

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: October 25, 2012
RE: Minutes of October 24, 2012 Architectural & Environmental Committee Meeting

A regularly scheduled meeting of the Architectural & Environmental Committee was held on Wednesday October 24, 2012. Members present were Ms. Tammy Bohannon, Chairwoman. Also present were Board Members Mr. Vernon Prather, Dr. Thomas Campanella and Mr. Dave Pavlock. Mr. Ed Guernsey and Mr. Fred Gant were absent.

Item # 1 - Request approval of proposed amendments to the LDC Ordinance, Section 13.01.00. - Administration. (Staff report by Paolo Ghio)

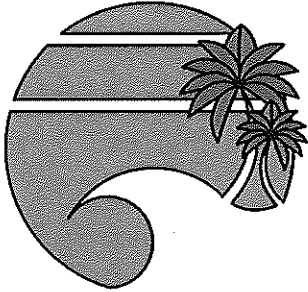
This item was moved to the November 28, 2012 Committee Meeting.

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: October 25, 2012

RE: Minutes of October 24, 2012 Development & Leasing Committee Meeting

A regularly scheduled meeting of the Development & Leasing Committee was held on Wednesday, October 24, 2012. Members present were Mr. Vernon Prather and Mr. Dave Pavlock. Chairman of the Committee, Mr. Ed Guernsey, was absent as was Mr. Fred Gant. Ms. Tammy Bohannon was appointed to be Acting-Chairwoman. Also present was Board member Dr. Thomas Campanella. Acting-Chairman of the Committee, Ms. Bohannon, 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. Lee stated that Carr, Riggs and Ingram would present their report regarding lease fees and property taxes at the November 28, 2012 Committee Meeting.

Mr. Guernsey was absent, no report was made at this time.

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 she had been told by the County the noodles are in to put over the toll arms, and would be installed soon. She stated Baskerville Donovan, Inc. (BDI) was working on the entry and exit to the toll plaza as well as the access road to the fishing pier. She said the Board of County Commissioners (BCC) would vote on the Interlocal Agreement with the SRIA regarding landscaping and palm tree planting on Pensacola Beach at their next meeting. (The SRIA has already approved and signed off.)

Ms. Bohannon stated the commercial leaseholders are concerned with the cost of converting their lights to turtle friendly, (Escambia County is working on an ordinance

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DEVELOPMENT & LEASING COMMITTEE
OCTOBER 24, 2012

regarding this matter), and perhaps we could modify our RESTORE Act requests to help off-set the costs involved.

SPEAKER:

Jim Cox – He recommended adding funding to the RESTORE Act list for residential, commercial and Via de Luna to become more turtle lighting friendly. He stated it was important to do, whether the ordinance passes at the BCC or not. He stated he was also working with the Extension Office on a grant to get reimbursement funds for conversion.

Ron Ellington – He represents Innisfree Hotels and is in favor of commercial reimbursement for conversion, since it is an expensive project.

Mr. Prather stated the Board could support a policy, and perhaps add these to the current RESTORE Act list.

Mr. Pavlock pointed out the SRIA Board already submitted 6 preferred projects from the RESTORE Act funds, and the County had only requested 5, but that the County had also recognized that the Coastal areas were substantially damaged.

Ms. Bohannon stated the idea went with the eco-friendly direction the Board is trying to project.

More discussion followed.

