



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

SANTA ROSA ISLAND AUTHORITY
PENSACOLA BEACH, FLORIDA
REGULAR BOARD MEETING MINUTES
SEPTEMBER 12, 2012
5:00 P.M.

1-3. A regularly scheduled meeting of the Santa Rosa Island Authority was held on Wednesday September 12, 2012, beginning at 5:06 p.m. Members in attendance were: Mr. Vernon Prather, Ms. Tammy Bohannon, Mr. Ed Guernsey, Dr. Thomas Campanella and Mr. Dave Pavlock, Chairman. Mr. Fred Gant joined the meeting at 5:09 p.m. Chairman Pavlock led the Pledge of Allegiance followed by a moment of meditation.

4. APPROVAL OF MINUTES (Regular Board Meeting – (08/08/2012))

Upon motion of Mr. Ed Guernsey seconded by Mr. Vernon Prather, the Board approved the minutes of the Regular Board as presented. (08/08/2012). (5-0)

5. CHANGES OR ADDITIONS TO AGENDA

Chairman Pavlock added a discussion of Ms. Lila Cox's proposed grant application for the Gulf Tourism and Seafood Promotional Fund under new business.

6. ADOPTION OF AGENDA

Upon motion of Mr. Vernon Prather seconded by Mr. Ed Guernsey, the Board unanimously recommended adoption of the agenda as amended. (5-0)

7. CHAIRMAN'S COMMENTS

8. PENSACOLA BEACH VISITOR'S INFORMATION CENTER

Ms. Maureen LaMar submitted her monthly report for review.

Chairman Pavlock asked what were the typical phone questions the VIC received?

Ms. LaMar stated: "Where to stay, can I get a visitor's guide, and is the beach

SANTA ROSA ISLAND AUTHORITY
PENSACOLA BEACH, FLORIDA
REGULAR BOARD MEETING MINUTES
SEPTEMBER 12, 2012
5:00 P.M.

open?" are the most frequently asked questions. She then invited the Board and visitors to the Taste of the Beach on September 15-16, 2012.

9. SPECIAL PRESENTATION BY MS. DOTTIE FORD, SRIA DIRECTOR OF FINANCE

Ms. Ford gave a brief description of the functions and duties of the finance department.

The Board members thanked her.

Mr. Prather asked questions about default letters

Ms. Ford stated the number of them had gone down in the last couple of years, and explained the process. She stated she had a lot of help from her assistant, Ms. Vickie Johnson, who spends a lot of time on the phone working with banks trying to get defaults paid.

Mr. Pavlock asked how the process of digitizing the leases was going.

Ms. Ford explained the equipment was all in, and her assistant was familiarizing herself with it, and they would start on the project soon.

Item was informational only, no action taken.

CONSENT AGENDA

10. COMMITTEE REPORTS

A. ARCHITECTURAL & ENVIRONMENTAL COMMITTEE, (8/22/2012) MS. TAMMY BOHANNON, CHAIRWOMAN, MR. FRED GANT AND MR. ED GUERNSEY, MEMBER

Item # 1 –Discussion regarding the feasibility of allowing leaseholders the use of the reclaimed water line. (Staff report by Executive Director Buck Lee)

Discussion only, no action taken.

Item # 2 - Palm Beach Club Homeowners Association – 1350 Ft. Pickens Rd. – Request for a 2 year time extension for the use of a portable restroom on leasehold property. (Staff report on Paolo Ghio)

SANTA ROSA ISLAND AUTHORITY
PENSACOLA BEACH, FLORIDA
REGULAR BOARD MEETING MINUTES
SEPTEMBER 12, 2012
5:00 P.M.

The Committee unanimously approves staff's recommendation.

Item # 3 – Informational report regarding the SRIA/Pensacola Beach Community Rating System – (Staff report by Paolo Ghio)

Informational only, no action taken.

Item # 4 - Request approval of proposed amendment to LDC Section 13.22.00. Regulation of signs and outdoor displays.(Staff report by Paolo Ghio)

The Committee unanimously approves staff's recommendation.

