

DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday, September 20, 2016
4:00p.m.
AGENDA
NOTE – TEMPORARY LOCATION
Rhodes Blding 41 N. Jefferson suite 104

- I. Call To Order & Comments From The Chair
 - a. Comments from the Chairman
- II. Recurring Agenda
 - a. The meeting was noticed properly
 - b. Consideration of the proposed meeting agenda for September 20, 2016
 - c. Consideration of the Minutes from the Regular Meeting of the DIB held on September 6, 2016.
 - d. Consideration of the July Financial Statements
- III. Public Presentation
 - a. None
- IV. Marketing
 - a. General update
- V. Ongoing Business
 - a. Festival of Lights update
 - b. Aesthetic Improvement Plan
 - c. Light Pole Banners
- VI. Report from the Executive Director
 - a. The Audit preparation is underway
- VII. Committee Activities
 - a. Festival of Lights – discussion on combining with Special Events and programing
 - b. Special Events – Minutes attached
 - c. Parking – tasked with preparing recommendations in a presentable form for the 2017/18 strategic plan
 - d. DAB – next meeting September 23rd
- VIII. New Business
 - a. Executive Director Search – narrow to 3 candidates
 - b. 2017 general insurance renewal
- IX. Public Comment
- X. Adjournment

NOTE: The DIB holds it regular meetings on the first and third Tuesday of each month; the first Tuesday is held at 7:30a.m. and the third Tuesday is held at 4:00p.m. The meetings are held in the Public Meeting Room #1 of the Bowden Building, 120 Church Street, Pensacola, Florida 32502.

**Minutes of the
DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday, September 6, 2016
7:30 a.m.**

- I. Call to Order & Comments from The Chair - Chairman Peacock called the meeting to order at 7:31 a.m.
- II. Attendance:
 - a. Board members present – John Peacock, Teri Levin, Charlie Switzer, Jim Homyak
- III. Recurring Agenda
 - a. Mr. Peacock confirmed that the meeting was properly noticed
 - b. Mr. Peacock requested changes to agenda of moving the Service Gift up on the agenda in the absence of a Public Presentation. There was a motion and a second to accept the agenda with the Chairman's changes. The motion passed unanimously.
 - c. There was a motion and a second to accept the Minutes from the Regular Meeting of the DIB held on September 6, 2016. The motion passed unanimously.
- IV. New Business – Service Gift
 - a. Mr. Kahn was presented a framed print as a gift from the Board for his service to Downtown Pensacola. Photos were taken and then shared with Impact Campaigns.
- V. Marketing
 - a. Mr. Butlin presented the mock-ups of the banners and let the board know the images on the banners would be of actual Downtown scenes, the samples were created using placeholder images. Mr. Peacock suggested Shop, Taste, Discover as part of the banner designs. Mr. Butlin also presented the RFP for the production of the banners. There was a motion and a second to have the RFP circulated publicly in anticipation of creating the banner campaign.
 - i. Mr. Switzer brought up the subject of trimming of trees around some of the light poles but the discussion was that the work is being discussed with Pensacola City Works department and their budget.
- VI. Ongoing Business
 - a. First City Festival of Lights
 - i. The concept of an every Thursday night weekly event was discussed as a continuance of last meeting. It was noted that this requested needed to be endorsed and brought to the DIB through the committee process. Mr. Homyak stated that the Holiday Lights committee would make a recommendation.
 1. While the Board is still entertaining the idea, Mr. Peacock was clear that the DIB could provide infrastructure but that the project is too ambitious for the staff to be solely responsible for.
 2. The Board discussed the challenge of funding and specifically private funding as the DIB does not have the funds or the staff to event plan at this time.
 - ii. Mr. Peacock stated that all ideas need to come through the appropriate committee and not just emails to DIB staff. The suggested event is tabled until it can be brought through and backed by an appropriate committee.
 - iii. Discussion proceeded to the Festival of Lights enhancement down Palafox to Cedar St suggesting trunks and canopies, with the same lighting expanding down Zarragossa to Tarragonna on the trunks only. All major trees in the park to be canopied on the perimeter and hanging icicles from those trees as well.
 - iv. Mr. Butlin is to verify the greenlight on the project which is needed by 9/15/16.
 - b. Mission and Vision Statements
 - i. Mr. Peacock read aloud the proposed Mission Statement Revision and the newly formed Vision statement to attendees. The DAB and Impact Campaigns collaboration to present said statements

