

# 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

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PENSACOLA BEACH, FLORIDA  
SPECIAL BOARD MEETING MINUTES  
MAY 23, 2012

1-3. A Special Board Meeting of the Santa Rosa Island Authority was held on Wednesday, May 23, 2012, beginning at 5:08 p.m. Members in attendance were: Chairman Dave Pavlock, Mr. Ed Guernsey, Dr. Thomas Campanella, Mr. Vernon Prather, Ms. Tammy Bohannon and Mr. Fred Gant. Mr. Pavlock called the meeting to order and led the Pledge of Allegiance followed by a moment of meditation.

#### 4. CHAIRMAN'S COMMENTS

Mr. Pavlock stated he had spent time with the SRIA department heads, and is in favor of instructing Mr. Lee to move forward with the review and hiring of a Director of Administration & Leasing. He stated the SRIA is very busy in the summer months and has timing concerns if Mr. Lee wins his election and leaves and there is not someone already in place as the Director of Administration & Leasing.

Mr. Prather disagreed and stated the Board needs input on this decision. He said there had not been enough time for review of the Budget and Mission Statements. He questioned if the position was even necessary.

Mr. Gant agreed with Mr. Pavlock and stated the SRIA should move forward and fill the position.

Mr. Pavlock suggested setting a date for a decision on the restructuring of the SRIA.

Mr. Prather stated the 2012/2013 Budget would be in place on June 27<sup>th</sup>, and by then the Board should know what decision is best.

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Dr. Campanella questioned if the SRIA Board had the authority to change the structure of the organization. He asked if the Escambia County Board of County Commissioners (BCC) would have to approve the restructuring.

Mr. Stebbins stated he didn't think the BCC had to approve restructuring decisions, but they did have to approve the 2012/2013 Budget, which could have an impact on the restructuring.

Dr. Campanella stated that if the decision is made to move forward and fill the Director's position, given the fact that Mr. Lee will possibly be replaced, the candidate must meet all the criteria for the position.

Mr. Guernsey made a motion to move ahead with filling the Director of Administration & Leasing and Dr. Campanella seconded it. The motion failed 3-3 with Ms. Bohannon, Mr. Gant and Mr. Prather voting in the negative.

Mr. Gant made a motion to pass the budget before the Director's position is filled, with Mr. Prather seconding it. The motion failed, 2-4, with Ms. Bohannon, Mr. Guernsey, Dr. Campanella and Mr. Pavlock voting in the negative.

Ms. Bohannon made a motion for staff to provide the current skill set required for the position of Director of Administration & Leasing to the Board so the board can determine if the skill set needs to be expanded further. Mr. Gant seconded the motion. The motion failed, 3-3, with Dr. Campanella, Mr. Guernsey and Mr. Pavlock voting in the negative.

Mr. Guernsey stated that it should not be presumed that the person chosen to fill the Director of Administration & Leasing position would move into the Executive Director's position, if it becomes available.

Mr. Lee stated he needs a Director of Administration & Leasing. He explained the process of selecting the Executive Director.

Mr. Guernsey stated the Board should trust Mr. Lee to select the new Director of Administration & Leasing, and not micro-manage his decision making. He doesn't agree with postponing the hiring of a Director.

Mr. Prather restated Ms. Bohannon's previous motion, asking for the Board to receive, review and approve the current job description for the Director's position.

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Mr. Gant pointed out that if the Board revised the job description, the position (which has already been advertised) would have to be re-advertised.

**Upon motion of Dr. Thomas Campanella seconded by Mr. Vernon Prather, the Board unanimously voted to continue discussion on this item at the May 23, 2012 Regular Board Meeting. (6-0)**

Mr. Pavlock urged each Board Member to review the information they have been given in order to be prepared for the Regular Board Meeting discussion.

Dr. Campanella suggested making staff visits mandatory for each Board Member.

SPEAKER:

Lila Cox- suggested using a temporary staffing service to fill open positions. She praised Mr. Prather regarding on his information gathering skills. She encouraged the Board to get input in regards to the budget.

Item # 1 - Selection of Advertising and Marketing Services. (Staff report by Chairman Dave Pavlock)

Chairman Pavlock introduced the two (2) agencies, Romjue Advertising and E.W. Bullock.

Each agency was given three (3) minutes to give an overview of their presentations.

Each Board Member declared the following:

Dave Pavlock - Talked with Mike Craney (E.W. Bullock) and met with Trudy Romjue. (Romjue Advertising)

Vernon Prather – Spoke with Mike Craney.

Thomas Campanella – Spoke with Mike Craney and met with Trudy Romjue.

Tammy Bohannon – Spoke with Trudy Romjue.

Fred Gant – Received email from Trudy Romjue, spoke with Mike Craney.

Ed Guernsey met with Mike Craney and Trudy Romjue.

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There was discussion among the Board about either awarding the contract to one (1) agency, or dividing the contract between the two (2) agencies. It was decided to utilize only one (1) agency.

Ms. Bohannon questioned E.W. Bullock as to why much of the advertising is geared towards the "Visit Pensacola" website.

Mike Craney stated that a unified brand increases productivity.

Each Board member voted by assigning either a one (1) or a two (2) to each agency. Low score is the winner.

Romjue Advertising scored ten (10) points and E.W. Bullock scored eight (8) points.

The Advertising/Marketing contract was awarded to E.W. Bullock, to start on October 1, 2012, when the current contract with them expires.

Item # 2 – Discussion of Task Order from BDI for estimate of the costs involved in providing parking in the area between Avenida 13 & Avenida 14.(Staff report by Mike Langston)

**Upon motion of Dr. Thomas Campanella seconded by Mr. Ed Guernsey, the Board unanimously approved the Task Order to move forward with the plans on the parking lot for the area between Avenida 13 & Avenida 14. (6-0)**

Mr. Prather is concerned that a parking area might not be the best use for the property in question.

Mike Langston (BDI) assured the Board that the intent of the Task Order was to evaluate the particular parcel for the best land use. This will include parking, landscaping, pedestrian access and transportation issues. They will provide pros and cons for parking at Pensacola Beach.

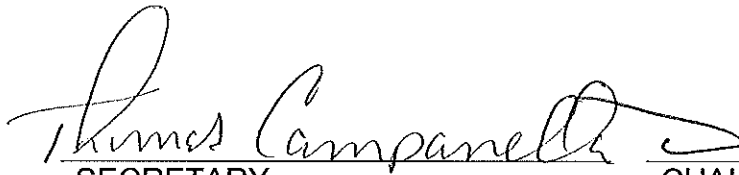
5. ADJOURN

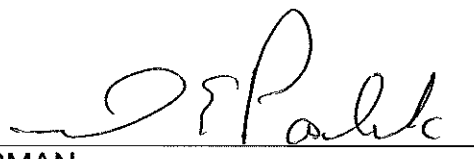
Adjournment:

There being no further business to come before the Board, Chairman Pavlock

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declared the Special Board Meeting of the SRIA Board adjourned at 6:11 p.m.

  
SECRETARY

  
CHAIRMAN

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