- B. DEVELOPMENT & LEASING COMMITTEE, (8/22/2012) MR. ELWYN GUERNSEY, CHAIRMAN, MR.VERNON PRATHER AND MR. DAVE PAVLOCK, MEMBERS

Item # 1 - Monthly update from Tammy Bohannon regarding the progress of the Core Area Development Plan, as part of the Master Plan.

Ms. Bohannon had no report at this time.

Item # 2 – Mr. Downing Gray – Blue Angel Ice Co., LLC – 643 Pensacola Beach Blvd.- Request for an eight (8) year renewal of his License Agreement; subject to paying all applicable fees and percentages. (Staff Report by Executive Director Buck Lee)

The Committee unanimously approves staff's recommendation.

Item # 3 –Mr. Gary Humphrey – Paddy O'Leary's Irish Pub, Inc. – 49-A Via De Luna – Request to sublease to Ms. Elpiniki Fournaris, Nikis on the Beach, to operate a restaurant/take out business on Pensacola Beach. (Staff report by Executive Director Buck Lee)

The Committee unanimously approves staff's recommendation.

Item # 4 – Discussion regarding a non-exclusive license for stand up paddle board services. (Staff report by Paolo Ghio)

Discussion only, no action taken.

SANTA ROSA ISLAND AUTHORITY
PENSACOLA BEACH, FLORIDA
REGULAR BOARD MEETING MINUTES
SEPTEMBER 12, 2012
5:00 P.M.

Item # 5 – Ms. Karen Sindel – Request for discussion regarding a potential project for Pensacola Beach. (Staff report by Paolo Ghio)

Upon motion of Mr. Dave Pavlock seconded by Mr. Vernon Prather, the SRIA will be holding two (2) public hearings on the issue at two (2) Regular Board Meetings. (October 10 & November 14)

C. ADMINISTRATIVE COMMITTEE, (8/22/2012) DR. THOMAS CAMPANELLA, CHAIRMAN, MR. ED GUERNSEY AND MR. DAVE PAVLOCK, MEMBERS

Item # 1 – Report on Financial Statements and Expenditures. (Staff report by Dottie Ford)

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

Item # 2 – Discussion of \$500 requested sponsorship by Recyclemania. (Staff report by Executive Director Buck Lee)

Upon motion of Mr. Dave Pavlock seconded by Mr. Ed Guernsey, the Committee unanimously approved the request by Recyclemania for a \$500.00 sponsorship, and to waive the \$50 application fee.

D. SPECIAL PROJECTS COMMITTEE, MR. FRED GANT, CHAIRMAN, VERNON PRATHER AND DR. THOMAS CAMPANELLA, MEMBERS

Item # 1 – Discussion regarding prioritizing and finding funding for preferred projects to present to Escambia County. (Referred from the August 22, 2012 Committee Meeting)(Staff report by Executive Director Buck Lee)

It was decided that Executive Director Buck Lee would meet with Jim Waite (BDI) to come up with possible projects, costs involved and possible funding sources to present at the Special Board Meeting called for August 29, 2012. (Meeting was actually held September 5, 2012, due to Hurricane Isaac)

Item # 2 – Discussion of requested outline detailing the necessary requirements for a consultant to the SRIA. (Staff report by Executive Director Buck Lee)

Discussion only, no action taken.

Upon motion of Mr. Vernon Prather seconded by Mr. Ed Guernsey,

SANTA ROSA ISLAND AUTHORITY
PENSACOLA BEACH, FLORIDA
REGULAR BOARD MEETING MINUTES
SEPTEMBER 12, 2012
5:00 P.M.

the Board unanimously approved the Consent Agenda as presented. (6-0)

REGULAR AGENDA

11. COMMITTEE REPORTS

A. DEVELOPMENT & LEASING COMMITTEE, MR. ELWYN 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. (Referred from the 8/22/2012 Committee Meeting)(Staff report by Executive Director Buck Lee)

Mr. Guernsey explained that he, Ms. Ford, and Mr. Lee had met with Carr, Riggs & Ingram (CRI) regarding the gathering of ad valorem tax information as well as lease fees paid by leaseholders. He showed the Board the proposal by CRI. He explained the Supreme Court had decided to hear oral arguments on this matter, so it was important to move forward with the gathering of information, for future use.