was motioned to approve upon completion of the presentation. The Board unanimously approved the revised Mission Statement and new Vision statement

VII. Report from the Executive Director

- a. Board Member Emails – it was highly suggested and recommended that all board members utilize the provided downtownpensacola.com email address due to easily comply with Sunshine Law and public records requests by Mr. Peacock.
- b. Beautification Plan/Aesthetic Enhancement Plan – The creation of an RFQ will be done for the board to select a firm to assist the DIB in creating an overall downtown plan and in negotiate pricing for enhancements. This would be a 2 year contract with a projected amount not expected to exceed \$500,000 to \$1,000,000. This plan would include art, plants & flowers, pavers and other general enhancements. No master plan is in place at this time, this project will be built from the bottom up. It was also suggested to talk to the city to match the west side of the Studer property to the east side upon completion of the Studer construction project. A Motion was made to finalize an RFQ which was unanimously approved.
- c. So-Go Trash Cans – Mr. Butlin informed Board that cans have been installed

VIII. Committee Activities

- a. Festival of Lights - next meeting Sept 21, 2016, discussion was to combine this with the Special Events Committee.
- b. Special Events – next meeting October 14, 9:00a.m
- c. Parking – next meeting October 11, 4:30 p.m. Mr. Bednar requested a meeting with Mr. Peacock to create a more a more strategic parking plan
- d. DAB – next meeting September 23, 9:00 a.m.
- e. All previous meeting minutes were attached to agenda package for Board review

IX. New Business

- a. Mr. Peacock discussed the development of an RFP to be created for the Light Pole Banners. Mr. Peacock also discussed the possibility of wind load issues but stated that the RFP should include there being wind slots on the banners and spring loaded poles. It was requested that the final design be provided to the board and the Mayor before printing for final approval/review.
- b. Holiday Lights Thursday evening programming budget was discussed with the final determination that the DIB does not have the funds to execute the event and private funding options should be considered.
- c. Board reviewed and unanimously approved Staff Salaries as recommended. A process for annual evaluations will also be developed.

X. Committee Activities

- a. Festival of Lights - next meeting August 24th 9:30 a.m.
- b. Special Events – next meeting September 9th 9:00 a.m.
- c. Parking – next meeting September 13th 4:30 p.m.
- d. DAB – next meeting August 25th 9:00 a.m.
- e. Mr. Homyak spoke to Board the process for the Executive Director Positon. Approximately 85% of the applicants were local with just a handful being out of market.
 - i. The committee will bring their top 5-10 candidates to the board to review. A phone interview process was suggested to then bring the list down to the top 3-4 to formally present to the board. The intention is to finalize by early October.
 - ii. Search committee with consist of:
 - Jim Homyak
 - Patrick Elebash
 - Scott Sallis
 - Warren Sonnen
 - Rob Overton

XI. Public Comment

- i. Mrs. Levin brought up the Pokemon app asking for a report. There was no report as it seems there has been a significant decline in traffic downtown using Pokemon likely related to the start of school.

XII. Adjournment the meeting was adjourned at 8:23 a.m.

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Note to the Financial Statement
July 2016

Overall there has been very little change from June to July. DIB balance sheet cash has increased \$65,000 however that is merely a property tax pre-payment. DPMD balance sheet cash has increased \$13,800 as positive cash flow has accumulated.

