

**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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REGULAR BOARD MEETING MINUTES  
MAY 9, 2012  
5:00 P.M.

1-3. A regularly scheduled meeting of the Santa Rosa Island Authority was held on Wednesday May 9, 2012, beginning at 5:03 p.m. Members in attendance were: Mr. Vernon Prather, Dr. Thomas Campanella, Ms. Tammy Bohannon and Mr. Dave Pavlock, Chairman. Mr. Fred Gant entered the meeting at 5:13 p.m. Mr. Ed Guernsey was absent. Chairman Pavlock led the Pledge of Allegiance followed by a moment of meditation.

4. APPROVAL OF MINUTES (Regular Board Meeting – (4/11/2012))

**Upon motion of Dr. Thomas Campanella seconded by Mr. Vernon Prather, the Board approved the minutes of the Regular Board as presented. (4/11/2012). (4-0)**

5. CHANGES OR ADDITIONS TO AGENDA

6. ADOPTION OF AGENDA

7. CHAIRMAN'S COMMENTS

Chairman Pavlock announced the Visitor's Forum would be held after the Board Members' forum.

8. PENSACOLA BEACH VISITOR'S INFORMATION CENTER

Ms. Maureen LaMar submitted her monthly report for review.

9. UPDATE ON TOLL FACILITY BY MATT MOONEYHAM

Chairman Pavlock welcomed Commissioner Kevin White, Assistant County Administrator Larry Newsom, Department Director/County Engineer Joy Blackmon, and County Project Manager, Matt Mooneyham.

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Joy Blackmon explained that Escambia County planned extensive reconstruction of the toll plaza in the future and that having all operations located under Escambia County would make it simpler to streamline activities. She introduced Matt Mooneyham as the project manager for the toll plaza.

Mr. Pavlock voiced concerns over meeting staffing needs at the toll plaza.

Dr. Campanella questioned what part the SRIA would still play in the toll plaza.

Mr. Mooneyham assured the Board that Escambia County had no intent to change scheduling; they hoped the transition would be as seamless as possible. He anticipated the transition taking place around October 1, 2012. He stated that the residents shouldn't see any changes, and that transponder sales would still be at the SRIA.

Mr. Prather stated that either side could terminate the interlocal agreement, that the SRIA had done a good job with the toll plaza, and that the County didn't need our permission or approval to assume the toll plaza responsibilities.

Mr. Newsom stated that the County intended to make state of the art changes to the toll facility, and it would be a very advanced transponder system. He said there would be cameras installed during the construction phase, so the County could easily monitor all the activities. He assured the Board and audience the toll would remain \$1.00.

Dr. Campanella voiced concerns over the need for an increase in the toll in order to pay for the increased intelligence of the toll systems

Ms. Bohannon stated she was completely in favor of a toll increase.

Mr. Lee stated the change would be a positive thing for the SRIA.

CONSENT AGENDA

10. COMMITTEE REPORTS

- A. ARCHITECTURAL & ENVIRONMENTAL COMMITTEE, (4/25/2012) MS. TAMMY BOHANNON, CHAIRWOMAN, MR. FRED GANT AND MR. ED GUERNSEY, MEMBERS

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Item # 1 – Ms. Alice Bohannon, Surf Burger (Sublease to Key Sailing) – 500 Quietwater Beach Road – Request to place freestanding sign off premise/leasehold property. (Referred from the 3-28-2012 Committee meeting)(Staff report by Paolo Ghio)

**Per request of the Master Leaseholder, Mr. Kirk Newkirk, this Item has been removed for consideration at this time.**

Item # 2 – Mr. Mike Pinzone, Pensacola Beach Fishing Pier – 41 Ft. Pickens Rd. – Request to construct a portable, sectional food service bar and re - purposing existing picnic tables and chairs. (Staff report by Paolo Ghio)

**The Committee approves staff's recommendation, conditional upon Escambia County verification that the new floor layout and seating load is per code and can be adjusted down at Escambia County discretion.**

Item # 3 - Mr. Alex Davis – 1109 Ariola – Lots 9 & 10, Block 7, Villa Segunda - Request to construct an in-ground swimming pool with a 7 foot encroachment into the 20 foot rear yard setback. (Staff report by Paolo Ghio)

**The Committee unanimously approves staff's recommendation.**

Item # 4 - Mr. Ron Ladner – Shaggy's Bar & Grill – 701 Pensacola Beach Blvd. – Request for one (1) conforming freestanding sign and attached signage on commercial leasehold property. (Staff report by Paolo Ghio)

