



County Commissioner, District 2  
Escambia County, Florida  
221 Palafox Place, Suite 400  
Pensacola, Florida 32501-1591  
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"The responsible one will do the job to the negative" - *Brooks Jordan*

**From:** Julian MacQueen [mailto:julian@innisfree.com]  
**Sent:** Monday, March 30, 2009 11:48 PM  
**To:** Cy Keefer; Phil Kattel; Matt Piell; Jeff Townsend; Gene Valentino  
**Subject:** FW: Check out St. County judge clears way for electronic bingo to be played in As

Looks like Matt got his deal done outside Birmingham.  
Congrats!

Julian

----- Forwarded Message

**From:** Brooks Jordan <[mailto:brooks.jordan@innisfree.com]>  
**Date:** Mon, 30 Mar 2009 13:41:31 EDT  
**To:** Julian MacQueen <[mailto:julian@innisfree.com]>  
**Subject:** Check out St. County judge clears way for electronic bingo to be played in As

St. County judge clears way for electronic bingo to be played in Ashville - Breaking News from The Birmingham News - <http://www.birminghamnews.com/news/2009/mar/30/st-county-judge-clears-way-for-electronic-bingo-to-be-played-in-ashville/>

Feeling the pinch at the grocery store? Make dinner for \$10 or less <<http://www.birminghamnews.com/news/2009/mar/30/feeling-the-pinch-at-the-grocery-store-make-dinner-for-10-or-less/>>

----- End of Forwarded Message

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**Maureen B. Valentino**

**From:** cyrus keefer [cyrus\_keefer@hotmail.com]  
**Sent:** Saturday, March 14, 2009 9:13 PM  
**To:** Gene Valentino  
**Subject:** FW: Prep For Final Comparison (DO) perdido Retail/Bingo

FYI  
Cy

Date: Sat, 14 Mar 2009 14:38:22 -0500  
Subject: Re: Prep For Final Comparison (DO) perdido Retail/Bingo  
From: jeff@innisfree.com  
To: cyrus\_keefer@hotmail.com; julian@innisfree.com; icmsebastian@yahoo.com; mpiell@mac.com

Cy

I did not have Phil's e-mail. Please forward to him as he should attend as well. Also copy me so that I have his correct e-mail for further communications.

Jeff

On 3/14/09 2:36 PM, "Jeff Townsend" <jeff@innisfree.com> wrote:

Cy, Matt, Joe, Julian

We were successful in getting our full application submitted by the Friday noon deadline. The final Comparison mtg will be at 1pm on Weds March 18th.

Although the routing sheet is technically not completely executed, each of the Escambia officials were consulted and have given verbal agreement. Horace (head of this process) will get the actual signatures prior to the Weds Meeting.

The County has received a lot of inquiries on the subject. The rumour is that we are building a casino. The County officials are clear that this is a retail/Bingo use. They approved 2 of this type of facility last year alone.

The heads up is that there will be a public challenge on the type of machines to be used. It is assumed that the bingo machines are actually slot machines. Of course this is not correct. Horace suggests that if our team shows up in force with our atty (Matt will consult ahead of meeting) that can say that the machines anticipated, qualify as a skilled game under the arcade amusement act we will be successful. Ideally the atty that Matt or Cy has should consult and invite the county atty: Allison Purdue Rogers. With her endorsement in the quasi-judicial forum, there will be no further doubt. Once Matt speaks to his atty, I will be happy to make any introductions necessary.

If there is any doubt about the type of machine, Cy suggested adding language like "any machines to be placed within this structure, must be approved for use by Escambia County". With this as a default, it seems likely the modification of

the DO will be successful at this mtg.

There was also discussion that the county will 4 lane Perdido Key drive. The county failed to comment on this until early this week. Although not stated on the application, we showed intent that we would work with the county to achieve this. This is an important occurrence as the present limiter on the Key is trip counts. This will solve this problem. The present application on our site is designed to accommodate the addition of 4 lanes in the future. In fact, this accommodation only affected the parking count by one.

Matt and I will be following this up prior to the actual meeting.

