

State of the Island
2008
W. A. "Buck" Lee
Executive Director

2008 was a better year financially for the SRIA; from May to September we anticipated a 2% increase in revenue from previous years and we achieved our goals and then some. Even though the Federal Government said we entered a recession in December 2007, our business was better than expected.

2009 is going to be a very interesting year; I believe families will still take vacations maybe not as far away as before and maybe not for as long a duration. However our advertisements will continue to focus on only a tank full of gas to Pensacola Beach.

The old Holiday Inn is coming back as an Indigo Hotel; the foundation is being poured and hopefully by Spring of 2010 the Indigo will be open. The Clarion has a sales office on the property; Five Flags Inn has received a Best Western franchise and hopefully will move forward by the summer of 2009 and Beachside Resort is going to be a Holiday Inn; I look forward to construction beginning in 2009.

As you all are aware, the economy is tight and so is funding for large projects. The Grand Marlin should be completed by the spring of 2010 and will be a real asset for our Beach.

We are lucky to have escaped another year without a Hurricane, that's three years in a row. We did receive some damage from Hurricane's Gustav and Ike. Gustav removed about 600,000 cubic yards of sand; and Ike damaged our picnic area at Ft Pickens gate. We should receive assistance from the Federal Government to help restore the sand.

Starting December 1, 2008, we began paying reuse prices for potable water to ECUA. By this Spring, we should start dredging the entrance to Little Sabine also in 2009, we will start our pumping station for circulation of Little Sabine; this will be located at the west end of Little Sabine.

Bands on the Beach were a hit again this past summer and we are booking the bands now for the upcoming year.

By February of 2009, the road to Navarre should be open and by May of 2009, the road to Ft Pickens should be open to the public.

The Pensacola Beach Airshow is tentatively scheduled for July 18, 2009.

The Via De Luna shopping center was resurfaced this past summer and the businesses have been very appreciative.

We are installing "No Motor Vehicles" signs on the bike paths.

We finished putting new Handicap parking spaces in our core area.

We are working on drainage issues where the SRIA roads run off into the Sound.

We posted 200 "Leave Only Your Footprints Please" plaques throughout the Island.

We addressed the noise issue and gave \$2,500 to the Sheriffs' Office for a decibel meter.

We studied the Public Parking condition – Patron Only Parking

We are seeing to a portion of the Gulfside as an alcohol free area.

W's made

We replaced the sliding scale for percentage fees paid for gross sales on room rentals with a set percentage rate.

We entered into a Memorandum of Understanding with the Florida Trail Association to promote natural Florida as a destination for visitors to the State who increasingly ask for outdoor experiences and places to hike.

We provided financial support to a project for PBS highlighting the Gulf Islands National Seashore in a presentation by WSRE T.V.

A new Board Policy on Out of County Travel was written for the Authority's Chairman or his or her designee to attend the Florida Governor's Hurricane Conference.

We provided teleconference capabilities to the Board Room.

We joined the Merit System Protection Board to give our employees an equitable means to appeal a disciplinary action that causes a loss of salary.

Worked with each Department Director to help them obtain their goals and objectives.

As you can see there are so many great things happening for our Beach and we are doing our best to stay on top of everything and keep you informed. We are expecting a very productive and exciting year to come on our Beautiful Pensacola Beach. The Directors will now outline their accomplishments in 2008 and the goals for 2009.

State of the Island
2008
Jayne Bell
Director of Administration

The Administration Departments' Accomplishments in 2008:

We have continued to host events and work with the Pensacola Beach Chamber of Commerce to provide wholesome entertainment on the beach.

We have worked with the Board to provide accurate and meaningful information.

We have maintained a relationship of trust with the business owners and residents by promptly responding to their requests and researching issues in a timely manner.

We did implement a "How well are we doing our job" survey. Unfortunately, we have received very little feedback.

We implemented a policy refunding not-for-profits SRIA fees for charitable fund raisers.

We drafted a Policy on Use, Management and Retention of E-mail.

We started going green this year by emailing packets to Board Members to save paper.

We increased the Commercial Lease Extension Policy from 30 to 40 years.

The Administration Departments' 2009 Goals:

Continue to assist businesses in maximizing their potential sales and services.

Continue to adhere to the Florida Statutes governing Public Records and The Sunshine Law and provide staff with continuing education in this area.

Continue to interface with individuals and organizations who wish to produce events and activities which will promote Pensacola Beach.

The Administration Department will work to keep the leaseholders, the Board and the public informed about matters affecting the Beach.

State of the Island
2008
Jack "Mason" Kilgore
Director of Public Works

Improvements in the Public Works Department in 2008.

1. Installed Manager Plus (maintenance software) which enables the Public Works Department to manage our assets (vehicles and equipment), inventory, work orders, fuel and oil tracking, tool tracking, expense tracking, purchases, budgets and employee management.
2. Installed TimeCentre which enables the Public Works Department to better manage employee time and attendance, along with vehicle and equipment tracking.
3. Beautification of the core areas with the planting of Palm trees, repairing of fences, and general landscaping enhancements.
4. The acquisition of a Cherrington Beach screener. This equipment cleans all debris from the sand, including cigarette butts.
5. Locked-up all supplies, and only to be checked out by management.
6. All employees wearing seat belts; this includes open equipment.
7. All employees wear hard hats when operating open equipment.
8. All employees wear safety vest when working on, or near the street.
9. Ensure that all employees check-out vehicles and equipment via TimeCentre. This ensures accountability in case a vehicle or equipment is damaged.
10. Installed light switches in Park Restrooms so lights can be turned off at night when the doors are locked.
11. Installed safety lights and horns on all ATV's (all terrain vehicles).
12. Ensure the use of ATV's whenever practical, this saves on fuel cost and helps in the preservation of the beach.
13. Installed Maintenance Work Orders in vehicles so employees can initiate work orders themselves.