Upon amended motion of Mr. Vernon Prather seconded by Mr. Dave Pavlock, the Committee unanimously approved the modification of the RESTORE Act preferred projects letter that was sent to Commissioner Robinson to read “Core Area – Turtle Friendly Lighting and Lighting for Pedestrian Safety in/at:

A. Casino Beach

B. Right of Ways

C. Reimbursement for Commercial Leaseholders’ Conversions to Turtle Friendly Lighting

D. Reimbursement for Residential Leaseholders’ Conversions to Turtle Friendly Lighting.”

(3-0)

Item # 3 – Pensacola Beach Holdings, Inc. d/b/a Quietwater Portofino Boardwalk – 400 Quietwater Beach Rd. Unit # 5 – Request to sublease to Rob Babcock, Premier Island Management d/b/a Cactus Flower Cafe - to operate a full service restaurant and bar,

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DEVELOPMENT & LEASING COMMITTEE
OCTOBER 24, 2012

subject to paying all fees and percentages. (Staff report by Executive Director Buck Lee)

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

Upon motion of Mr. Dave Pavlock seconded by Mr. Vernon Prather, the Committee unanimously approved staff's recommendation. (3-0)

Item # 4 – Presentation by E.W. Bullock regarding the advertising plan for 2013.

Ms. Leslie Perino and Ms. Susi Robichaux from E.W. Bullock gave a power point presentation. (See Attached)

Mr. Pavlock questioned the lack of broadcast advertising in the plan.

Ms. Robichaux stated the web-based promotions were more lucrative and practical.

Mr. Pavlock asked if the addition of a dog-friendly area would be considered a positive, and was told yes, but not necessarily for every audience. Mr. Pavlock stressed the importance of tying the National Seashore as adjoining areas to the advertising.

There was further discussion.

SPEAKER:

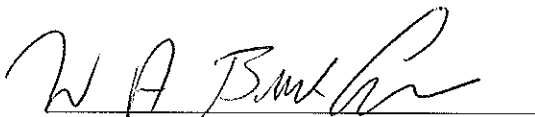
Jim Cox – He questioned the budget for E.W. Bullock this year.

Mr. Lee explained that at this point, it was \$300,000.00, but that could be adjusted higher if the funds were not used for another project.

Mr. Lee also stated that E.W. Bullock meets with staff monthly to review future plans.

This item was informational only, no action taken.

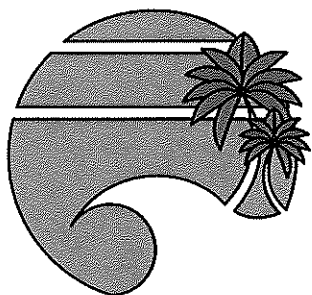
There being no further business before the Committee, the meeting was adjourned.



W. A. "Buck" Lee
Executive Director

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W. A. "Buck" Lee
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MEMORANDUM

TO: Authority Members
FROM: Executive Director
DATE: October 25, 2012
RE: Minutes of October 24, 2012 Administrative Committee Meeting

A regularly scheduled meeting of the Administrative Committee was held on Wednesday, October 24, 2012. Members present were Dr. Thomas Campanella, Chairman and Mr. Dave Pavlock. Mr. Ed Guernsey and Mr. Fred Gant were absent and Dr. Campanella appointed Ms. Tammy Bohannon to serve in Mr. Guernsey's place. Also present was Board member Mr. Vernon Prather. 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.

Mr. Lee pointed out that the revenues are up from last year and he projects that trend will continue next year.

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

Item # 2 - Disposition of Property for Public Safety Department & Public Works Department. (Staff report by Executive Director Buck Lee)

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

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

Item # 3 – Request to donate \$2,500.00 to the Pensacola Museum of Art. (Report by Executive Director Buck Lee)

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ADMINISTRATIVE COMMITTEE
OCTOBER 24, 2012

Mr. Lee read an email from Mr. Guernsey, requesting the approval of this donation.

Mr. Pavlock stated there were better ways to spend \$2,500.00.

Ms. Bohannon stated there had been lots of rain this previous season and the option to go to the Museum is a good one, for beach residents and tourists.

Mr. Lee pointed out the SRIA is in a good position financially.

Mr. Prather stated this would show community involvement.

Much discussion followed.

Upon motion of Ms. Tammy Bohannon seconded by Mr. Dave Pavlock, the Committee unanimously approved a \$2,500.00 donation to the Pensacola Museum of Art, to be taken from reserve for contingency. (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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