DIB

Balance Sheet

1. Big picture, DIB is looking good. Income vs expenses remain positive even when adjusted slightly for timing differences.
2. Line 490, 491 & 492 – Are all Deferred Revenue that has been collected but not yet earned from Property Tax assessments, Gallery Night and the Palafox Market.

Income and Expense

3. Net income before Holiday lights and CRA reimbursement show a positive \$47,000 for the 10 months ending July.
4. Revenue line 4030 Economic Development is where the Palafox Market is booked. We are over budget slightly.
5. Revenue line item 4040 Event Income is \$13,490 below budget largely due to reduced Gallery Night sponsorships and participation. September 2016 is the last DIB sponsored Gallery Night
6. Expense line 5000 Aesthetics is under budget \$11,457.
7. We are under budget in line 5140 Marketing \$15,773 which is primarily a timing issue, over budget in Professional Services 5200.10 \$3,043 this is primarily due to Grant Writing and under budget in 5220 Salaries \$31,520.
8. Line 4045 Pelican Drop – Bottom line 2016 revenues were \$112,250 and expenses were \$128,700 for a net cost to the DIB of \$16,000. This will show throughout the year.

DPMD

1. YTD total revenue is \$543,324 total expenses are \$446,030 for net income of \$97,294 before capital expenditures and depreciation. We have invested in capital improvements an additional \$26,000. This was primarily to upgrade the Paystations from 2G to 3G cell phone technology, replace 8 Paystations screens and to upgrade the Garage camera security system.
2. Total parking revenue through June is \$50,325 over budget. This is largely due to: the garage \$30,088, parking fines \$17,051 along with most the lots slightly above budget. The one notable exception is in Parking Meter Revenue which is \$6,711 under budget. This is a budget mistake; collections in 14 and 15 were \$143,800 and \$149,500 respectively. I believe the 2016 budget of \$181,000 was intended to be \$161,000. Given the Garage is significantly over budget, this will be corrected in the 2017 budget process.
3. Total expenses are \$10,807 over budget after adding back lines 5912 & 5900 Capital Improvements and repayment of Due to DIB in the amount of \$42,500. The reason for this is:
 - a. Line 5007 Bad Debt - \$4,916 represents uncollectable parking tickets. This historically was adjusted once a year at the Audit, now it will be adjusted quarterly. This is not a cash item as we do not recognize Ticket revenue until collected.
 - b. Line 5201 Audit Expense – we are over budget there in the amount of \$2,730

- c. Line 5215 Utilities – \$5,140 we are over budget here partially as a result of a one-time Storm Water fee.
 - d. Line 5210 Repairs and Maintenance - \$6,140 over budget due to being more aggressive on the Landscape maintenance especially at the Garage.
 - e. Line 5688 Enforcement over budget \$9,100. This is primarily explained due to special event staffing. We staff special events in two ways, 1) utilize Republic employees (Wayne, John, Jay and Maurice) or 2) we have trained assistants we hire through Landrum Staffing. When Republic employees handle special events they are paid through Republic and included in the enforcement line item.
4. Cash Flow for parking YTD is roughly \$71,488 after total capital expenditures of \$13,800 on the 3G Paystation upgrade, \$20,000 on the Garage camera upgrade and repaying DIB \$20,000.