Jeff

Windows Live™ Groups: Create an online spot for your favorite groups to meet. [Check it out.](#)

**Maureen B. Valentino**

**From:** cyrus keefer [cyrus\_keefer@hotmail.com]  
**Sent:** Monday, February 02, 2009 8:05 AM  
**To:** Gene Valentino  
**Cc:** kirkman@cox.net; julian@innisfree.com  
**Subject:** RE: DRAFT

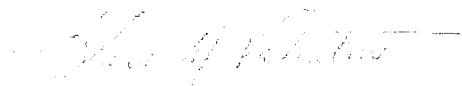
To ALL  
 I'm not concerned with Atmore  
 I'm concerned with doing it right  
 If this is done right " we're the only ones I worry about "  
 Cy

**Subject:** RE: DRAFT  
**Date:** Mon, 2 Feb 2009 07:33:38 -0600  
**From:** genev@collectorsolutions.com  
**To:** julian@innisfree.com; kirkman@cox.net; cyrus\_keefer@hotmail.com

Julian...

Your response brings to the surface exactly what I was trying to elicit. The intention is to bring forward a Creek perpetuation plan. The issues I raised will be investigated as we all collectively move forward in our areas of expertise. The "Federal approval as a tribe" status you mentioned in the 2<sup>nd</sup> and 3<sup>rd</sup> paragraph below is EXACTLY my concern. Knowing the true authority vested in the Tribe gives credence and validates their ability to move faster than slower. Moreover, there appears to be a pre-existing understanding at the tribal chief and political levels. Mirroring Atmore's operation keeps us safe for now. But I've been told by Phil that this is not their area, as they recognize the territoriality issues I first mentioned when I was referring in my original statement as "regional presence".

Breaking the ice with location #1 is essential. The real "deal" with the county will follow as you suggest.



*"To respond is positive, to react is negative" - Zig Ziglar*

**From:** Julian MacQueen [mailto:julian@innisfree.com]  
**Sent:** Sunday, February 01, 2009 11:51 PM  
**To:** Gene Valentino; kirkman@cox.net; Cy Keefer  
**Subject:** Re: DRAFT

Gene,

I have read your document and I think I understand it. The legal precedent of taking back land or creating an area wide umbrella of ownership by the tribe requires a lot of research to undergo before this vision is put forward too far. While I understand the general scope of your vision, I have no idea what it would cost to implement and what precedents are already on the books in other states in this regard.

5/26/2009

My guess is the tribe would first have to generate the revenue through their enterprises to afford the counsel to take them down this path. Not having Federal approval as a tribe creates takes this down a direction that I am not familiar. Cy seems to think that he has the background and precedents and support to successfully arrive with the proper sanctions to give the tribe effectively the same rights as a Federally recognized tribe.

To begin with, based on what I have been told by Phil, we can expect to be challenged by the well capitalized Poarch Creek Indians of Atmore since they will see any gaming or even any recognition of a tribe by a State or Federal or County government in their market area as a threat. Given that this is a likely case, everyone need to be aware and prepared for an attack and have the resources and conviction to engage in a protracted and expensive battle.

Hoping this will not be the case is not realistic according to Phil. Phil has not said this to me directly but I am inferring this from his experience with the Poarch Creek Tribe in other matters with other Tribes. I would like to hear Phil's reaction to this likelihood.

The phasing in of the first location begins with a gaming room focused on Bingo based machines ( approximately 500 machines) which is scheduled to begin in the next couple of weeks and with a plan to have the facility open by June 2009 or before if the delivery of materials go well. I gather from talking to Cy that the plan to move towards a four star hotel will follow once the first phase has a track record which should take around one year so that all seasons can be measured and so those numbers can be extrapolated towards the financing model for a hotel and expanded facility. This could include some kind of theme to draw on the market that is already coming onto this area, like water park.

I would then think that additional locations and perhaps even some kind of area wide agreement with the county could be further established once the tribe has the economic engine in place to afford the support staff to craft such an agreement.

These are my first thoughts. I am glad you are soliciting input toward a longer vision and process.

Julian

On 2/1/09 4:26 PM, "Gene Valentino" <genev@collectorsolutions.com> wrote:

Hi Guys:

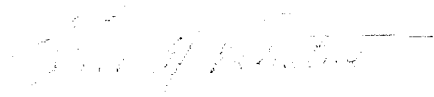
**You can see from the document that this is intended to be a free flow of thinking for ALL OF US. Before we initiate a public relations plan ... let's all agree on the common vision. Each of us has a "stake" in the success. I have presented some thoughts that are more geared to the foundation and structure of all of us. EACH of us may want to offer something more and different. Some of you may want to focus on Obama \$\$\$ and that plan. Others of you may want to focus on project and construction specifics. And some of you may want to focus on a specific definition of "Phase 1", "Phase 2" I intentionally did not get down to the granular level and did not want at this point to carve out the \$\$\$ of what the county would/may get.**

**If each of you would kindly provide me with your "take" on this ... then I will merge your written comments into a master document, and clean it up. As a former TV reporter, I used to love doing this sort of thing. Send me all that you can give me, OR simply chat with me on the phone while I take copious notes... I will compile this over the next 4 days and we can have something ready for a week from now.**

**I suggest we create a "Project Schedule". Julian you know what I mean. This should be done with Cy. I leave issues of the "deal" in the hands of Philip and that he work that with the two of you. I don't consider myself a part of the "deal". I'm merely trying to facilitate this....in order to avoid the "Who's on**

5/26/2009

First" routine....since things will be happening fast.



