

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: May 5, 2011

RE: Minutes of May 4, 2011 Trolley Sub - Committee Meeting

A Trolley Sub - Committee Meeting was held on Wednesday, May 4, 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. Lila Cox
- Ms. Beverly McCay
- Mr. Jeff Elbert
- Ms. Charlene Meyer

Mr. Nathan Hollar and Ms. Judy Purcell were not able to attend the meeting.

Also in attendance were Mr. Paolo Ghio, SRIA Development Services Director, Ms. Robbie Lofty, SRIA Events Coordinator and Ms. Maureen LaMar, Director, Pensacola Beach Chamber.

Mr. Pavlock began with the first item on the agenda; confirmation of the dates and times and music installation for the trolleys.

Mr. Ghio stated that ECAT had confirmed the times and dates for the trolleys and that the installation of Sirius radio for music had been discussed.

Mr. Ghio went on to discuss the next item on the agenda; Next Bus. The initial coordinates that were sent to Next Bus were inaccurate and are in the process of being redone, the phone number has been supplied but is inactive currently, the generic text number has also been provided and Mr. Ghio has forwarded the embedding information for the website to E.W. Bullock for the Next Bus hardware to be programmed. All

Trolley Sub – Committee Minutes
May 4, 2011

equipment has been purchased and we are on track to have everything here by May 20, 2011 for a test run prior to the May 27, 2011 official start date.

Ms. Cox asked if we had the three pieces of information that was needed for the signs (phone number, text number and website)

Mr. Ghio stated that yes we do and proceeded to the next item on the agenda; Stop location signage. Vulcan is in production making the decal to place over the existing signs (approximately 30) with the current information on them and have a May 17th deadline for completion.

Additional discussion followed concerning color and type of signs for the trolley stops and stations including display style boxes to place information sheets that can be taken out by visitors and incorporating a beach theme throughout.

Mr. Pavlock stated the awning he had brought for display was an example of what could be placed at the stops not at the stations.

Mr. Ghio stated that the he received samples for the awning material for the trolley stations and the teal color that was initially selected by the Sub – Committee did not stand out as well and suggested consideration of an alternate color.

Additional discussion followed and the Sub – Committee asked Mr. Ghio to check with Mr. West to see if yellow awnings would interfere with the warning flag system. Orange was also selected as a good stand out color for the awnings at the trolley stations and a logo for the smaller “flags or feathers” for display/ signage at the trolley stops.

Mr. Ghio addressed the next item on the agenda; Status of the 4 stations. Some issues have come forward that may cause a delay in getting all 4 stations completed by the opening date of May 27th. Escambia County wants to see the actual layout for anything that goes in the right of way, funding for the additional cost for the RFQ preparation by Baskerville Donovan, Inc. and getting power to the proposed stations.

Mr. Ghio stated that the Boardwalk and the SRIA owned old Circle K property will have power in close proximity for lighting purposes and will be easier to have in place but the Seahorse and Portofino sites will be much more difficult and a decision to move the Portofino site may be necessary.

Ms. Meyer suggested solar lighting for the 2 problematic sites.

Discussion followed.

Mr. Ghio stated that Baskerville Donovan, Inc. will have information ready for the RFQ to go ahead with the 2 easiest trolley stations (Boardwalk and Former Circle K) and work on the other 2 as we can (Seahorse and Portofino).

Ms. Cox requested that Mr. Ghio make certain that bike racks are at each station with exception of the Boardwalk site.

Trolley Sub – Committee Minutes
May 4, 2011

Ms. Robbie Lofty gave information regarding the next item on the agenda; Promotion. The flyers announcing the trolley day event and the new dates and times of operation for the trolleys were received and distributed via email to the Condominium Associations, Hotels and Beach businesses. Also, included in the email was a request for the number of buttons each place of business would like and the number of employees they would like to attend the trolley day event on May 17th. To date Ms. Lofty had received 4 responses.

Ms. Lamar also sent a similar email to Pensacola Beach Chamber members.

Ms. Cox stated that she would be attending a Taste of the Beach meeting later today and would speak to generate interest in the event.

Mr. Pavlock asked Ms. Lofty and Ms. Lamar to please resend the emails next week as a reminder. Also would like to invite Commissioner Grover Robinson, Sky Watch weatherman Derek Long and representatives from CAT Country to attend the May 17th event.

Ms. McCay stated that she would contact hoteliers and Condominium Associations for information.

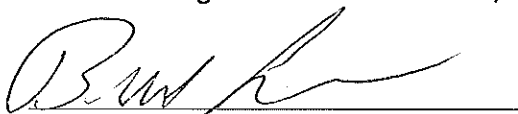
Additional discussion regarding rack cards, maps with current trolley stops included in the Pensacola Beach Visitors Guides and employee incentives.

Ms. McCay suggested a business type of card with the trolley information and a line for the employee's name and a place for the visitors email address that can be handed to the ECAT driver and placed in a box on the trolley for a drawing. A \$50.00 gas card for employees and a \$100.00 gas card for visitors were mentioned.

Upon motion of Ms. Lila Cox seconded by Ms. Beverly McCay, the Trolley Sub – Committee approved allocating \$500.00 for editing pictures and videos from the May 17th trolley event; to provide to Mr. Tommy Grice for television and facebook ads. (5-0)

The Sub – Committee agreed the next Trolley Sub – Committee meeting would be scheduled for Thursday, June 16, 2011 at 10:00 a.m..

There being no further business, the meeting was adjourned.



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.)