

# PENSACOLA BEACH

SANTA ROSA ISLAND AUTHORITY

Board Members:

Elwyn Guernsey  
Chairman

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: July 28, 2011

RE: Minutes of July 27, 2011 Architectural & Environmental Committee Meeting

A regularly scheduled meeting of the Architectural & Environmental Committee was held on Wednesday July 27, 2011. Members present were Mr. Dave Pavlock, Ms. Tammy Bohannon and Mr. Vernon Prather, Chairman. Also present were Board members, Dr. Thomas Campanella, Mr. Fred Gant and Mr. Ed Guernsey. Mr. Vernon Prather, Chairman of the Committee, called the meeting to order and presented the following items.

Item # 1 – Discussion regarding establishing suggested exterior color combinations for residential structures on Pensacola Beach. (Staff report by Paolo Ghio)

Mr. Ghio presented the item and stated staff recommended including the suggested color combinations in the hand out "Requirements for submission of construction plans for residential and commercial structures" and on the SRIA website.

Mr. Prather took an informal poll of Board member's opinions of the color suggestions and each member agreed it would be good start as a guideline.

Mr. Guernsey wanted to make sure that the information was clearly a suggestion and not an attempt to regulate.

**Upon motion of Ms. Tammy Bohannon seconded by Mr. Dave Pavlock, the Committee unanimously recommended including the suggested color combinations in the hand out "Requirements for submission of construction plans for residential and commercial structures" and on the SRIA website.(3-0)**

Item # 2 – Horizon Beach Service, Inc. – 1140 Ft. Pickens Rd – Request to construct a wooden ramp and, approval of exterior painting and signage on leasehold property.(Staff report by Paolo Ghio)

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ARCHITECTURAL & ENVIRONMENTAL COMMITTEE MEETING  
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Mr. Ghio gave background on the item and stated staff recommended approval of the request as submitted.

**Upon motion of Mr. Dave Pavlock seconded by Ms. Tammy Bohannon, the Committee unanimously recommended approval of the request by Horizon Beach Service, Inc. – 1140 Ft. Pickens Rd – to construct a wooden ramp, repainting exterior stairs and hand rails, and to erect freestanding and attached signs on leasehold property. (3-0)**

Mr. Bob West gave a report regarding illegal activity committed by Horizon Beach Service, Inc..

Mr. West stated that Horizon Beach Service had illegally driven an ATV, towing a trailer on the public beach to deliver and pick up beach rental equipment, on at least two separate reported and documented occasions. Mr. West explained this was a serious violation of the Beach Rental Service (BRS) License Agreement and could result in possible revocation of the License.

Mr. Larry Porto, Horizon Beach Service, Inc. admitted to the illegal activity and wished to apologize for his actions and stated that it would never happen again.

Mr. Lee stated that the Authority did not wish to interfere with the beach rental services for Margaritaville or Holiday Inn Express, but wanted Mr. Porto to understand this is a strong warning and would not tolerate another violation of the BRS License Agreement by Horizon Beach Services.

Item # 3 – Ms. Tammy Bohannon d/b/a Beach Laundry, LLC - 37 Via De Luna – Request to paint commercial building.(Staff report by Paolo Ghio)

Ms. Bohannon recused herself from this item and Mr. Prather asked Mr. Gant to serve in her place.

Ms. Bohannon asked that the item be held in Committee to allow her time to get additional information.

**Upon motion of Mr. Dave Pavlock seconded by Mr. Fred Gant, the Committee unanimously recommended approval to hold this item in Committee. (3-0)**

Item # 4 – Proposed amendment to LDC Section 13.22.03 D. 9. Attached signage.(Staff report by Paolo Ghio)

Mr. Ghio gave background and stated that staff felt the proposed amendment to the square footage of attached signage (wall sign) would be consistent with Section 8.07.05 of the Land Development Code (LDC) and recommended approval of the proposed amendment as presented.

