously approved staff's recommendation.(3-0)**

Item # 2 - Ms. Alice Bohannon, Surf Burger (Sublease to Key Sailing) – 500 Quietwater Beach Road – Request to place freestanding sign on public right of way (R.O.W). (Staff report by Melody Bolster)

Ms. Bolster gave background on this item and stated that staff did not recommend approval of the request as presented. Article 13-22-0310(a) allows for one (1) detached sign per complex and Key Sailing has an approved detached sign currently. She stated that if it was agreeable to the Master Leaseholder, Key Sailing, the current sign could be modified to accommodate both businesses.

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SPEAKER:

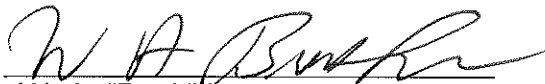
Alice Bohannon – stated that the sign meets the size requirements, and that she has a lot of competition from Shaggy's (new restaurant across the street)

Ms. Bohannon stated she never sees Surf-Burger, since it is located in a crowded area.

Mr. Prather wants to see some more pictures and stated the area needs to be cleaned up.

**Upon motion of Dr. Thomas Campanella seconded by Mr. Ed Guernsey, the Committee unanimously approved holding this item in Committee for further discussion. He asked for staff to provide pictures of signs currently in the right of way, a different view of the Key Sailing sign, and a better view of the proposed sign for Surf-burger.(3-0)**

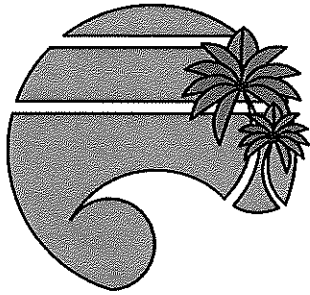
There being no further business before the Committee, the meeting was adjourned.



W. A. "Buck" Lee  
Executive Director

WAL:jt

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MEMORANDUM

TO: Authority Members

FROM: Executive Director

DATE: March 29, 2012

RE: Minutes of March 28, 2012 Development & Leasing Committee Meeting

A regularly scheduled meeting of the Development & Leasing Committee was held on Wednesday, March 28, 2012. Members present were Mr. Ed Guernsey, Chairman and Mr. Vernon Prather. Ms. Tammy Bohannon was asked to serve in the absence of Mr. Dave Pavlock. Also present was Board member Dr. Thomas Campanella. Mr. Fred Gant was absent. Chairman of the Committee, Mr. Guernsey, called the meeting to order and presented the following items.

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

Mr. Guernsey stated a meeting had just been held earlier in the day regarding this topic. He said that Danny Kepner and Ed Fleming were present and offered some insight into the taxes/lease fee issue. The primary goal of the meeting was to find ways to insure equitable treatment of residents and businesses on double taxation. He pointed out that it is against the law for the government to refund taxes.

Mr. Guernsey stated "equitable ownership" of property is hard to define. He said that all parties agree that the original deal that Pensacola Beach residents were offered was to pay lease fees, no taxes and the individual did not own the property. He pointed out that the deal got changed "in the middle of the night".

He indicated that Mr. Fleming recommended the State Legislature take action to solve this problem, but that currently, there is no sponsor to endorse this action. Mr. Guernsey stressed the importance of presenting a unified front from the residential and commercial leaseholders to the Board of County Commissioners asking them to support a Legislative action.

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Mr. Stebbins agreed that the goal is an equitable distribution of the funds returned to the SRIA by Escambia County, and posed the question of the SRIA buying back a portion of the leases.

Ms. Bohannon stated it was a unilateral change to a bilateral contract. She said if this change is permanent, then it should be disclosed to a new purchaser that they are expected to pay lease fees as well as property taxes.

Dr. Campanella stated that businesses have an unfair advantage, but he also stated if he knew for certain this taxation would go away permanently, he would not demand a refund of taxes already paid. He agreed to send a copy of a residential lease to Chris Jones that has a clause in it that states "The Authority agrees to credit on account of such annual rental the amount lessee may pay in any one year for ad valorem taxes on the demised premises or the improvements thereon not to exceed 33 1/3 % of the annual rental."

**This item was informational only, no action taken.**

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

Ms. Bohannon stated that the Escambia County Board of County Commissioners (BCC) will vote on the plan on April 17, 2012. She said that most likely the priority list that was submitted to the BCC will need to be redone.

Mr. Guernsey reviewed a toll plaza count for the last 10 years. It has more than doubled since 2002. He stressed the need to get ready for more development on Pensacola Beach. He is very concerned about the safety of pedestrians and pointed out the deaths that have occurred recently on Hwy. 98. He stated, "Blood is on somebody's hands if we don't do something, and it's not this Board!"

