

PENSACOLA BEACH

SANTA ROSA ISLAND AUTHORITY

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Vernon Prather
Secretary/Treasurer

Thomas Campanella
Acting Secretary/Treasurer

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W. A. "Buck" Lee
Executive Director

MEMORANDUM

TO: Authority Members

FROM: Executive Director

DATE: March 2, 2011

RE: Minutes of March 1, 2011 Concert Feasibility Sub - Committee Meeting

A Concert Feasibility Sub - Committee Meeting was held on Tuesday, March 1, 2011 at 1:30 p.m. Mr. Vernon Prather, Chairman, called the Meeting to order at 1:37 p.m.

Committee Members present were:

- Mr. Vernon Prather
- Ms. Beverly Campbell
- Ms. Chrissy Cook
- Ms. Pamela Lane

Committee Members not Present were:

- Mr. Scott Amberson or his representative
- Mr. Mike Nixon
- Mr. John Pack, representing Jim Wiseman, Margaritaville

Ms. Jayne Bell and Mr. Mike Perkins, Black Ball Productions were in attendance also.

Mr. Prather reviewed the Sub - Committee minutes from February 15, 2011.

Upon motion of Ms. Chrissy Cook, and seconded by Ms. Beverly Campbell, the Sub – Committee recommended approval of the February 15, 2011 minutes as presented. (4-0)

Mr. Prather and the Sub – Committee members reviewed the Concert Feasibility surveys that had been completed and returned by Commercial leaseholders on Pensacola Beach.

Concert Feasibility Sub – Committee Minutes
February 15, 2011

Ms. Bell gave an overview of the 14 surveys.

Mr. Prather stated that it was interesting that the common answer to question B on the survey regarding the economic impact of the current Tuesday Night Bands on the Beach concert series was an indication that the couple of hours on a weeknight did not have a big impact on most businesses on the Beach.

Mr. Prather stated that the SRIA Board is considering funding the Mothers Day event and as the Sub – Committee continues to look at the concert feasibility, a similar non – ticketed event seems to be the best starting point and is a great way to promote the beach.

Ms. Campbell stated that the survey indicated that most people are in favor of concerts and that a promoter could also get sponsors for multi - day events.

Mr. Perkins stated that concerts like bands on the beach are great PR for the beach and a wonderful community event. They have different criteria and are more for the locals. The larger events will have a greater economic impact.

Mr. Perkins stated that his company also has talent buying ability and went through some of the steps to promote a larger event. First, choose a venue (Casino Pavilion etc...). Second, choose the dates for the event; he keeps a calendar of a 300 mile radius of area events for a better overall perspective. Third, sponsorship procurement, suggested having the promoter receive a percentage of whatever the sponsorship pays. And fourth, security detail, he suggested hiring a private security group to augment what the SRIA has normally contracted for a ticketed event.

Mr. Prather stated that because the SRIA is a government agency, we are required to go out for a Request for Qualifications (RFQ) for the promoter. He asked Mr. Perkins if there was boiler plate language that he could provide to staff and work with them in the preparation of the RFQ.

Mr. Perkins stated that he had participated in the RFQ process before and would be happy to help in any way.

Mr. Prather stated that he would like to have a draft of the RFQ for the members to review and have it ready for presentation at the March 23, 2011 SRIA Committee Meeting. He explained to the Sub – Committee members about the RFQ process and would like to have a promoter selected by the end of May at the very latest.

Mr. Perkins stated that it would take 30 to 40 days to put together a smaller event and the promotion time would take the longest.

Ms. Campbell stated that the beach businesses need to be involved.

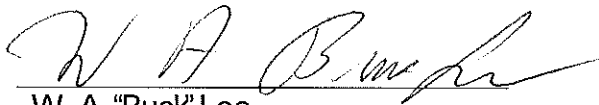
Ms. Cook stated that some of the feedback the Pensacola Beach Advocates received about De Luna Fest last year was that some of the music was offensive. They would like to see more family friendly acts. Also, the local businesses were negatively affected by not allowing people to come and go from the venue.

Ms. Lane stated that as a resident of South Harbor Condominiums, she is always concerned about traffic and parking and suggested using public transportation or some type of shuttle to help with the congestion.

Mr. Prather requested that staff email Sub-Committee members a copy of the traffic counts for the toll periodically.

The Concert Feasibility Sub - Committee agreed the next meeting would take place on Tuesday, March 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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