

PENSACOLA BEACH
SANTA ROSA ISLAND AUTHORITY

Board Members:

Thomas Campanella
Chairman

Tammy Bohannon
Vice-Chairwoman

Fred Gant
Secretary/Treasurer

Janice Gilley
Acting Secretary/Treasurer

Elwyn Guernsey
Dave Pavlock

W. A. "Buck" Lee
Executive Director

SANTA ROSA ISLAND AUTHORITY
ARCHITECTURAL & ENVIRONMENTAL COMMITTEE
OCTOBER 23, 2013

MEMORANDUM

TO: Authority Members

FROM: Executive Director

DATE: October 24, 2013

RE: Minutes of October 23, 2013 Architectural & Environmental Committee Meeting

A regularly scheduled meeting of the Architectural & Environmental Committee was held on Wednesday October 23, 2013. Members present were Mr. Ed Guernsey, Chairman, Mr. Fred Gant and Dr. Thomas Campanella. Also present were Board Members Mr. Dave Pavlock, Ms. Tammy Bohannon, and Ms. Janice Gilley. Mr. Guernsey called the meeting to order and presented the following items.

Item # 1 – Request for approval of proposal to increase the power at Casino Beach Pavilion. (Staff report by Paolo Ghio)

Mr. Ghio gave backup on this item and stated staff recommended approval. He stated Commissioner Robinson has promised \$30,000.00 from LOST funds, and is asking the SRIA Board to approve up to an additional \$20,000.00 to complete the project.

There was a brief discussion regarding the monthly assessment, and that the additional power was to benefit large concerts, as well as smaller events.

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

Item # 2 - Jeff Saunders – 27 Calle Hermosa – Lot 23, Santa Rosa Villas – Request to construct a swimming pool with an encroachment of 33 feet into the rear yard setback (Via de Luna). (Staff report by Paolo Ghio)

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Mr. Ghio gave background on this item and stated staff recommended approval.

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

Item # 3 – Request by Robert Rinke to extend the Palm Tree Beautification Project and include 4 traffic calming devices. (Staff report by Executive Director Buck Lee)

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

Mr. Lee explained the current palm tree project stops at Avenida 23, and Mr. Rinke would like to extend the placement of palm trees east of Portofino. (Funds to be taken from the 1st \$6 Million in the Beautification Fund, not the future funds) Mr. Lee also stated that the proposed traffic calming devices would have to be approved by Escambia County and the DOT.

Mr. Stebbins stated the current Second Interim Agreement could be amended to include the approved projects, or a Third Interim Agreement could be drawn up, encompassing the additional palm trees and the traffic calming devices.

SPEAKER:

Robert Rinke – He explained the county had suggested the 4 calming devices for traffic, and he was willing to discuss the options.

Mr. Pavlock suggested splitting the palm tree request from the traffic calming devices request for discussion purposes.

Upon motion of Mr. Fred Gant seconded by Dr. Thomas Campanella, the Committee unanimously approved discussing and voting on the two items, additional palm trees and traffic calming devices, separately. (3-0)

SPEAKER:

Matt Mooneyham – Pensacola Beach Engineering Program Manager for Escambia County. He stated the number of suggested calming devices had been suggested in the most recent Master Plan. He stated Escambia County was open to alternative plans, that 4 calming devices were not a definite plan, nor were the locations set. He offered to have BDI (Baskerville Donovan, Inc.) do an initial analysis.

Much discussion followed, with many Board Members stating 4 devices were too many for the Island.

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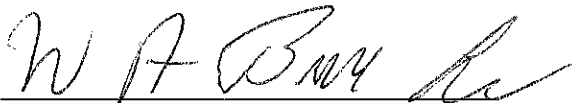
Dr. Campanella and Ms. Bohannon voiced similar concerns over too many palm trees bunched together on Via de Luna.

Upon motion of Mr. Fred Gant seconded by Dr. Thomas Campanella, the Committee unanimously approved the request by Robert Rinke to extend the Palm Tree Beautification Project. (3-0)

Upon motion of Mr. Fred Gant seconded by Dr. Thomas Campanella, the Committee unanimously approved to authorize BDI to move forward with a preliminary design for the traffic calming devices, to be paid for out of the Portofino Beautification Fund. (1st \$6 million) This item will be held in Committee for further discussion at the November 20, 2013 Committee Meeting. (3-0)

It was agreed upon that a Third Interim Agreement would be necessary for the palm tree project. A Fourth Interim Agreement would be necessary for the traffic calming devices, if agreement is reached on that item.