Mr. Prather encouraged the Board to walk around Pensacola Beach, and get a pedestrian's point of view. He stated improvements were needed and that it is incumbent on this Board to get a resounding yes from Escambia County regarding a commitment to making safety improvements to Pensacola Beach.

Dr. Campanella told his unpleasant experience about trying to cross the street, and stated the timing of the lights is incorrect.

Mr. Guernsey stated two possible helpful solutions would be to run a trolley from Gulf Breeze, and also a ferry boat from Pensacola to Fort Pickens.

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Mr. Prather stated that extremely good points were raised in the toll plaza traffic report and that the SRIA needs to get a firm commitment to work on the infrastructure and safety improvements.

**This item was informational only, no action taken.**

Item # 3 – Castaways Beachside Restaurant & Raw Bar – 400 Quietwater Beach Rd. - Request to donate seven (7) tables/chairs to the SRIA for placement on Portofino Boardwalk to provide additional public seating. (Staff report by Jayne Bell)

Ms. Bell gave background on this item and stated staff recommended approval.

Mr. Stebbins suggested a hold harmless agreement, to insure the SRIA will not be held liable.

**SPEAKER:**

Bruce Parris – Castaways – stated that the tables/chairs had not been chosen yet, but would be happy to do whatever the SRIA directed them to do. He agreed to sign a hold harmless agreement with the SRIA, as well.

**Upon motion of Mr. Vernon Prather seconded by Ms. Tammy Bohannon, the Committee unanimously approved the request by Castaways Beachside Restaurant & Raw Bar – 400 Quietwater Beach Rd. - to donate seven (7) tables/chairs to the SRIA for placement on Portofino Boardwalk to provide additional public seating subject to the SRIA being named additionally insured and the execution of a hold harmless agreement between the two parties. (3-0)**

Item # 4 – Little Sabine Investment Group/ Kerrigan Family Limited Partnership – 50 Ft. Pickens Rd. – Request to sublease to Pensacola Beach Properties, Inc. for property sales/rentals. (Staff report by Jayne Bell)

Ms. Bell gave background on this item and explained that Pensacola Beach Properties was a previous sub-leasee to Little Sabine Investment Group/Kerrigan Family Trust, and was reestablishing the relationship. Staff Recommends approval of this item.

**Upon motion of Ms. Tammy Bohannon seconded by Mr. Vernon Prather, the Committee unanimously approved staff's recommendation. (3-0)**

Item # 5 – Discussion of review period for providing continued electricity and 10 additional lights at Portofino Boardwalk. (Staff report by Jayne Bell)

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Ms. Bell gave background on this item and stated that previous reviews of lighting for Portofino Boardwalk had been for a three (3) year period.

**Upon motion of Mr. Vernon Prather seconded by Ms. Tammy Bohannon, the Committee unanimously approved a three (3) year review period for the lighting and electricity at Portofino Boardwalk. (2015)(3-0)**

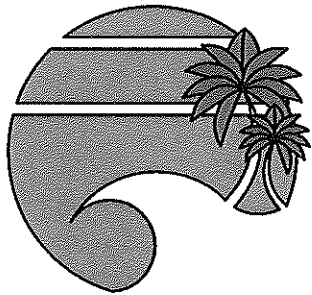
There being no further business before the Committee, the meeting was adjourned.



W. A. "Buck" Lee  
Executive Director

WAL:jt

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Executive Director

MEMORANDUM

TO: Authority Members

FROM: Executive Director

DATE: March 29, 2012

RE: Minutes of March 28, 2012 Administrative Committee Meeting

A regularly scheduled meeting of the Administrative Committee was held on Wednesday, March 28, 2012. Members present were Dr. Thomas Campanella, Chairman, and Mr. Ed Guernsey. Ms. Tammy Bohannon was asked to serve in the absence of Mr. Dave Pavlock. Also present was Board member Mr. Vernon Prather. Mr. Fred Gant 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.

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

Item # 2 - "Spirit of the Island" Award – (Staff report by Executive Director Buck Lee)

Mr. Lee gave the background on the item and stated that he is interested in starting a tradition to recognize long-time beach residents or people that contributed to making Pensacola Beach what it is today. He proposed a bench located at the Gulfside Pavilion, similar to the one placed at Flounder's Chowder Ale House, at an approximate cost of \$5,000.00.

Mr. Guernsey stated it was a great idea.

Ms. Bohannon stated she was in favor of the fact that it encompasses more than one person at a time, and that perhaps a brick might be a better idea. She proposed a Wall of Honor, to recognize Pensacola Beach residents that have resided on the beach for a

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of Honor, to recognize Pensacola Beach residents that have resided on the beach for a number of years. She also recommended setting parameters for warranting a bench. She asked for staff to make some recommendations.