**The Committee unanimously approves staff's recommendation.**

Item # 5 - Santa Rosa Dunes Owners Association, Inc. – 900 Ft. Pickens Rd. – Request for letter of no objection. (Staff report by Paolo Ghio)

**This item has been removed from the agenda.**

Item # 6 - Trolley update. (Staff report by Paolo Ghio)

**This item was informational only.**

**B. DEVELOPMENT & LEASING COMMITTEE, (4/25/2012) MR. ED GUERNSEY, CHAIRMAN, MR. VERNON PRATHER AND MR. DAVE PAVLOCK, MEMBERS**

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

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**This item was informational only.**

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

**This item was informational only.**

Item # 3 – Pensacola Beach Development Corp/Fulford Harbor/Soundside Market, LLC – 5 Via de Luna (Unit G 5) - Request to sublease to 3 dogearth Corp d/b/a Wild Roots/Beach Pops – to operate an organic frozen treat/organic salad and sandwich cafe. (Staff report by Executive Director Buck Lee)

**The Committee unanimously approves staff's recommendation.**

Item # 4 Pensacola Beach Elks Lodge # 497 – 661 Pensacola Beach Blvd. – Request by Sandy Milburn, as representative for the Elk's Lodge, to extend the current commercial lease an additional 16 years. (Staff report by Executive Director Buck Lee)

**The Committee unanimously approves staff's recommendation.**

Item # 5 - H & S Development d/b/a Tiki Golf & Games – 2 Via de Luna – Request to sublease to John Paul McDaniels Tattoo - to operate a temporary tattoo/retail business. (Staff report by Executive Director Buck Lee)

**The Committee unanimously approves staff's recommendation for a one year period, paying all applicable percentage fees. (May 2013)**

Item # 6 – Pensacola Beach Holdings, Inc. d/b/a Portofino Boardwalk – 400 Quietwater Beach Road # 7 – Request to sublease to Rob Babcock d/b/a Salty Beach Outfitter – to operate a retail store, selling men's & women's apparel, gifts and accessories. (Staff report by Executive Director Buck Lee)

**The Committee unanimously approves staff's recommendation.**

**THE FOLLOWING ITEM WAS ADDED BY CHAIRMAN PAVLOCK.**

Item # 7 - Robert Rinke, Portofino/Quietwater Boardwalk – 400 Quietwater Beach Road – Request to sublease to Cindi Bear Bonner, Fitness on Board – to operate a paddle board rental company from the Bamboo Willie's location (# 14)(Staff report by Executive Director Buck Lee)

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**The Committee unanimously approves staff's recommendation for a one year period, paying all applicable percentage fees. (May 2013)**

**THE FOLLOWING ITEM WAS ADDED BY COMMITTEE CHAIRMAN GUERNSEY.**

Item # 8 – Discussion regarding the parking area between Avenida 13 & 14.

**Upon motion of Mr. Ed Guernsey seconded by Mr. Vernon Prather, the Committee unanimously approved tasking BDI to prepare an estimate for providing parking in the area defined between Avenida 13 & 14, including the number of spaces and the cost per space, at their earliest convenience.**

- C. ADMINISTRATIVE COMMITTEE, (4/25/2012) DR. THOMAS CAMPANELLA, CHAIRMAN, MR. ED GUERNSEY AND MR. DAVE PAVLOCK, MEMBERS

Item # 1 – Report on Financial Statements and Expenditures.

**The Committee unanimously accepted the Report on Financial Statements and Expenditures as presented.**

Item # 2 – Bid for purchase of a 10' x 138' public parcel of SRIA owned property. (Staff report by Executive Director Buck Lee)

**The Committee unanimously approved accepting the bid by RMI for \$2,500.00 for a 10' x 138' parcel of SRIA owned property, subject paying for the cost of the advertisement in the Pensacola News Journal (\$928.42) and attorney's fees associated with this transaction (\$64.80) for a total of \$ 993.22.**

Item # 3 – Spirit of the Island Award. (Referred from the 4/25/2012 Committee Meeting)(Staff report by Executive Director Buck Lee)

**Upon motion of Mr. Dave Pavlock seconded by Mr. Ed Guernsey, the Committee unanimously approved the erection of a monument (plaque that would have space to add names every year), spending up to \$700.00 to be placed at the Gulfside Pavilion.**