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Ms. Bohannon expressed concerns and stated that one rule was not good for all and would prefer to have applicants show the scale of the signage prior to approval.

Mr. Pavlock asked what was the motivating factor for the change.

Mr. Ghio stated that the recent Grand Marlin signage was one example of a need for the change. He stated the steps that had to be taken in order to get the approval for larger signage for a large space was problematic.

Additional discussion followed.

**Mr. Dave Pavlock made a motion for approval of staff's recommendation, Ms. Bohannon opposed the motion and therefore Mr. Prather passed the Chair to her in order to second. (2-1) Ms. Bohannon voted in the negative. The item will be placed on the August 10, 2011 Regular Board Meeting, Regular Agenda for additional discussion.**

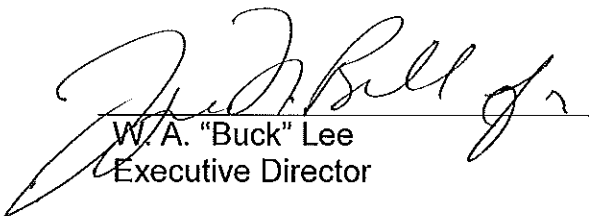
Item # 5 – Santa Rosa Island Authority – 1 Via De Luna – Request to paint main office building. (Staff report by Paolo Ghio)

Mr. Ghio gave background on this item and stated that staff recommended approval of the request as presented.

Ms. Smith provided a picture of the SRIA Public Safety building to show the colors and block lettering that would be used.

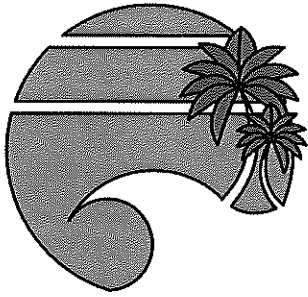
**Upon motion of Mr. Dave Pavlock seconded by Ms. Tammy Bohannon, the Committee unanimously recommended approval of the request to paint the main office with the colors presented, including block lettering on the front of the building.(3-0)**

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

  
W.A. "Buck" Lee  
Executive Director

WAL:mb

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W. A. "Buck" Lee  
Executive Director

MEMORANDUM

TO: Authority Members

FROM: Executive Director

DATE: June 28, 2011

RE: Minutes of July 27, 2011 Development & Leasing Committee Meeting

A regularly scheduled meeting of the Development & Leasing Committee was held on Wednesday, July 27, 2011. Members present were Mr. Vernon Prather, Mr. Ed Guernsey and Mr. Dave Pavlock, Chairman. Also present were Board members, Mr. Fred Gant, Dr. Thomas Campanella and Ms. Tammy Bohannon. Mr. Dave Pavlock, Chairman of the Committee, called the meeting to order and presented the following items.

Item # 1- Mr. Guy Olano - The Millenium Group I, LLC d/b/a Castaways Beachside Restaurant & Raw Bar – Request to sublease to Mr. Don Robarts, d/b/a Dockside Beach Service - to operate the previously approved beach rental service (chairs & umbrellas and non motorized watercraft only) on the vacant beach property directly behind Circle K, subject to paying all applicable percentages. (Staff report by Jayne Bell)

Ms. Jayne Bell gave background on this item and stated that staff recommended approval of the request as stated.

SPEAKERS:

Don Robarts  
Bruce Parris


Mr. Prather expressed concerns regarding time limits for subleases in general, and asked to have a three (3) year review included in the recommendation.

Ms. Bell stated that subleases are subject to the Master Lease, but a three (3) year review could be added to the sublease recommendation.

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**Upon Motion of Mr. Vernon Prather seconded by Mr. Ed Guernsey, the Committee unanimously recommended continuing this request to the August 10, 2011 Regular Board Meeting, Regular Agenda, for additional discussion. (3-0)**

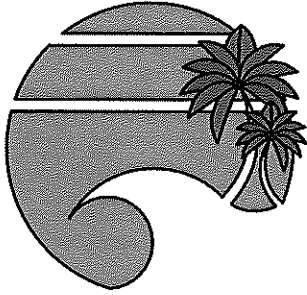
There being no further business before the Committee, the meeting was adjourned.