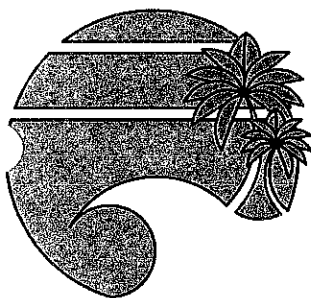
There being no further business before the Committee, the meeting was adjourned.



W. A. "Buck" Lee
Executive Director

WAL:jt

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SANTA ROSA ISLAND AUTHORITY
DEVELOPMENT & LEASING COMMITTEE
OCTOBER 23, 2013

MEMORANDUM

TO: Authority Members

FROM: Executive Director

DATE: October 24, 2013

RE: Minutes of October 23, 2013 Development & Leasing Committee Meeting

A regularly scheduled meeting of the Development & Leasing Committee was held on Wednesday, October 23, 2013. Members present were Mr. Dave Pavlock, Chairman Ms. Tammy Bohannon, and Mr. Ed Guernsey. Also present were Board Members Dr. Thomas Campanella, Mr. Fred Gant, and Ms. Janice Gilley. Chairman of the Committee, Mr. Pavlock, 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 he is bringing a detailed review to the Committee Meeting in November. He is considering methods and structure that, should ad valorem taxes be upheld, would continue funding for the SRIA at \$8 Million annually.

He reviewed the attached report.

He requested Board Members give their comments to Robbie Schrock. He said it will be a lot of work to come up with a plan that our leaders and leaseholders will be pleased with.

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.

SANTA ROSA ISLAND AUTHORITY
DEVELOPMENT & LEASING COMMITTEE
OCTOBER 23, 2013

SPEAKER:

Matt Mooneyham - Pensacola Beach Engineering Program Manager for Escambia County. He stated the landscaping project was going well, the roadwork improvements leaving the toll plaza were complete and the crosswalk was complete. He stated the improvements to the Bob Sikes fishing bridge may wait until after the holidays.

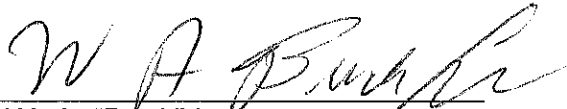
Ms. Bohannon asked how far down Fort Pickens Road the palm trees would be placed.

Mr. Mooneyham stated the plans specify the palm trees will be placed through the "S" curve just past Margaritaville.

Discussion was held on crosswalks on the Island.

No action taken.

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



W. A. "Buck" Lee
Executive Director

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In 2012 the revenue for businesses
on Pensacola Beach was
\$160,471,880.

- If we eliminate the tiered percentage system and add a flat percentage to everything sold in a business on Pensacola Beach the following revenues would occur based on the 2012 data:

Flat percentages on business revenue

- 5% = \$8,023,594
- 4% = \$6,418,875
- 3% = \$4,814,156

In 2012 the toll revenue to the County
was \$2,837,702

- 3% on revenue for businesses + increasing the toll to \$2 and keeping the second dollar=
- \$4,814,156 + \$2,837,702 = \$7,651,858

2012 Taxable Real Estate Value on Pensacola Beach

- Taxing Authority: Escambia County BCC
- Rate: 6.9755 millage
- Taxable Value: \$1,128,411,386
- Taxes Levied: \$7,871,234

50% ad valorem for the BCC + 3% on
business revenue is

- $\$3,935,617 + \$4,814,156 = \$8,749,773$

75% ad valorem for the BCC + 3% on
business revenue

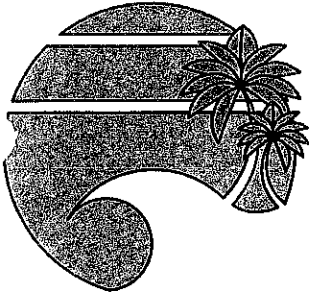
- \$5,903,425 + \$4,814,156 = \$10,717,581

Create a new SRIA, the Special Resort Impact Area, to include waterfront from Florabama to Navarre Bridge and further inland to be determined by a special committee. It is likely to include waterfront that has exposure to the Gulf.

Charge MSBU fees to businesses of \$100 to \$500 and residences of \$50 per year.

Target income should be between \$10-\$11 MM per year, all of which goes to the new SRIA, which will provide the same services to the entire area, consistent with the prudent history of the SRIA.