**Upon motion of Mr. Dave Pavlock seconded by Mr. Ed Guernsey, the Committee unanimously approved a (3) three member Selection Committee, to be made up of (1) one SRIA Board Member, (1) one Pensacola Beach Chamber Member, and one other member, a long time beach resident, to be chosen by the other (2) two members.**

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**Upon motion of Mr. Dave Pavlock seconded by Mr. Ed Guernsey, the Committee unanimously approved the nomination of Dr. Thomas Campanella to serve as the SRIA Board Member on the Selection Committee for the Spirit of the Island award.**

**D. OPERATIONS COMMITTEE, (4/25/2012) MR.VERNON PRATHER CHAIRMAN, DR. THOMAS CAMPANELLA AND MS. TAMMY BOHANNON, MEMBERS**

Item # 1 – Discussion regarding designating parking for electric cars at Casino Beach.(Referred from 4-25-2012 Committee meeting)(Staff report by Chairman Dave Pavlock)

**Upon motion of Dr. Thomas Campanella seconded by Ms. Tammy Bohannon, this item will be held in Committee for further research.**

**THE FOLLOWING ITEM WAS ADDED BY CHAIRMAN PAVLOCK FOR CONSIDERATION.**

Item # 2 – Discussion regarding the letter from Escambia County regarding the toll plaza. (Staff report by Executive Director Buck Lee)

**Upon motion of Dr. Thomas Campanella seconded by Ms. Tammy Bohannon, this item will be brought to the May 9, 2012 Board Meeting, with a request to Escambia County to have either Matt Mooneyham or Joy Blackmon present to address the Board.**

**Upon motion of Dr. Thomas Campanella seconded by Ms. Tammy Bohannon, the Board unanimously approved the Consent Agenda as presented. (5-0)**

REGULAR AGENDA

**11. COMMITTEE REPORTS**

**A. DEVELOPMENT & LEASING COMMITTEE, (4-25-2012), MR. ED GUERNSEY, CHAIRMAN, MR. VERNON PRATHER AND MR. DAVE PAVLOCK, MEMBERS**

Item # 1 - Kevin Hayes, as representative of Sandpiper Gulf Aire Inn, Inc., Paradise Inn, & Paradise Bar & Grille – 21 Via de Luna - Request to sublease to Mr. Ashley Curd and Mr. Nicholas Sexton, Gulf Coast Pedicabs, LLC – to operate a pedicab service on Pensacola Beach. (Referred from 4-25-2012 Committee Meeting)(Staff report by Executive Director Buck Lee)

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12. OLD BUSINESS

Item # 1 – Kirk Newkirk, Key Sailing Inc.- 400 Quietwater Beach Rd. #14 – Request to sublease to Mr. David Patchanian, Pensacola Beach Buggies – to operate a pedicab service on Pensacola Beach. (Staff report by Executive Director Buck Lee)

Mr. Pavlock announced that Item # 1 under Committee Reports (Gulf Coast Pedicabs) and Item # 1 under Old Business (Pensacola Beach Buggies) would be addressed together.

Mr. Newsom stated the County appreciated the SRIA asking both pedicab companies to present their requests to the County. He said that baby steps needed to be taken in this matter. He stated that research showed it could work well, but that more time was needed to study the infrastructure. (See attached email for suggested compromise on this issue.)

Ms. Bohannon asked why the pedicabs were allowed to operate downtown, and not on Pensacola Beach.

Mr. Newsom stated that was downtown, they have a grid-like system which makes it easier to navigate and the Mayor made the decisions regarding that.

Mr. Prather stated he is in favor of the suggestions presented.

SPEAKER:

David Patchanian – father of Pensacola Beach Buggies owner – stated his son wished to continue a relationship with the SRIA and he has concerns regarding the pedicabs allowed to operate at any given time on Pensacola Beach.

Nicholas Sexton – Gulf Coast Pedicabs – stated that they already had an established professional business. He stated that Gulf Coast Pedicabs currently has 12 pedicabs, but they are careful how many they utilize, so the drivers do not compete against each other.

**Upon motion of Ms. Tammy Bohannon seconded by Mr. Vernon Prather, the Board unanimously voted to move forward and work with the County to come up with criteria and specifications for an RFP for pedicab services for Pensacola Beach. (5-0)**

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13. NEW BUSINESS

Item # 1 – Mr. Roman Repin, Store Manager – Alvin's Stores Inc. – 400 Quietwater Beach Rd. # 14 – Request to paint Alvin's Island building exterior. (Staff report by Paolo Ghio)

Mr. Ghio gave background on this item and stated Alvin's Island wanted to paint their building 3 colors from the color palate previously approved by the Board.

