

PENSACOLA BEACH

SANTA ROSA ISLAND AUTHORITY

Board Members:

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Dave Pavlock
Vice-Chairman

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: February 2, 2011

RE: Minutes of January 25, 2011 Concert Feasibility Sub - Committee Meeting

A Concert Feasibility Sub - Committee Meeting was held on Tuesday, January 25, 2011 at 1:30 p.m. Mr. Vernon Prather, Chairman, called the Meeting to order.

Committee Members present were:

- Mr. Vernon Prather
- Ms. Beverly Campbell
- Ms. Pamela Lane
- Mr. John Pack, representing Jim Wiseman, Margaritaville

Committee Members not Present were:

- Mr. Scott Amberson or his representative
- Mr. Mike Nixon, or his representative
- Ms. Chrissy Cook

Mr. Prather stated that the surveys were coming in slowly and requested a second notice with a reminder of a deadline if the business would like to have their comments included in the recommendation to the Board.

Mr. Bob West addressed the Sub – Committee and introduced Sgt. Phillip Nix from the Escambia County Sheriffs Department. Mr. West stated that there are several factors to take into consideration for an event of this size (10,000 to 15,000 people); Security, barricades, EMS, Insurance, lifeguards, post event clean up. Security is number one, the musical act will heavily influence your

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audience also as with the Mardi Gras Parade and the Pensacola Beach Airshow the end of the event is the most important time frame, a four hour concert does not mean a four hour event.

Sgt. Nix stated that De Luna Fest did not exceed 15,000 at any given time during the entire event.

Sgt. Nix suggested a preliminary number of 45 deputies including corrections officers, and security for the parking lot the night before ect...with a cost estimate of \$13,500.00. Mr. West stated that we have to prepare for the worst case scenario.

Mr. West stated that EMS is solely provided by Escambia County and the cost for a four hour event is approximately \$1,500.00 for three ambulances, a supervisor and life flight standing by for a conservative crowd. The cost of Barricades for crowd control is approximately \$17,000.00. This numbers were verified by Mr. Mike Weaver, Interim Escambia County Public Safety Director and Mr. Pat Kostic, Escambia County EMS Manager, who entered the meeting at Approximately 2:15 p.m. Additional variables to take into consideration are drinking event or non - drinking event.

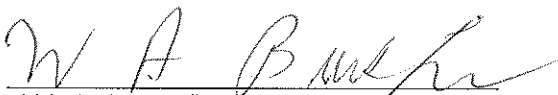
Ms. Campbell questioned transportation for this event, possibly using trolleys also, the kind of acts, she would prefer a good cross section to reach a broader audience.

Mr. Robert Rinke spoke from the audience and explained that is concept was nothing like De Luna Fest, he intended something possibly 2 ½ times the size of the bands on the beach concert series.

Mr. West stated that controlling the perimeter and selling tickets makes it a bigger event regardless.

The Sub – Committee requested that Mr. Bob West and Ms. Jayne Bell put together an operational protocol list and cost estimate for one day event for approximately 8,000 to 10,000 people for the next Sub – Committee Meeting. The Concert Feasibility Sub - Committee agreed the next meeting would take place on Tuesday, February 15, 2011 at 1:30 p.m.

There being no further business, the meeting was adjourned.



W. A. "Buck" Lee
Executive Director

WAL:mb

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