

PENSACOLA BEACH
SANTA ROSA ISLAND AUTHORITY

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W. A. "Buck" Lee
Executive Director

MEMORANDUM

TO: Authority Members

FROM: Executive Director

DATE: June 16, 2011

RE: Minutes of June 16, 2011 Trolley Sub - Committee Meeting

A Trolley Sub - Committee Meeting was held on Thursday June 16, 2011 at 10:00 a.m. Mr. Dave Pavlock, Chairman, called the meeting to order.

Committee Members that were present are as follows:

- Mr. Dave Pavlock
- Ms. Beverly McCay
- Ms. Charlene Meyer

Ms. Judy Purcell was absent.

Former Sub – Committee Members Mr. Nathan Hollar and Ms. Lila Cox were also in attendance.

Also in attendance were Mr. Paolo Ghio, SRIA Development Services Director, Ms. Jayne Bell, SRIA Administration Director, and Ms. Robbie Lofty, SRIA Events Coordinator. Representing ECAT Mr. Ted Woolcock, Director of Safety/Operations and Mr. Theo Letman, Assistant General Manager- Operations were also in attendance.

Mr. Pavlock began the meeting and asked Mr. Ghio to discuss ridership as the first item on the agenda.

Mr. Ghio stated that it was difficult to establish a direct correlation to past ridership numbers because the increase in the days of the week and hours of operation this year from past years; it is not like comparing apples to apples.

Mr. Ghio went on to say that there seems to be a surge in ridership recently possibly due to increased population on the beach and awareness of the trolley's extended

hours and days of operation. He stated that after 4:00 p m seems to be highest amount of riders.

Ms. McCay inquired about a poster for the trolleys that included Bands on the Beach.

Ms. Meyer handed an information sheet out to the Sub – Committee members outlining feedback that she had received concerning the trolley's operations on the beach so far this season, she stated that she had spent a lot of time riding the trolleys and had suggestions for future enhancements.

The Sub – Committee members discussed the information sheet at length and addressed some of the concerns regarding the music on the trolley's, the distance between stops on Via De Luna and the possibility of allowing drivers to pick up riders in between, drivers announcing stops, GPS default to Margaritaville.

Ms. Cox asked about the status of the Sirius radio

Mr. Ghio stated that he would contact Next Bus regarding the GPS default and that he would look in to allowing the drivers to stop for riders between stops. He said that the Sirius radio information was being reviewed and would be ordered soon.

Ms. Meyer had several suggestions for future enhancements including placement of a trolley map inside of each trolley and possibly staggering the time that the trolleys begin and end their shifts to allow for later ridership, an example being one trolley running from 9 to 9 and the second trolley running from 12 to 12. She also said that the Sub – Committee that the stops need to be more visible.

Additional discussion followed in which the Sub – Committee members agreed Ms. Meyer had presented some good ideas that would be taken into consideration.

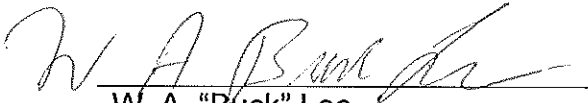
Mr. Ghio stated that he was waiting for Escambia Counties approval the proposed trolley stations; this would govern the color selection for the stop flags.

Additional discussion followed concerning the referral card competition and Ms. Shelley Johnson, Pensacola Beach Chamber President, picked the winning business card for the first drawing. The winner will be given a \$50.00 gift card.

Ms. Johnson wished to invite all of the Trolley Sub – Committee Members to the Pensacola Beach Chamber Business After Hours meeting on June 28 at Crabs Restaurant where Mr. Pavlock would be recognized for his hard work and dedication to the Trolley project 2011.

Mr. Pavlock stated that the Trolley Sub – Committee had completed their mission and would be dissolved. This being the final meeting; he wished to thank the members and ECAT for all their efforts over the course of the ten (10) meetings and felt it was a very successful project.

There being no further business, the meeting was adjourned.

A handwritten signature in cursive script, appearing to read "W. A. Buck Lee", written over a horizontal line.

W. A. "Buck" Lee
Executive Director

WAL:mb

(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.)