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*"To respond is positive, to react is negative" - Zig Ziglar*

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**Maureen B. Valentino**

**From:** dan@emeraldcoastllc.com  
**Sent:** Thursday, January 15, 2009 12:05 PM  
**To:** Gene Valentino  
**Subject:** FW: Proposed 3 weeks turnaround  
**Importance:** High

Gene, this is totally unacceptable. they should be reviewing plan. not drawing them up. it should not take more than two weeks to review a set of plans and a pre-plat.  
 Dan

**From:** Horace Jones [mailto:Horace\_Jones@co.escambia.fl.us]  
**Sent:** Wednesday, January 14, 2009 2:18 PM  
**To:** dan@emeraldcoastllc.com  
**Cc:** Thomas Lloyd Kerr  
**Subject:** Proposed 3 weeks turnaround  
**Importance:** High

Dan,  
 I did speak with LLOYD regarding your request for the proposed change in the L.D.C from 30 days to 3 weeks (15 days). Due to budgetary constraints and shortage of staff, we are not able to make this change at this time.

Lloyd,

I did speak with Dan on yesterday 1/13/09. He is requesting a 3 week (15 working days) turnaround for the PFCP. Currently, the L.D.C. regulations are as following:

*4.02.05. Preliminary plat and construction plans.*

*A. Application procedure.* The applicant shall file with the department a written application for approval of the preliminary plat and construction plans, together with three copies of the preliminary plat and construction plans and other information indicated on the preliminary plat and construction plans approval checklist package available through the planning and zoning department.

*1. Department.* Within 30 working days of receipt of a preliminary plat and construction plans submittal, the planning and zoning department shall determine whether the preliminary plat and construction plans submittal is complete and inform the applicant in writing of any deficiencies. The applicant may submit an amended preliminary plat and construction plans submittal within six months without payment of an additional fee. If more than six months have elapsed the applicant must thereafter initiate a new application and pay a new fee.

*2. Division manager, development services.* The division manager, development services shall review the preliminary plat and construction plans submittal and shall transmit the division manager, development services' recommended approval, conditional approval, or disapproval to the DRC within 30 working days of the determination that the submittal is complete. The applicant shall have the option of appealing the decision of the division manager, development services pursuant to the provisions of section 2.04.00 of this Code.

*3. Development review committee (DRC).* The department shall then transmit a copy of the preliminary plat and construction plans submittal to the DRC. The DRC shall review the plat, including the construction plans, and recommendation of the division manager, development services within ten working days. The DRC shall determine whether the submittal warrants

approval, conditional approval or denial and in the case of an approval or conditional approval shall issue a development order for the preliminary plat and construction plans.

**The 30 day turnaround for the Preliminary**

Horace Jones, Division Manager  
Long Range Planning  
Escambia County Development Services Bureau  
Phone# (850) 595-3625  
Fax# (850) 595-3481

Escambia County Public Information Officer: If you have any questions or need more information about your application, please contact the Public Information Services Bureau at  
[http://www.myescambia.com/departments/public\\_info\\_commun/EscambiaCountySurveys.php](http://www.myescambia.com/departments/public_info_commun/EscambiaCountySurveys.php)

**Maureen B. Valentino**

**From:** Julian MacQueen [Julian@innisfree.com]  
**Sent:** Thursday, January 08, 2009 7:17 AM  
**To:** Gene Valentino  
**Cc:** kirkman@cox.net  
**Subject:** Re: Update from Gene

Got it.  
 Thanks for all you do for the people of Escambia  
 Julian

Sent from my iPhone

On Jan 8, 2009, at 7:07, "Gene Valentino" <gene.v@collectionssolutions.com> wrote:

Julian... I shift into serious county commissioner mode today before I leave with Phil Friday morning. Please understand I want ultimately what's in the best interest of the County and the Creeks. In turn I am glad to see you may be a beneficiary in one sense or another. While I'm personally distracted with an surprise intent to develop "gaming" on Pensacola Beach when I thought this was not the plan (focusing for many reasons on Perdido), it none the less does not surprise me. I've seen MANY deals end up okay that go off to some surprising starts.