DOWNTOWN IMPROVEMENT BOARD

Balance Sheet

As of July 31, 2016

	Jul 31, 16
ASSETS	
Current Assets	
Checking/Savings	
101 · Cash - Coastal	
101.1 · BP Funds for Beautification	68,146.07
101.2 · LEAP Funds for Sign Maintenance	5,000.00
101 · Cash - Coastal - Other	127,213.06
Total 101 · Cash - Coastal	200,359.13
108 · Coastal Bank & Trust-Holiday	1,465.29
Total Checking/Savings	201,824.42
Accounts Receivable	
140.4 · A/R-Property Assessments	65,125.85
Total Accounts Receivable	65,125.85
Other Current Assets	
110 · Returned Checks	100.00
140.11 · Due from Parking Fund	118,885.70
140.3 · Due from Various Sponsors	1,458.33
162 · City of P-Clean Up Deposit/Perm	1,000.00
163 · Prepaid Dues	751.33
164 · Prepaid Insurance	2,569.00
166 · Prepaid Marketing	362.58
Total Other Current Assets	125,126.94
Total Current Assets	392,077.21
Fixed Assets	
240 · Equipment	121,720.79
245 · Holiday Decorations	109,771.48
246 · Holiday Lights	105,056.00
260 · Furniture & Fixtures	6,800.22
300 · Less Accumulated Depreciation	-182,635.66
Total Fixed Assets	160,712.83
TOTAL ASSETS	552,790.04
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
450 · Accounts Payable	16,841.53
452 · Compensated Absences	2,599.62
Total Accounts Payable	19,441.15
Other Current Liabilities	
4849 · Deferred Revenue Sign Maint	5,000.00
490 · Deferred Revenue-Prop Taxes	61,963.20
491 · Deferred GN Series Income	5,794.30
492 · Deferred Palafox Market Income	4,772.00
Total Other Current Liabilities	77,529.50
Total Current Liabilities	96,970.65
Total Liabilities	96,970.65
Equity	
32000 · Unrestricted Net Assets	191,416.35
587 · Fund Balance	133,765.75
588 · Invest. in Capital Assets	52,389.00
Net Income	78,248.29
Total Equity	455,819.39
TOTAL LIABILITIES & EQUITY	552,790.04