Improvements and enhancements that I would like to make in 2009.

1. Repair all fencing around the Island for beautification purposes.
2. Install lighting in the core areas to enhance the Palm trees at night. This will give the Island a tropical appearance after dark.
3. Add employee restrooms, as of now, employees are using Port-O-Toilet. This work will be completed in house and expenditures should be under \$1000.00.
4. Pave the maintenance yard, as the yard becomes a pond when it rains.
5. Erect a Pole Barn (shed), to help maintain the equipment life and appearance.

Jack "Mason" Kilgore
Director of Public Works
SRIA
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6. Replace open tractors with cab tractors. This will enhance employee safety and comfort while working in extreme weather conditions.

As you all know, money is lost when the Public Works Department isn't able to complete the job correctly. Neglected equipment and vehicles produce more downtime with very expensive repairs. Operating in a reactive mode and putting out fires only reduces the time you can spend on proper maintenance. When this happens, our organization's overall productivity suffers.

2008 was a year we put in measures to realize our true productivity gains by providing a way to track equipment and inventory assets, detail when and how work orders are to be performed, and accumulate all of the associated costs for labor, materials, and tools.

The new automated time keeping system provides the Santa Rosa Island Authority with the ability to accurately ensure employees are properly paid. Errors in calculating hours worked are eliminated while reducing the time it takes for processing hourly payroll.

With these new measures in place, 2009 should be a more productive year for the Public Works Department. With our goal of being a preventative, instead of a reactive maintenance unit, we can maximize our resources, reduce downtime and increase efficiency. The Public Works Department now has the ability to identify potential breakdowns and prevent equipment failure. We now automatically create work orders when preventive maintenance is due and document our activities, making it easier to analyze trends and spot recurrent problems. We have become more efficient and accountable in the way we do our business.

State of the Island 2008
Developmental Services Department

Accomplishments in 2008

- We worked with the Escambia County Traffic and Transportation Department to perform a traffic study on the Island. As of December 2008, we have a draft of the report and we will continue to work towards a final draft of the report and possible solutions to the deficiencies that are found. This study evaluated speed limits, pedestrian concerns, signage, and numerous other factors.
- We amended Article 13 to modify the sections regarding Off Street Parking Requirements and Building Heights. This was needed to address parking concerns that may arise due to the construction of larger hotel rooms that came from the Condo-Hotel ordinance. We worked with Escambia County staff and the amended verbiage was approved by the SRIA Board and is currently working through the process at the County level.
- We completed numerous projects on the Island including; the repair of the Ft. Pickens parking lot after Hurricane Ike damage, a drainage project on Le Starboard Dr., road repair in the curve of Avenida 18 and Rio Vista (including new curbing, fencing, and signage), and many enhancements to the bike path to help with drainage and prevention of damage during storm events.

Looking ahead to 2009

- Work with developers, contractors, and residents to ensure that all new construction on the Island meets the current floodplain management regulations and all other building codes and ordinances.
- Move forward with researching some solutions to the erosion of the sound side shoreline, especially by the Quietwater pavilions. We are planning a small nourishment project in the early part of 2009, and we will continue to find ways to slow the erosion in this area.
- Strengthen our relationship with the National Park Service and direct our efforts towards protecting the sea turtles on Pensacola Beach. Throughout the year we can work with commercial businesses and residential leaseholders to help bring the lighting on their properties into compliance with the "turtle friendly" regulations.
- Work with consultants to continue to monitor our ongoing changing conditions on Pensacola Beach including our beach re-nourishment program, and planting of sea oats to promote sand retention and sand dune rebuilding, and continue to be proactive in planning future projects and wisely using the grant monies available to us for these projects.
- Work with the Escambia County Marine Resources Department to remove all of the buoys in Little Sabine Bay and replace them with signs that are located on poles. This will make these signs more permanent and much more visible.

Finance Department
Goals and Objectives
January 2009

1. The Finance Department had a good audit for 2007-2008. As a result of the audit the Department's goal is to take continuing education classes to familiarize the staff with the processes and procedures to prepare end of year financial statements and adjustments. I will meet with Mr. Jowers of Carr, Riggs and Ingram to schedule classes he feels are necessary for me and my staff to improve our level of proficiency.
2. Another goal for us is to stay informed of new Internal Controls to protect the Authority from any risks of fraud. New technology creates the need for us to be sure we have the correct controls in place to prevent fraud.
3. We are looking forward to The Grand Marlin, Indigo Suites, Holiday Inn and others to open with in the next two years. This will help increase our revenues and create some positive activities for all to enjoy on Pensacola Beach. Also, Lee Tracy's is expanding on the Boardwalk.
4. We saved money on our insurance by using the Florida League of Cities for our automobiles. The insurance was over \$48,000 annually and it's now around \$11,000. Escambia County changed our Worker's Compensation to Florida League of Cities which saved us over \$42,000 annually.
5. We saved \$18,000 by changing audits firms.
6. The SRIA is working with the Pensacola Beach Chamber to bring more events to the Island in the winter months which should give businesses and the SRIA increased revenues in these off months.