



PENSACOLA BEACH
SANTA ROSA ISLAND AUTHORITY

Board Members:

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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: June 1, 2011
RE: Minutes of May 31, 2011 Steering Committee Sub – Committee Meeting

A Steering Committee Sub – Committee Meeting was held on Tuesday, May 31, 2011 at 1:00 p.m.

Sub - Committee Members present were:

Ms. Jayne Bell was acting Chairman in Mr. Fred Gant's absence.

- Mr. Jim Cox
- Ms. Courtney Lawson, representing Ms. Marilyn Hess
- Ms. Jill Thomas, representing Mr. Julian MacQueen

Also present were; Ms. Robbie Lofty, SRIA Events Coordinator and Susi Robichaux, E.W. Bullock and Associates.

Ms. Bell called roll and introduced Mr. Mike Craney, E.W. Bullock and Associates.

Mr. Craney gave a power point presentation explaining the development of a concept for the contest to give the beach a slogan; He suggested the contest run from July 1 through 31 with weekly winners pulled for the final announcement at Bands on the Beach concert in mid August.

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Ms. Lawson stated that the contest will focus on the beach to bay experience, eco - tourism and the walkability of the Island and reviewed the prizes that were suggested for the winner.

Ms. Thomas offered suggestions for multi media outlets that might help reduce the proposed budget.

Additional discussion followed.

Ms. Bell recommended presenting the request for funding of the marketing project to give the beach a slogan at the June 8, 2011 Regular Board Meeting due to the time constraints of the contest.

The Steering Committee Sub – Committee members agreed with Ms. Bell and there being no further business, the meeting was adjourned.



W. A. "Buck" Lee
Executive Director

WAL:mb

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