There was much discussion regarding requiring a color rendering or using photoshop to show the Board what the final outcome would be in future situations.

Dr. Campanella stated he had faith that staff had done their due diligence on this matter.

**Upon motion of Dr. Thomas Campanella seconded by Ms. Tammy Bohannon, the Board unanimously approved staff's recommendation. (5-0)**

**Upon motion of Mr. Fred Gant seconded by Dr. Thomas Campanella, the Board unanimously approved bringing the topic of color rendering requirements for exterior commercial building paint projects to the May 23, 2012 Committee Meeting. (5-0)**

Item # 2 – Presentations for Advertising & Marketing Services

Ms. Bohannon stated that she and Trudy Romjue were friends. (Romjue Advertising)

All 3 companies delivered their presentations and ballots were passed out to the Board Members. The Board Members' names were on the ballots, as well as the three (3) advertising companies. The Board was asked to rank the companies, from 1 through 3, with a 1 being the best, so the low score would be awarded the contract.

Mr. Stebbins tallied the votes. Romjue Advertising received a score of 8, E.W. Bullock received a score of 8, and Lucid Graphic received a score of 14.

Ms. Bohannon made a motion to award the contract to Romjue Advertising, with Mr. Gant seconding the motion. The motion failed, 2-3, with Dr. Campanella, Mr. Pavlock and Mr. Prather voting in the negative.

Dr. Campanella made a motion to award the contract to E.W.Bullock, with Mr. Prather seconding the motion. The motion failed, 3-2, with Ms. Bohannon and Mr.



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Gant voting in the negative. (four (4) affirmative votes were needed to pass the motion.)

Dr. Campanella stated he would like to see something different, however he felt like E.W. Bullock had been successful to date and they had a wealth of materials at their disposal. He said there would be no wasted time if we stayed with E. W. Bullock.

Mr. Gant agreed with Dr. Campanella.

Mr. Pavlock stated the Board had been given two (2) very good proposals, and since they didn't get four (4) affirmative votes, we would wait until the next Board Meeting, so Mr. Guernsey would be present.

Ms. Bohannon stated that Pensacola Beach is always the stepchild to Pensacola, in regards to advertising, and the SRIA account would be a big account for a smaller firm.

Mr. Pavlock stated we have a small budget, comparatively speaking.

Mr. Lee suggested having a special Board Meeting on May 23, 2012, before the Regular Committee Meeting and Budget Workshop.

Mr. Stebbins stated that the two (2) firms could give their presentations to Mr. Guernsey, at his convenience, before the Special Board Meeting on May 23, 2012.

14. REPORTS

A. EXECUTIVE DIRECTOR'S REPORT

Mr. Lee submitted his monthly report for the review of the Board. He also explained that the Haas Center would be giving the Pensacola Beach Economic Impact report at the June 13, 2012 Regular Board Meeting as well as the August 8, 2012 Regular Board Meeting to give another report, post Blue Angels Show.

He told the Board that the Beach Ball Water Tower is being re-painted, in the same pattern as before, and should be completed by Memorial Day.

He asked the Board to give the Chairman authorization to sign the contract on the contracts with BP and Bosarge Diving.

**Upon motion of Ms. Tammy Bohannon seconded by Mr. Vernon Prather, the Board unanimously voted to authorize Chairman Pavlock to sign off on the**

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**contracts with BP and Bosarge Diving for the necessary boats for the 2012 Blue Angels Show. (5-0)**

Mr. Lee explained that the UWF property (located .4 of a mile east of Park East) is not leased from the SRIA, and can be used for educational/recreational purposes only.

B. ATTORNEY'S REPORT

Mr. Stebbins submitted his monthly report for the review of the Board.

C. ENGINEER'S REPORT

Mr. Langston submitted his monthly report for the review of the Board.

There was much discussion regarding the Task Order for the estimate of the costs involved in making the area between Avenida 13 & 14 into a parking area.