I know Phil understands my position on this, and I believe you do as well: A revenue stream for the County REGARDLESS from where it originates, is an academic discussion at this point. While I prefer that it start in Perdido Key, I know that if Perdido can get under way IN PARALLEL with Pensacola Beach initiatives.... is okay with me. "He who has the gold ... makes the rules!" None the less I know you can appreciate Phil's concern to protect the Tribe's future revenue stream, as it is mine. With everyone hitting at this from different angles, I believe the Tribe remains protected. Just know that I was looking to grow the southwest region of this county geometrically with a "Branded" image that would be not only a revenue generator for all ... but that would restructure decades of dysfunctional government the is the root of many preexisting problems. I will need the Creeks and YOU to insure that I am able to leverage this with dysfunctional politicians to circumvent decades of gridlock....

<image001.gif>

<image004.jpg>

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*"To respond is positive, to react is negative" - Zig Ziglar*

**From:** Julian MacQueen [mailto:[julian@jnnisfree.com](mailto:julian@jnnisfree.com)]  
**Sent:** Wednesday, January 07, 2009 7:41 AM  
**To:** Gene Valentino  
**Cc:** [kirkman@cox.net](mailto:kirkman@cox.net)  
**Subject:** Re: Update from Gene  
**Importance:** High

Gene,

This sound great.

I will have dinner for three ( can I invite Jeff Townsend, President of our Development Company?)

set up at H2O (or in the owners suite) for tonight

I will have a room there for Cy as well.

Julian

On 1/6/09 10:23 PM, "Gene Valentino" <[genev@collegiatephilipps.com](mailto:genev@collegiatephilipps.com)> wrote:

Hello Julian....

While I focus on BCC matters until I leave with Phil on a hunting trip on Friday morning, I want you to know Phil has major things under way with this project.

I just left you a voice message. Cyrus (Cy) Keefer will be with Phil Wednesday afternoon. They will be finishing up Wednesday and want to have dinner with you Wednesday evening. Additionally, ALL DAY Thursday the guys have a lot in motion.

Therefore, Cy has asked to have dinner with you at 6PM @ H2O on Wednesday evening. He would like to book a room as well for one night. Is this okay? Will you be able to join them for dinner? They would like to 'break bread' with you...

<image001.gif>

<image005.jpg>

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*"To respond is positive, to react is negative" - Zig Ziglar*

**Maureen B. Valentino**

**From:** Ashley Cooper [acooper70@comcast.net]  
**Sent:** Wednesday, April 01, 2009 6:30 AM  
**To:** Gene Valentino  
**Cc:** Matt Peill, Chris Teeters, Brad Hoecker  
**Subject:** NICE WORK!!!!

Gene,

I was able to open the video after the buffering was finished (I have a relatively fast computer and that was painful). Well done my friend!!! I took your advice and got a cup of coffee and listened to it bright and early this morning. This is a brutal position that you are in and you handled it beautifully. Nice restraint on the Carlan Proctor situation by the way (you comment about arrogance or ignorance was perfect).

Your point regarding the fact that our land can be used for a tattoo parlor, pawn shop or a used car development given the current zoning was brilliant. Your comment saying "If you want to change the zoning laws, I will work with you listening to your thoughts and concerns but express your concerns with law and not rhetoric" was also very well delivered. Your "induced demand" economics theory regarding jobs and the 900 empty homes (I was an econ major in college) was also very well stated. "Lead, follow or get out of the way" was classic.

Hopefully I will be in Pensacola on Monday and I hope we can spend a few minutes together. Again, thank you for being such a leader. We will make you proud my friend. We need to really nail down the elements of this project (discussing your comments regarding the convention center for instance) and move forward. Thanks again for all of your support!!

Best,

Ashley

Ashley Cooper  
 70 Oak Ridge Avenue  
 Osprey, FL 32901  
 acooper70@comcast.net  
 office: 888-894-8880  
 cell: 888-894-1851

**From:** Gene Valentino [mailto:genev@collectorsolutions.com]  
**Sent:** Tuesday, March 31, 2009 10:46 PM  
**To:** acooper70@comcast.net  
**Subject:** RE: Check out St. County judge clears way for electronic bingo to be played in As

Try it again... There is a bludiness for a minute or two before it starts. The bottom left corner of the screen shows it loading. There is a buffer that loads it BEFORE it plays. Also, the interview is in 2 segments with 2 2-minute commercial breaks. When the TV station gave it to me they excised the commercials so you have 2 2-minute blanks between the segments....