A committee of BCC and SRIA representatives, (and possible the City of Pensacola), to determine the area to be included in this yet to be defined waterfront



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W. A. "Buck" Lee
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MEMORANDUM

TO: Authority Members
FROM: Executive Director
DATE: October 29, 2013
RE: Minutes of October 23, 2013 Administrative Committee Meeting

A regularly scheduled meeting of the Administrative Committee was held on Wednesday, October 23, 2013. Members present were Dr. Thomas Campanella, Chairman, Mr. Ed Guernsey and Mr. Dave Pavlock. Also present were Board Members Ms. Janice Gilley, Mr. Fred Gant, and Ms. Tammy Bohannon. Dr. Campanella called the meeting to order and presented the following items.

ADDED PER CHAIRMAN CAMPANELLA:

Item # 1 – Discussion of the request for an estoppel letter for refinancing purposes. (Report by Mike Stebbins)

Dr. Campanella asked Mr. Brannon to explain the emergency situation that necessitated this late request.

SPEAKER:

David Brannon – He is the majority shareholder in Pensacola Beach, Inc. and the Managing Member of Pensacola Beach, LLC. He stated an estoppel letter was needed for refinancing and there would be no changes to the lease. He stated it was routine and they were just changing lenders.

Mr. Stebbins stated an estoppel letter could be handled at staff level, but if the transaction required lease amendments, it would need full Board approval. He also said the property was in foreclosure, so he would need to work closely on the documents with the attorney representing Springhill Suites

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Upon motion of Mr. Ed Guernsey seconded by Mr. Dave Pavlock, the Committee unanimously approved empowering Mike Stebbins to work with David Brannon on an estoppel letter, with the agreement that the item would be brought back to the full Board if lease amendments were required. (3-0)

Item # 2 – Report on Financial Statements and Expenditures. (Staff report by Dottie Ford)

Ms. Ford presented the financial report.

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

Item # 3 - Discussion on SRIA logo. (Staff report by E.W. Bullock)

Ms. Robichaux (E.W. Bullock) presented a proposed logo for the Committee's consideration.

See attached report.

The response was very favorable from Board members.

No action taken.

Item # 4 – Discussion on amending the Board Policy, application and post report for Event Sponsorships. (Staff report by Robbie Schrock)

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

Ms. Bohannon questioned the post event report, stating it would be a lot of work to complete, the 5 member approval for requested amounts exceeding \$2,500.00, and the 2 month prior to event requirement.

Much discussion followed.

Upon motion of Mr. Ed Guernsey seconded by Mr. Dave Pavlock, the Committee unanimously approved staff's recommendation. (3-0) Mr. Gant requested the item be placed on the Regular Agenda.

Item # 5 – Discussion on a new reader board sign. (Staff report by Public Safety Director Bob West)(Referred from the 9/25/2013 Committee Meeting)

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ADMINISTRATIVE COMMITTEE
OCTOBER 23, 2013

Mr. West gave background on this item and stated staff recommended specifying the use of a Firewatch sign in the RFP, if the Board decided to pursue this idea. He also stated no advertising of prices could be on the sign, only details of events, festivals, etc.

Discussion was held on the specifics of each sign's dimensions and resolution. (See attached)

Nicole Stacey (VIC) was asked to poll the Chamber members regarding their thoughts on paying for use of the reader board, in the place of banners.

Ms. Dottie Ford confirmed the cost of the sign would be taken from reserve for contingency.

Upon motion of Mr. Dave Pavlock seconded by Mr. Ed Guernsey, the Committee unanimously voted to move forward with the development of an RFP for reader board services with the 12 MM High Resolution and up to 65 square feet of signage.

Item # 6 – Discussion on amending the Personnel Policy Section 4.3, Assignment of Positions and Classes of Positions. (Staff report by Executive Director Buck Lee)


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

Mr. Pavlock stated amending this policy would be consistent with Escambia County's policy, and that ultimately the SRIA Board already held Mr. Lee responsible for his employees.

Ms. Bohannon asked if there was an employee appeal process (after being fired) and was told yes.

Upon motion of Mr. Dave Pavlock seconded by Mr. Ed Guernsey, the Committee unanimously approved staff's recommendation. (3-0) Mr. Gant requested the item be placed on the Regular Agenda.