Upon motion of Mr. Ed Guernsey seconded by Dr. Thomas Campanella, the Board unanimously approved the proposal by Carr, Riggs & Ingram, not to exceed \$30,000.00, to gather the ad valorem and lease fee information, with \$10,000.00 coming from the 2012 budget as a retainer, and the remaining balance of \$20,000.00 to be taken from the 2013 budget. (6-0)

B. SPECIAL PROJECTS COMMITTEE, MR. FRED GANT, CHAIRMAN, VERNON PRATHER AND DR. THOMAS CAMPANELLA, MEMBERS

Item # 1 – Discussion regarding the SRIA vision statement. (Referred from the 8/22/2012 Committee Meeting)

Ms. Bohannon pointed out that at the last discussion on this item, Mr. Cox felt the Board should adopt a Vision statement prior to a Mission statement.

Mr. Prather stated he was happy with using this as a start.

Mr. Guernsey and Dr. Campanella agreed this was a double statement, both Vison and Mission.

Upon motion of Mr. Fred Gant seconded by Mr. Ed Guernsey, the Board unanimously voted to use Tammy Bohannon's suggestion: "To promote

SANTA ROSA ISLAND AUTHORITY
PENSACOLA BEACH, FLORIDA
REGULAR BOARD MEETING MINUTES
SEPTEMBER 12, 2012
5:00 P.M.

tourism, manage growth and provide entertainment in a safe, clean, eco-friendly environment” as the SRIA Mission statement. (6-0)

12. OLD BUSINESS

Item # 1 - Tim Jones – 1593 Bulevar Menor – Lot 5 A, Block 8, Santa Rosa Villas, adjacent to Santa Rosa Sound – Request to construct a terminal pier, terminal platform and an uncovered 4 pole boat lift. (Referred to the regular agenda from the 8/22/2012 Committee Meeting)(Staff report by Paolo Ghio)

Mr. Ghio stated the request for a variance had been turned in to the Escambia County Board of Adjustment (BOA) and would be heard on October 10, 2012.

Discussion item only, no further action needed.

THE FOLLOWING ITEM WAS ADDED PER CHAIRMAN PAVLOCK.

Item # 2 – Discussion regarding Ms. Lila Cox's proposed grant application for the Gulf Tourism/Seafood Promotional Fund.

Ms. Cox reviewed the information she shared at the September 5, 2012 Special Board Meeting. She showed a 2 x 3 foot sign that cost approximately \$350.00 as her example of proposed signage. She reminded the Board they would have codes on them as well that can be scanned with a smart phone to lead visitors to a website. The website will include many pictures, videos, and information. She stated she had met with Ms. Susi Robichaux (E.W.Bullock) regarding the advertising of this project. Ms. Cox stated she want to call this the “Footprints in the Sand Eco-Trail,” in order to carry the “Leave Only Your Footprints” theme currently in use on Pensacola Beach.

Ms. Robichaux (E.W. Bullock) explained that their organization has a lot of experience in the ecotourism industry. She said E.W. Bullock had encouraged many agencies to go after some money from this fund. She stated that ecotourism encompassed many things, not just birds, turtles and fish. She stated kayaking, paddle boarding, canoeing and many other things help to make up the ecotourism experience.

Much discussion followed.

Ms. Robichaux explained an agency can apply for up to \$500,000.00 one-time annually and the deadline is October 5, 2012. She stated if there was any money left in the fund, then the SRIA could re-apply next year.

SANTA ROSA ISLAND AUTHORITY
PENSACOLA BEACH, FLORIDA
REGULAR BOARD MEETING MINUTES
SEPTEMBER 12, 2012
5:00 P.M.

Dr. Campanella stated he did not want to be "over-signed" with visual clutter, and that perhaps less writing on a smaller sign would be a better eco-friendly fit.

Mr. Prather stated he would like to coordinate with the Pensacola Beach Chamber on their requests, so as not to be in competition with them over funds.

Ms. Cox stated she feels strongly about only sending one message to this grant source, because if we decided to propose more than one project, it would show we had no vision.

Ms. Robichaux stated it wouldn't take too much time on E.W. Bullock's part to pull advertising together, since they had a lot of experience in this area.