W. A. "Buck" Lee  
Executive Director

WAL:mb

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Executive Director

MEMORANDUM

TO: Authority Members

FROM: Executive Director

DATE: July 28, 2011

RE: Minutes of July 27, 2011 Administrative Committee Meeting

A regularly scheduled meeting of the Administrative Committee was held on Wednesday, July 27, 2011. Members present were Mr. Vernon Prather, Mr. Ed Guernsey and Dr. Thomas Campanella. Also present were Board members Mr. Dave Pavlock, Mr. Fred Gant and Ms. Tammy Bohannon (Ms. Bohannon left the meeting at 7:10 pm). 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, and a brief discussion followed.

**Upon motion of Mr. Ed Guernsey seconded by Mr. Vernon Prather, the Committee unanimously accepted the Report on Financial Statements and Expenditures as presented. (3-0)**

Item # 2 – SRIA Advertising Services Contract. (Staff report by Jayne Bell)

Ms. Bell gave background and stated that on July 14, 2010 the SRIA Board voted 5-1 to give a one year extension to the contract for advertising services to E.W. Bullock and Associates; the extension expires on September 30, 2011, and she asked for the wishes of the Board. The options being to renew the contract at this time or go out for Request for Proposals (RFP) for advertising services for the SRIA.

Mr. Guernsey stated that E.W. Bullock and Associates had done a good job, but he would like to take the opportunity to see what other options might be available.

Mr. Prather expressed concerns about going out for an RFP at this time, due to critical issues still pending, such as the Master Plan.

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Mr. Prather expressed concerns about going out for an RFP at this time, due to critical issues still pending, such as the Master Plan.

Dr. Campanella agreed with Mr. Prather and suggested the contract be extended for additional year and go out for the RFP in April of 2012.

Additional discussion followed.

**Upon motion of Mr. Ed Guernsey seconded by Mr. Vernon Prather, the Committee unanimously recommended extending the contract for SRIA advertising services with E.W. Bullock and Associates for one (1) year, (September 30, 2012) and for staff to prepare an RFP to go out April of 2012. (3-0)**

Item # 3 – Mr. Scott Mitchell – Five Flags Tourism Group – Update on the proposed De Luna Fest II concert event. (Staff report by Jayne Bell)

Ms. Bell gave background on this item and stated that there were several concerns, including the flat fee of \$5000, an insurance decrease, and no bond, with the draft of the contract that had been received from Five Flags Tourism Group (FFTG) for this event. She then passed the floor to SRIA staff attorney, Mike Stebbins, to further discuss the details.

Mr. Stebbins elaborated on the concerns expressed by Ms. Bell and also stated that the contract draft did not require promoters to divulge vendor information and the dates for 2013 appear to be changed.

Mr. Bob West pointed out many public safety issues as well, including the site and safety plans. He also stated that Emergency Services and the Escambia County Sheriff's Office had huge concerns with the safety plan.

SPEAKERS:

Scott Mitchell  
Kramer Litvak  
Mike Pinzone

Mr. Litvak, attorney for FFTG, wished to thank the Board for being patient and explained the negotiations with Innisfree hotel are in the final stages, they are just waiting for the insurance bond and are just now able to work on the contract with the SRIA.

There was further discussion, with the main concerns being the proposed \$5000 flat fee, the insurance issues, the lack of SRIA staff reimbursement, and the request for a potential change regarding the date of the event.

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Mr. Prather stated that funding the SRIA received from last year's event was reinvested into Pensacola Beach and it is important to keep that in mind when negotiating the contract for this year's event.

Dr. Campanella said that he felt the Board could rely on the expertise of the SRIA staff to work with Five Flags Tourism Group to address the concerns previously discussed.