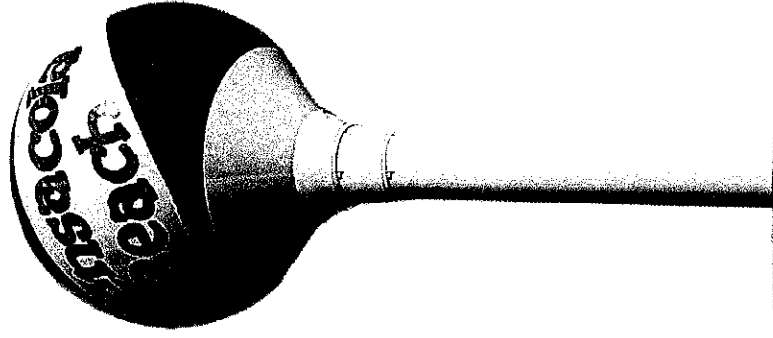
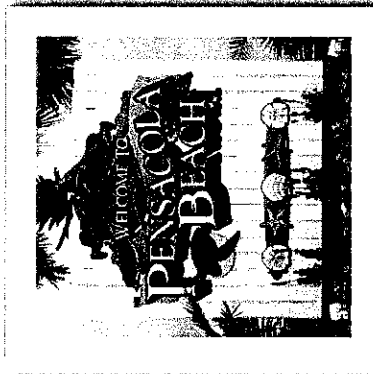
There being no further business before the Committee, the meeting was adjourned.


W. A. "Buck" Lee
Executive Director

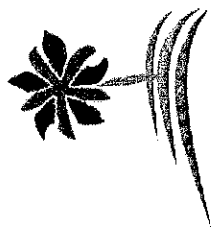
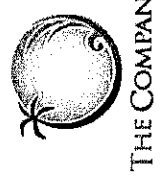
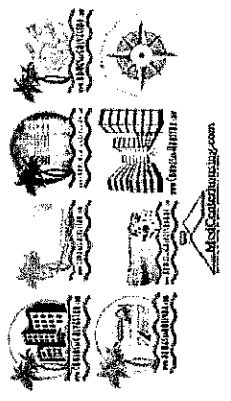
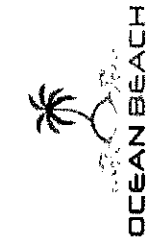
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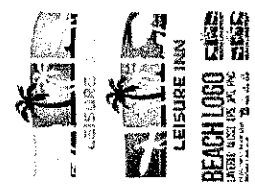
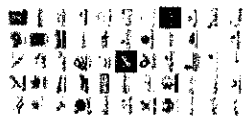


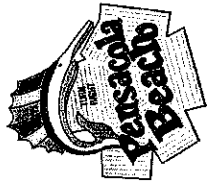


Pensacola Beach



PALM BEACH STATE COLLEGE





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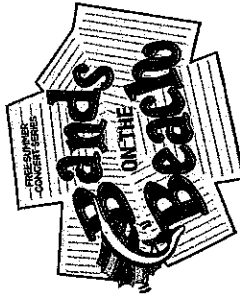
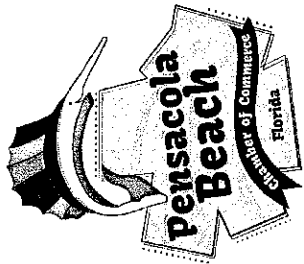
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Santa Rosa
Island Authority



FREE SUMMER CONCERT SERIES TUESDAYS 7-9 PM GULFSIDE PAVILION

Bands ON THE Beach

Modern Eldorados

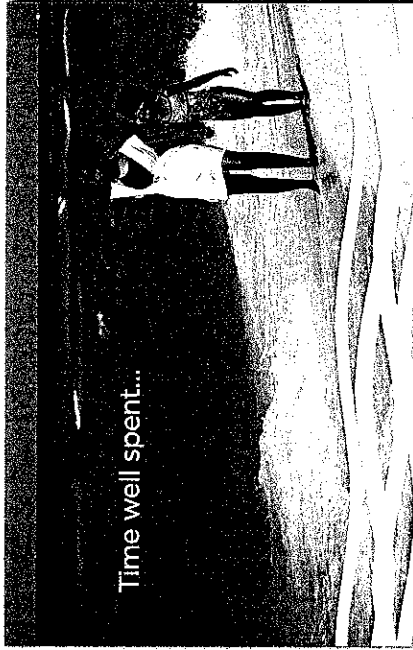
June 11

Classic Country Rock & Roll



For updates, call SPRIA at (850) 832-2257, visit www.VisitPensacolaBeach.com or tune to Cat Country 98.7. Please, no glass containers or pets.

