

**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 9, 2011  
RE: Minutes of May 9, 2011 Steering Committee Sub – Committee Meeting

A Steering Committee Sub – Committee Meeting was held on Monday, May 9, 2011 at 2:00 p.m.

Sub - Committee Members present were:

- Mr. Jim Cox
- Ms. Courtney Lawson, in Ms. Marilyn Hess absence
- Mr. Julian Mac Queen

Sub - Committee Members not Present were:

- Mr. Fred Gant

Also Present were; Ms. Jayne Bell, SRIA Administration Director, Ms. Robbie Lofly, SRIA Events Coordinator and Mr. Mike Craney, E.W. Bullock. Also Mr. Robert Rinke, Steering Committee member.

Mr. MacQueen began the meeting and asked for input regarding the contest to theme the Beach.

SPEAKER:

Robert Rinke

Mr. Rinke stated that he thought it was a great idea and asked that the themes provided by EDSA for the master plan are taken into consideration; specifically Beach to Bay

Steering Committee Sub – Committee Minutes  
May 9, 2011

concept; because so much time and money has been spent to develop the concepts and would not like to see anything go against them.

Ms. Lawson stated that Ms. Hess had asked her to relay to the Sub – Committee that the pedestrian theme is important.

Mr. Craney discussed the different options available to carry out the contest and used a current “name the baseball team” contest in Pensacola as an example.

Ms. Lawson stated that her fiancée was involved with the organization that was conducting the “name the baseball team” contest in Pensacola and was familiar with the particulars.

Additional discussion followed including the possible budget for the project.

Mr. MacQueen asked Mr. Craney and Ms. Lawson if they could arrange a meeting and organize the guidelines and the budget (not to exceed \$5,000.00 if possible) for the contest; both agreed.

Ms. Bell asked about the prizes for the winner of the contest.

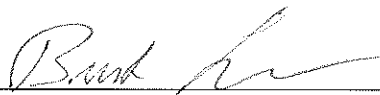
Ms. Lawson suggested a prize basket and having different businesses on the beach donate a variety of things such as gift certificates for meals or drinks etc... as opposed to a weekend at one venue to promote more places on the Island.

The Sub – Committee members agreed with Ms. Lawson and decided to have the contest begin on July 1<sup>st</sup>, 2011 and run through July 31, 2011.

Ms. Bell stated that she would look at the SRIA advertising budget for a possible funding source.

The next Steering Committee Sub – Committee meeting will take place on Thursday, May 19<sup>th</sup> at 1:30 p.m. to review the results from Mr. Lawson and Mr. Craney meeting and possibly present a request at the May 25, 2011 SRIA Committee Meeting.

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.)