*Gene Valentino*



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*"To counsel is quality, to court is quantity" - J. Edgar*

**From:** Ashley Cooper [mailto:acooper70@comcast.net]  
**Sent:** Tuesday, March 31, 2009 8:56 AM  
**To:** Gene Valentino  
**Subject:** RE: Check out St. County judge clears way for electronic bingo to be played in As

Thanks Gene.  
 My media player opens when I click on the link but when I hit the play button nothing happens which is strange.  
 Let me work on it.  
 Is there another way to access it?  
 Ashley

Ashley Cooper

5/26/2009

To: Oak Ridge Avenue  
Forward #: 870 01  
address: 701 Cooper Road  
office: 906-Dick-0516  
fax: 906-708-1811

From: Gene Valentino [mailto:genev@collectorsolutions.com]  
Sent: Tuesday, March 31, 2009 7:46 AM  
To: acooper70@comcast.net  
Subject: FW: Check out St. County judge clears way for electronic bingo to be played in As

Hello Archie,  
Go to my web site... Then click on the "Pardido Key Issues" link (http://www.escambia.com/departmental/boards/county-commissioners/district2/war...)  
Gene M. Valentino

**Escambia County - Board of County Commissioners**

**Government Experience**

- Escambia County Commissioner, 2003 - Present
- Chairman, County Commission, 2003
- Florida Certified Commissioner, June 2008
- Co-Chair, Finance, Transportation and Administration Policy Committee
- Nominated to attend and graduated from AmeriWar College, Carlisle, Penn.

**Community Involvement**

- Chairman of the Pensacola-Escambia Development Commission, PEDC
- Chairman of the Regional Transportation Planning Organization, RTPCO, for Escambia, Santa Rosa, Okaloosa and Walton Counties
- Pensacola Area Chamber of Commerce
- Niwas
- Dive Master Dive Commander for Escambia Search and Rescue
- Past President of the Sons of Italy Lodge of Greater Escambia County
- Filipino-American Republican Club
- Italian Cultural Society
- WFSB Public Television Capital Committee
- Nabnet for Humanity
- Escambia County Cellular Telephone Security Task Force
- Safety and Security Task Force, Escambia County School District
- Crime Stoppers

**Biographical Information**

**Education:**

- Bachelor of Science in Business Administration and Finance from the University of Connecticut
- Certified County Commissioner under Florida Association of Counties - FAC

**Personal:**  
Local businessman and community leader. Created Collectorsolutions, Inc. in 1999. This internet-based online payment concept processes over \$2 billion per year in internet transactions.  
In 1999, Commissioner Valentino obtained one of the first rural cellular telephone company licenses from the FCC. He became president of a cellular telephone service

**Right Sidebar:**  
 Email Gene Valentino  
 Office Phone: (904) 997-4400  
 Home Phone: (904) 304-1066  
 Fax: (904) 335-4923  
 Office Staff: Dean Kirschner (904) 335-4911  
 Photo Gallery  
 District 2, MA Systems and Publications  
 Commissioner's Reception on Bishop's Trip to Haiti  
 District 2, B18 Internet Mapping Service  
 Regional Transportation Finance Authority

Gene Valentino



County Commissioner, District 2  
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"The respondent's position is negative." - Zig Ziglar

**From:** Julian MacQueen [mailto:julian@innisfree.com]  
**Sent:** Monday, March 30, 2009 11:48 PM  
**To:** Cy Keefer; Phil Kattel; Matt Piell; Jeff Townsend; Gene Valentino  
**Subject:** FW: Check out St. County judge clears way for electronic bingo to be played in As

Looks like Matt got his deal done outside Birmingham.  
Congrats!

Julian

----- Forwarded Message

**From:** Brooks Jordan <[brooks.jordan@al.com](mailto:brooks.jordan@al.com)>  
**Date:** Mon, 30 Mar 2009 13:41:31 EDT  
**To:** Julian MacQueen <[julian@innisfree.com](mailto:julian@innisfree.com)>  
**Subject:** Check out St. County judge clears way for electronic bingo to be played in As

St. County judge clears way for electronic bingo to be played in Ashville - Breaking News from The Birmingham News - al.com  
<<http://blog.al.com/story/43200903/st-county-judge-clears-way-for-bingo>>

Feeling the pinch at the grocery store? Make dinner for \$10 or less <<http://www.innisfree.com/pressroom/news/blogs/st-county-commissioners/district2.htm>>

----- End of Forwarded Message