Mr. Guernsey stated that he felt that Mr. Mitchell had put a lot of money into this, and that he thinks the Board would like to see this move forward.

**Upon motion of Dr. Tom Campanella seconded by Mr. Vernon Prather, the Committee unanimously recommended referring this item to the August 10, 2011 Regular Board Meeting, Regular Agenda for further discussion. (3-0)**

Item # 4 – Discussion and recommended adoption of the resolution relating to Florida House Bill 45. (Staff report by Mike Stebbins)

Mr. Stebbins gave background on this item.

**Upon motion of Mr. Ed Guernsey seconded by Mr. Vernon Prather, the Committee unanimously recommended adoption of the resolution relating to House Bill 45. (3-0)**

Item # 5 – Discussion of Resolution for Fee Simple Title to be sent to Representative Jeff Miller and Senator Bill Nelson. (Staff report by Mike Stebbins)

Mr. Stebbins explained this is discussion item only, and he provided information for the Board including the proposed Legislation relative to a request from the Federal Government to allow the transfer of residential properties from a leasehold status to fee simple title. He stated that the attorney for Escambia County provided the language for a joint Resolution between Santa Rosa County and Escambia County, should the Board wish to move forward, which is encouraged, though not required.

Mr. Prather stated that the Board members should be fully informed what the Resolution entails; for instance, we need to know what "properly preserved" means, and that "it is important to protect the public areas of Pensacola Beach." He also expressed concerns for the preserving the unique character of Pensacola Beach.

Dr. Campanella agreed with Mr. Prather and stated we need to look for a completeness of document.

SPEAKER:

Jim Cox

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Mr. Pavlock encouraged the Board members to meet with their Commissioners regarding this topic. He also handed out and reviewed a document to the members that he had prepared of frequently asked questions (FAQ) regarding the fee simple title issue.

**The item was held in Committee for further discussion and to allow review of documentation provided to members by Mr. Stebbins.**

**This item was added at the request of Dr. Campanella.**

Item # 6 - Dr. Thomas Campanella - Discussion regarding dissolving of the Steering Committee.

Mr. Gant questioned the Committee placement of the topic, and Chairman Guernsey deemed it appropriate to be placed on the Administrative Committee, due to Dr. Campanella, as Chairman of the Administrative Committee, initiating the request.

Dr. Campanella stated his understanding was that the function of the Steering Committee was to assist EDSA in the development of the Master Plan. He feels that once the SRIA Board approved and adopted the Master Plan and sent it to Escambia County for engineering development, the role of the Steering Committee was complete. Any further discussion regarding the Master Plan is open for public input.

Dr. Campanella asked that the Steering Committee be dissolved at this time, and expressed concerns regarding binding the 13 members of the Steering Committee by the Sunshine Law for an unknown period of time.

Mr. Guernsey stated that he has a different view. He envisions this Board asking the Steering Committee to reconvene after the August 24, 2011, presentation by Baskerville Donovan, Inc. (BDI). He feels it is important to refine the scope of the Committee and to empower them to continue to work on guiding and directing this Board.

Mr. Pavlock stated that he agreed with Dr. Campanella, that because of the Sunshine Law, this group of people, who serve on the Steering Committee, cannot talk to each other about the beach they love and are just waiting on something to do.

SPEAKER:

Jim Cox  
Mike Langston, BDI  
Jim Waite, BDI

Mr. Waite stated that the August 24, 2011 Special Board Meeting, will be for information purposes only. There will be no question and answer session. The following two (2) month period will be open for public input.

Additional discussion followed.

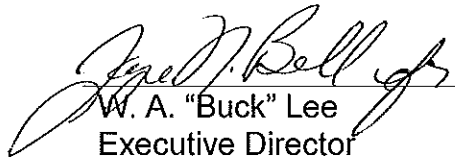
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JULY 27, 2011

Mr. Prather agreed that there are valid points on both sides of the discussion, and should the Steering Committee remain, their role needs to be redefined and possibly narrowed down from 13 to 6-8 people. He asked Mr. Guernsey to work with Mr. Lee to redefine the duties and functions of the Steering Committee for presentation at the August 10, 2011 Regular Board Meeting.