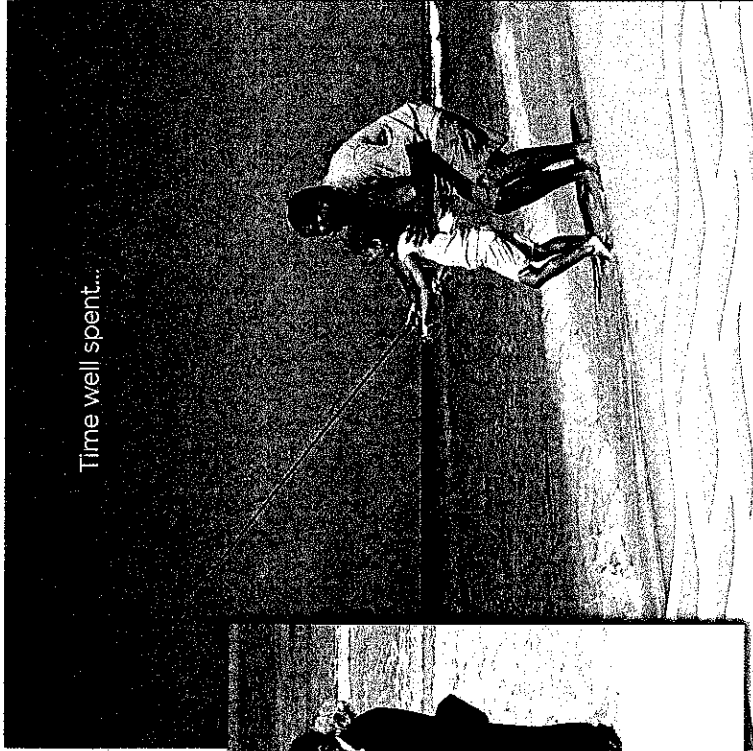
Time well spent...



...on Pensacola Beach. Reel in a gulf fish, snorkel in the emerald-green waters, or just nestle in our sugar-white sands. No matter what you choose, every minute of your Pensacola Beach vacation will be time well spent. We are surrounded by miles of the Gulf Islands National Seashore, so come pick a spot and create your own personal paradise.

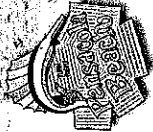
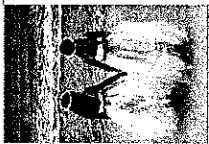
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ew bullock



Today, I married my best friend.

Pensacola Beach, the perfect backdrop for your destination wedding. For wedding information, call 800-635-4803 or go to VisitPensacolaBeach.com



Time well spent...



...on Pensacola Beach. Reel in a Gulf fish, snorkel in the emerald-green waters or just nuzzle in our sugar-white sands. No matter what you choose, every minute of your Pensacola Beach holiday will be time well spent.

We are surrounded by miles of the Gulf Islands National Seashore, so come pick a spot and create your own personal paradise.



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Catch of the Day

Explore the new Pensacola Beach Eco Trail and you might see the remarkable Black Skimmer at work, hunting along the sparkling white beaches judged to be the best in the world. These birds graciously share their playground with visitors. Birdwatchers can spot a number of other species including plovers, pelicans, sandhill cranes, osprey and more. Discover the natural beauty of our island through the new Pensacola Beach Eco Trail. Learn more at VisitPensacolaBeach.com



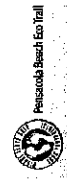
Pensacola Beach Eco Trail

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3 Out of 5 Sea Turtles Dig Pensacola Beach



Of the five species of sea turtles found in the Gulf of Mexico, three return annually to nest on Pensacola Beach, including Kemp's ridley — the rarest living sea turtle. They're our premier repeat visitors on a beach consistently ranked among the



Pensacola Beach Eco Trail

world's best, brimming with hundreds of natural wonders and miles of gleaming, pristine beauty. Explore the natural beauty of our island through the new Pensacola Beach Eco Trail. Learn more at VisitPensacolaBeach.com.