Dr. Campanella questioned the use of benches, and suggested stone carvings. He stated the Board should choose whatever is most feasible and questioned how often the honor might be awarded.

Mr. Lee stated that metal signs were an option, as well.

**Upon direction of the Committee, this item will be brought back to the Regular Board Meeting on April 11, 2012, Regular Agenda, for further discussion.**

Item # 3 – SRIA Advertising Services Contract. (Staff report by Jayne Bell)

Ms. Bell Gave background on this item and stated that the contract with E.W. Bullock & Associates expires in September of 2012.

**Upon motion of Mr. Ed Guernsey seconded by Ms. Tammy Bohannon, the Committee unanimously approved the issuance of the RFP for Advertising and Marketing Services as presented.(3-0)**

Item # 4 – Request by David Glassman, Marine Aviation Memorial Tower, for a donation of \$5,000.00 to the Pensacola Veteran's Memorial Park for a Tower and Bronze Cast Bell. (Staff report by Executive Director Buck Lee)

Mr. Lee gave background on this item and stated staff recommended approval of the donation.

**Upon motion of Mr. Ed Guernsey seconded by Ms. Tammy Bohannon, the Committee unanimously approved staff's recommendation as presented.(3-0)**

Item # 5 – Discussion regarding proposed ticket/pass allocation policy. (Staff report by Mike Stebbins)

Mr. Stebbins gave the background on this item and stated he had modeled it after the policy developed by the City of St. Petersburg. He stated it would allow for an equitable distribution of tickets/passes donated to the SRIA. He recommended adoption of the policy.

**Upon motion of Ms. Tammy Bohannon seconded by Mr. Ed Guernsey, the Committee unanimously approved the adoption of the ticket/pass allocation policy as presented.(3-0)**



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Item # 6 –Request by Jim Pasquale, Co-Founder of Pensacola Song Fest, Inc., for a donation of \$5,000.00 to the Songwriter's Festival, October 2-7, 2012. (Report by Thomas Campanella)

Mr. Lee explained that staff's recommendation was to approve reimbursement of up to \$5,000.00, upon presentation of a paid invoice for advertising services.

SPEAKER:

Jim Pasquale – thanked the SRIA for the opportunity to speak to the Board as well as the support for the Songwriter's Festival.

Mr. Prather supports this donation.

Mr. Guernsey stated it brings many people to the Island.

Ms. Bohannon stated it seemed an excessive amount to her.

**Upon motion of Mr. Ed Guernsey seconded by Ms. Tammy Bohannon, the Committee unanimously approved staff's recommendation.(3-0)**

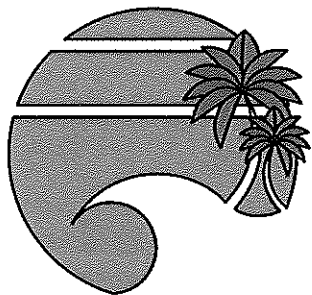
There being no further business before the Committee, the meeting was adjourned.



W. A. "Buck" Lee  
Executive Director

WAL:jt

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Executive Director

MEMORANDUM

TO: Authority Members  
FROM: Executive Director  
DATE: March 29, 2012  
RE: Minutes of March 28, 2012 Operations Committee Meeting

A regularly scheduled meeting of the Operations Committee was held on Wednesday, March 28, 2012. Members present were Mr. Vernon Prather, Chairman, Dr. Thomas Campanella and Ms. Tammy Bohannon. Also present was Board member Mr. Ed Guernsey. Mr. Fred Gant and Mr. Dave Pavlock were absent. Chairman of the Committee, Mr. Prather, called the meeting to order and presented the following item.

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

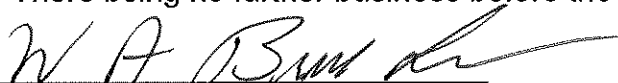
Mr. Lee gave background on this item and explained Mr. Pavlock was interested in a discussion on parking spaces designated for electric cars, but there were no plans for charging stations at this time.

Mr. Guernsey said he didn't see the point in having the allotted spaces, if we weren't going to have the charging stations.

Dr. Campanella stated that if the SRIA wanted to "go green" the Island should go back to golf carts.

**Upon direction of the Committee, this item will be brought back to the April 25, 2012 Operations Committee Meeting for further discussion. (3-0)**

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

  
W. A. "Buck" Lee  
Executive Director

WAL:jt

SANTA ROSA ISLAND AUTHORITY  
OPERATIONS COMMITTEE  
MARCH 28, 2012

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