Mr. Lee and Mr. Guernsey were both agreeable to Mr. Prather's request.

**No further action was taken.**

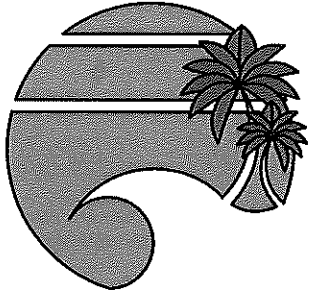
There being no further business before the Committee, the meeting was adjourned.



W. A. "Buck" Lee  
Executive Director

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MEMORANDUM

TO: Authority Members

FROM: Executive Director

DATE: July 28, 2011

RE: Minutes of July 27, 2011 Operations Committee Meeting

A regularly scheduled meeting of the Operations Committee was held on Wednesday, July 27, 2011. Members present were Dr. Thomas Campanella and Mr. Dave Pavlock, Mr. Fred Gant, Chairman. Also present were Board members, Mr. Vernon Prather, Ms. Tammy Bohannon and Mr. Ed Guernsey. Mr. Fred Gant, Chairman of the Committee, called the meeting to order and presented the following item.

Item # 1 – Mr. Michael Williamson – Request for discussion regarding Pensacola Beach Gulf Pier annual fishing passes. (Staff report by Executive Director Buck Lee)

Mr. Lee gave background on the item and stated that the contract for Management of the pier states that Mr. Pinzone must receive Board approval to increase prices for any service. The Board did give approval for an increase of the annual passes in 2009.

SPEAKERS:

Mike Williamson  
Mike Pinzone  
Sal Pinzone  
Dan Arnold  
James Strickland

Mr. Williamson stated that two (2) weeks ago Navarre Pier lowered prices for annual passes and asked the Committee Members to consider lowering the annual pass fees for the Pensacola Beach Gulf Pier. He suggested possibly including the cost of the bridge pass with the annual fishing pass for the pier as incentive for fisherman to purchase.

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Mr. Pinzone stated that the pier is still in recovery from the oil spill last year and he feels the prices for the annual passes are competitive when you take into consideration the amenities that are offered. Comparing the Navarre pier to ours is like comparing apples to oranges. He also offered suggestions such as a family pass and would like to give free passes to 300 disabled citizens.

Mr. Lee asked Mr. Pinzone if he had always charged the 13% on top of the annual pass fee.

Mr. Pinzone referred to his father, Sal Pinzone who manages the pier to explain the additional fees charged.

Mr. Sal Pinzone stated that the original price for the Annual adult pass was \$215.00 and remained the same from 2001 until 2009 when the Board approved a \$30.00 increase beginning January 2009 and allowed an additional \$13.00 beginning in 2010. He said they had recently starting charging the customer the additional 12.5% for the taxes and the SRIA fees.

Dr. Campanella stated that the cost for the annual pass was reasonable when you compare the cost of a one day fishing trip on a boat and Ms. Bohannon agreed and felt that it being a free market, people can choose to pay or not.

Mr. Prather asked Mike Stebbins, SRIA legal counsel, how the Board could reverse the approved increase for the passes, what are the options?

Mr. Stebbins suggested tasking staff with the preparation of an analysis, looking at similar services offered in other locations to be able to make a reasonable comparison and see if prices being charged are too high. The Board can have Mr. Pinzone lower his prices at that time.

Mr. Prather stated that he liked the idea of a family pass and asked staff to do an analysis and meet with Mr. Pinzone.

**Upon motion of Dr. Campanella seconded by Mr. Dave Pavlock, the Committee unanimously recommended holding this item in Committee to allow staff time to work with Mr. Pinzone and study comparables in the area. (3-0)**

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

  
W.A. "Buck" Lee  
Executive Director

WAL:mb

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