Mr. Pavlock stated it is hard to know who will apply for funding, but feels strongly that Charter Boat fishing fleets are an important part of ecotourism and seafood, and would like to see them included.

Mr. Prather made a motion for the SRIA to approve of allotting funds to pay for E.W. Bullock's assistance with the grant application, not to exceed \$3,500.00. (The motion was withdrawn.)

Mr. Lee stated that Mr. Ellis Bullock (E.W. Bullock) assured him there would be no extra charge from their firm for helping Ms. Cox with this grant application, because if the grant application is approved, the advertising agency would be in charge of the marketing campaign and would financially benefit from that,

There was much discussion as to whether or not an RFP would be necessary for advertising service, upon approval of the grant application. Mr. Stebbins stated he felt it was up to the SRIA Board's discretion, but didn't believe it would be necessary, since we were already under contract with E.W. Bullock.

Upon amended motion of Mr. Ed Guernsey seconded by Mr. Vernon Prather, the Board unanimously approved enlisting the help of Ms. Lila Cox, E.W. Bullock, and Baskerville Donovan, Inc. to formulate the grant application, for final SRIA Board approval at a Special Board Meeting called for September 26, 2012. (6-0)

It was decided to run the grant application through BDI, either before or after approval, for further review to see if any enhancements are recommended.

Mr. Prather stated that if this grant application is unsuccessful, he would encourage the Board to consider spending SRIA funds on this project in the future.

SANTA ROSA ISLAND AUTHORITY
PENSACOLA BEACH, FLORIDA
REGULAR BOARD MEETING MINUTES
SEPTEMBER 12, 2012
5:00 P.M.

14. REPORTS

A. EXECUTIVE DIRECTOR'S REPORT

Mr. Lee gave his Executive Director's report for review. He pointed out the email from Steve Sorrell (ECUA) regarding reclaimed water.

He asked the Board to vote on allowing Ms. Bohannon attend the Governor's Hurricane Conference (GHC) in Ft. Lauderdale in May of 2013. He stated she had been unable to attend the year she was Chairwoman.

Upon motion of Dr. Thomas Campanella seconded by Mr. Vernon Prather, the Board unanimously approved sending Ms. Bohannon to the GHC in May of 2013. (5-0) Ms. Bohannon did not participate in the vote.

B. ATTORNEY'S REPORT

Mr. Stebbins submitted his monthly report for review. He pointed out a format change in his default section.

C. ENGINEER'S REPORT

Mr. Langston submitted his monthly report for the review of the Board. He said there was a meeting at the BCC on Thursday, September 13, 2012 to discuss the RESTORE monies and the decision committee to be formed.

Mr. Lee stated he, Mr. Pavlock, Mr. Ghio, and Ms. Bohannon were all planning on attending the meeting.

15. VISITORS FORUM

There were no speakers.

16. BOARD MEMBERS FORUM

Mr. Guernsey questioned if the Songwriter's Festival and other non-profits could apply for the tourism/seafood grant, and suggested Mr. Lee contact them and tell them about the grant.

Mr. Gant stated he had met with Ms. Marie Young (Escambia County Commissioner) and she wanted to have a meeting in order to discuss the communication issues experienced from Hurricane Isaac.

SANTA ROSA ISLAND AUTHORITY
PENSACOLA BEACH, FLORIDA
REGULAR BOARD MEETING MINUTES
SEPTEMBER 12, 2012
5:00 P.M.

Mr. Lee stated he had met with 4 County Commissioners and there is a meeting to be scheduled with the SRIA, ECUA, County Manager, the EOC, the PIO and the BCC (and any other necessary parties). He stated Commissioner Robinson is calling the meeting.

Ms. Bohannon questioned if the expected money had been received from Bonfire Jam concert, and was told yes.

Ms. Bohannon questioned if all was in order for Deluna Fest (Sept. 21-23).

Mr. Lee stated the SRIA had been given all the documents we needed, but that he had received a letter from DEP stating the application FFTG turned in for the concert was incomplete.

Ms. Bohannon asked what stage the Turtle Lighting policy had reached?

Mr. Lee stated that Escambia County would be holding two (2) public meetings on the topic for input.

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 6:26 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.)