**Upon motion of Dr. Thomas Campanella seconded by Mr. Vernon Prather, the Board unanimously voted to bring back the topic of the Task Order for the estimate of the costs involved in making the area between Avenida 13 & 14 into a parking area to a Special Board Meeting on May 23, 2012. (5-0)**

15. BOARD MEMBERS FORUM

Mr. Prather gave his report on the SRIA organizational structure. (see attached)  
He stated some of the information he used was historical and some was current, and that the SRIA has operated under a number of organizational models. He said there are, in his opinion, inconsistencies with our mission statement between our various SRIA documents, budgets and website.

Mr. Prather stated he wanted to make some structure modifications that will improve our service level to the leaseholders, the County residents, the Board of County Commissioners, visitors and our employees. He reviewed the 1997 organizational chart, as well as our current organizational chart. He said this review should not be considered 100% complete, and other thoughts were welcome. He noted that the SRIA is responsible for paving and maintaining the side streets on the Island, and that we should allocate funds for that.

Mr. Prather stated we "overlook our leaseholders" too often. His recommendation is to eliminate the Director of Administration & Leasing, create an Assistant Director position, which will function as the Director of Administration and second in command, and move HR functions from marketing to the finance department.

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He pointed out that 2.687 million is spent on the Public Works department, and 1.6 million is spent on the Public Safety department, all of which is paid for with lease fees and it is not leaseholders that are using those services and facilities.

Dr. Campanella stated this was good, that there needed to be further studying and the Board should continue to move forward.

Mr. Gant asked how our current structure related to our mission.

Mr. Prather stated our mission was to: "...use or lease in whole or in part such portions of Santa Rosa Island as may be owned by Escambia County ...from time to time, for such public interest...to purchase, construct, extend, own, maintain, insure and operate, either by itself or by contract or lease with others...with individual persons or corporations...."

He stated the SRIA needed to have a vision for this year, one for 5 years and one for 10 years. He suggested having a town meeting to get input from the leaseholders.

Mr. Gant agreed that a town meeting would be a good way to understand what leaseholders want from this point on.

Dr. Campanella would like for the Board to be re-informed of the property left on the Island, what is already committed, conceptually committed for hotel and motel structures. He would like to know the number of vacant lots and the number of home plans currently submitted. After learning those facts, he suggests turning to not only the leaseholders for input, but to the residents of Escambia County as well.

Mr. Pavlock asked the Development Services to compile the facts for the Board.

Ms. Bohannon had questions regarding pay grades and salaries.

Ms. Ford explained that two people could be in the same pay grade, but there was a wide range for salary within that, depending on experience, etc.

Dr. Campanella stated he was bringing this topic back to his Administrative Committee for further discussion.

Mr. Gant questioned the Marketing and Visitor information area on Mr. Prather's chart.

Mr. Pavlock released Mr. Prather from his fact finding mission, so he can talk to

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others about this item.

Mr. Prather would like to have Development Services provide a land use plan and account for projects that have been conceptually approved.

Mr. Ghio assured the Board he could gather the requested information together in a one month period.

16. VISITOR'S FORUM

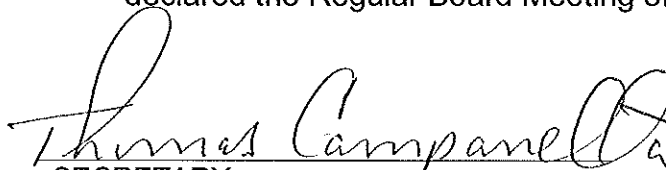
SPEAKER:

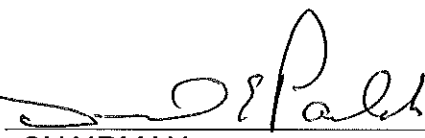
Jim Cox – wanted to inform the SRIA Board of a Committee of the Whole meeting for Escambia County BCC on May 10, 2012 and the BCC Board meeting on Thursday May 17, 2012. He encouraged the SRIA Board to be present to address the topic of the Escambia County budget deficit. Mr. Cox stated he wanted the lease money to stay on Pensacola Beach.

Mr. Pavlock encouraged the SRIA Board to talk to their County Commissioner regarding this matter.

17. ADJOURN

There being no further business to come before the Board, Chairman Pavlock declared the Regular Board Meeting of the SRIA Board adjourned at 8:23 p.m.

  
SECRETARY

  
CHAIRMAN

(Please note that the Santa Rosa Island Authority does not make verbatim transcripts of its meetings, although the meetings are tape-recorded. Any person desiring a verbatim transcript of a meeting of the Santa Rosa Island Authority will need to independently secure such verbatim transcript.)