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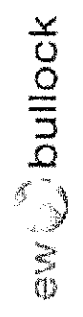
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ADMINISTRATIVE COMMITTEE



BUCK LEE
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NEWS RELEASE



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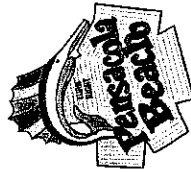
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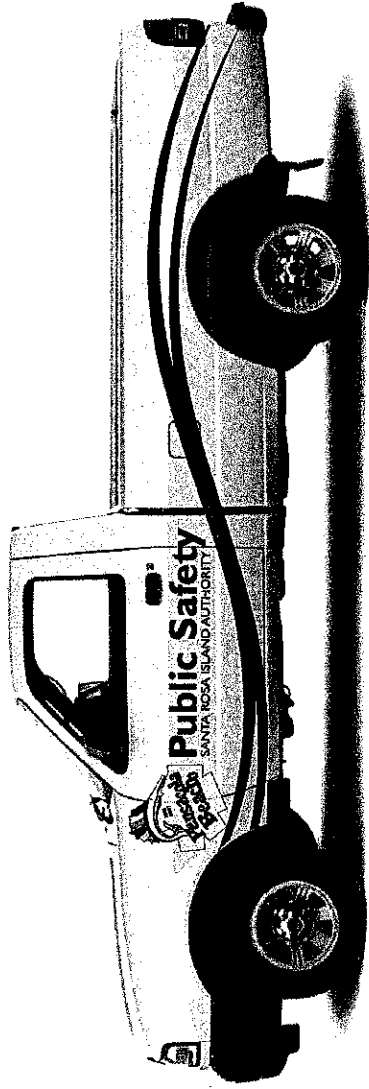
Public Safety
SANTA ROSA ISLAND AUTHORITY



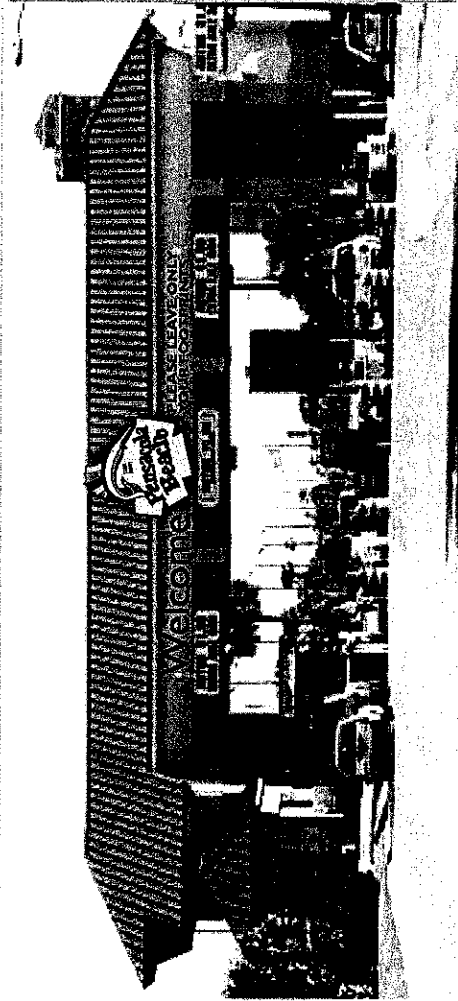
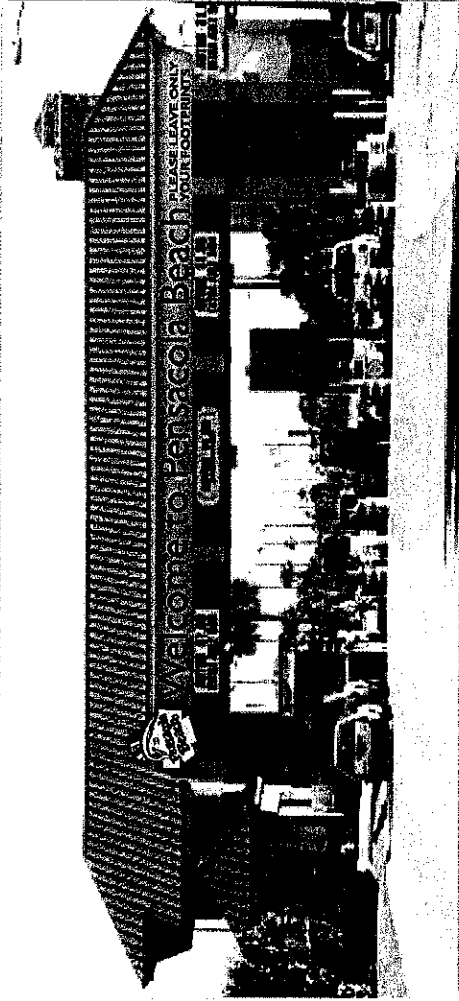
Environmental Services
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Visitor Services
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