

PENSACOLA BEACH
SANTA ROSA ISLAND AUTHORITY

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Vernon Prather
Secretary/Treasurer

Thomas Campanella
Acting Secretary/Treasurer

Fred Gant
Tammy Bohannon

W. A. "Buck" Lee
Executive Director

MEMORANDUM

TO: Authority Members

FROM: Executive Director

DATE: January 11, 2011

RE: Minutes of January 11, 2011 Concert Feasibility Sub - Committee Meeting

A Concert Feasibility Sub - Committee Meeting was held on Tuesday, January 11, 2011 at 1:30 p.m. Mr. Vernon Prather, Chairman, called the Meeting to order.

Committee Members present were:

- Mr. Vernon Prather
- Ms. Beverly Boswell
- Ms. Chrissy Cook

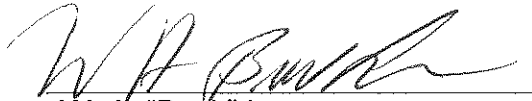
Committee Members not Present were:

- Mr. Scott Amberson or his representative
- Mr. Jim Wiseman or his representative
- Mr. Mike Nixon, or his representative
- Ms. Pamela Lane

Mr. Prather stated that the objective of the Sub – Committee was to determine the viability of having additional concert events and venues on the Island; including days of the week, time of year, specifically fall and spring and funding.

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There being no further business, the meeting was adjourned.



W. A. "Buck" Lee
Executive Director

WAL:mb

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Mr. Prather also suggested it would be beneficial for the Sub – Committee to have a better understanding of the impact current music venues such as, Bands on the Beach Concert series, Sounds of Summer and De Luna Fest have on beach businesses; Ms. Boswell and Ms Cook agreed.

Mr. Prather requested that staff gather the following information for the next Sub – Committee meeting for review:

Prepare and distribute a survey for the Pensacola Beach businesses with the following questions:

A) How did De Luna Fest impact for your business economically?

Please explain:

B) What is the economic impact of Tuesday night Bands on the Beach concert series for your business?

Please explain:

How do your sales compare to Monday and Thursday?

C) Do you think another music venue during the week would be beneficial to your business?

If yes, what day would you suggest?

D) What is your opinion of the larger, multi-day music events:

E) Would you be in support of a smaller, one day spring or fall concert/ event featuring a nationally known act that would include a taste of the beach type of atmosphere?

Please explain yes or no:

The Sub – Committee requested that staff also get a check list and the cost estimate to put on a one day event for approximately 10,000 to 15,000 people from Mr. Bob West for the next Sub – Committee Meeting. The Concert Feasibility Sub - Committee agreed the next meeting would take place on Tuesday, January 25th, 2011 at 1:30 p.m.