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance

July 2016

	Jul 16	Budget	\$ Over Budget	Oct '15 - Jul 16	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4010 - Property Assessments	29,725.00	29,725.00	0.00	297,250.00	297,250.00	0.00	356,700.00
4030 - Economic Development Income	2,756.00	5,208.33	-2,452.33	56,815.00	52,083.34	4,731.66	62,500.00
4040 - Event Income	5,061.19	7,583.33	-2,522.14	66,842.78	80,333.34	-13,490.56	95,500.00
4045 - Pelican Drop Event Income	0.00	0.00	0.00	98,032.00	135,000.00	-36,968.00	135,000.00
4060 - Parking Mgmt Reimbursement	6,487.50	6,487.50	0.00	64,875.00	64,875.00	0.00	77,850.00
Total Income	44,029.69	49,004.16	-4,974.47	583,814.78	629,541.68	-45,726.90	727,550.00
Gross Profit	44,029.69	49,004.16	-4,974.47	583,814.78	629,541.68	-45,726.90	727,550.00
Expense							
5000 - Aesthetics	2,392.74	2,500.00	-107.26	13,542.37	25,000.00	-11,457.63	30,000.00
5004 - Annual Meeting	0.00	375.00	-375.00	0.00	750.00	-750.00	750.00
5010 - Arts and Culture	0.00	208.33	-208.33	3,300.00	2,083.34	1,216.66	2,500.00
5015 - Bank Charges	394.65	335.83	58.82	4,458.92	3,358.34	1,100.58	4,000.00
5020 - Committee & Board Meetings	0.00	83.33	-83.33	91.94	833.34	-741.40	1,000.00
5030 - Economic Development	3,295.38	2,083.33	1,212.05	19,741.72	20,833.34	-1,091.62	25,000.00
5040 - Event Expenses	3,272.25	6,458.33	-3,186.08	53,475.73	68,333.34	-14,857.61	81,250.00
5045 - Special Events-Pelican Drop	0.00	4,100.00	-4,100.00	113,561.65	114,800.00	-1,238.35	125,000.00
5060 - Dues,Subscriptions&Publications	217.48	208.33	9.15	2,461.32	2,083.34	377.98	2,500.00
5100 - Housing Advancement	0.00	333.33	-333.33	1,858.70	3,333.34	-1,474.64	4,000.00
5110 - Insurance Expense	1,384.50	1,666.67	-282.17	15,760.00	16,666.66	-906.66	20,000.00
5125 - Interest Expense - BOP	0.00	166.67	-166.67	12.72	1,666.66	-1,653.94	2,000.00
5140 - Marketing Expense	42.92	6,458.33	-6,415.41	48,809.58	64,583.34	-15,773.76	77,500.00
5150 - Office Equipment/Software	330.42	625.00	-294.58	4,186.76	6,250.00	-2,063.24	7,500.00
5160 - Office Rent	0.00	1,810.42	-1,810.42	15,173.07	18,104.16	-2,931.09	21,725.00
5171 - Office Supplies	127.98	416.67	-288.69	3,558.56	4,166.66	-608.10	5,000.00
5180 - Parking Management	56.33			618.43			
5183 - Personal Services	0.00			0.55			
5190 - Postage	115.00	104.17	10.83	654.23	1,041.66	-387.43	1,250.00
5200 - Professional Services	686.61	3,574.99	-2,888.38	54,792.98	51,750.02	3,042.96	58,900.00
5201 - Friends of Downtown	1,000.00	0.00	1,000.00	1,241.25	0.00	1,241.25	0.00
5220 - Salaries, Benefits & Taxes	15,368.93	19,791.66	-4,422.73	168,894.73	200,416.68	-31,521.95	240,000.00
5240 - Telecommunications	941.89	1,208.33	-266.44	9,956.19	12,083.34	-2,127.15	14,500.00
5300 - Travel Entertainment & Educ.	14.07	208.33	-194.26	834.87	2,083.34	-1,248.47	2,500.00
9001 - Moving Office	0.00			-118.95			
9999 - Contingency	0.00	53.75	-53.75	0.00	537.50	-537.50	645.00
Total Expense	29,641.15	52,770.80	-23,129.65	536,847.32	620,758.40	-83,911.08	727,550.00
Net Ordinary Income	14,388.54	-3,766.64	18,155.18	46,967.46	8,783.28	38,184.18	0.00
Other Income/Expense							
Other Income							
4040.50 - Holiday Lights Income	0.00			139,153.75			
4040.60 - PMD Prin Repayment	0.00			20,000.00			
4900 - Interlocal IncomeCRA	0.00	0.00	0.00	199,793.66	201,434.00	-1,640.34	201,434.00
Total Other Income	0.00	0.00	0.00	358,947.41	201,434.00	157,513.41	201,434.00
Other Expense							
5021 - Website Phase II	0.00			10,200.00			
5023 - Depreciation	0.00	0.00	0.00	9,805.74	0.00	9,805.74	0.00
5040.90 - Holiday Lights Expense	0.00	0.00	0.00	107,867.18			
5900 - Interlocal Repayment-CRA	0.00	0.00	0.00	199,793.66	201,434.00	-1,640.34	201,434.00
Total Other Expense	0.00	0.00	0.00	327,666.58	201,434.00	126,232.58	201,434.00
Net Other Income	0.00	0.00	0.00	31,280.83	0.00	31,280.83	0.00
Net Income	14,388.54	-3,766.64	18,155.18	78,248.29	8,783.28	69,465.01	0.00

Downtown Parking Management District

Balance Sheet

As of July 31, 2016

	Jul 31, 16
ASSETS	
Current Assets	
Checking/Savings	
100 · Petty Cash-Jefferson Garage	1,717.20
101 · Cash-Coastal	165,835.66
102 · Cash-Wells Fargo	42,985.54
Total Checking/Savings	210,538.40
Accounts Receivable	
140.4 · Parking Fees & Fines	72,305.00
145.4 · Allowance for Doubtful Accounts	-51,818.85
Total Accounts Receivable	20,486.15
Other Current Assets	
390 · Suspense	200.00
Total Other Current Assets	200.00
Total Current Assets	231,224.55
Fixed Assets	
241 · Equipment	279,923.63
290 · Improvements	172,262.10
300 · Accumulated Depreciation	-213,425.50
Total Fixed Assets	238,760.23
Other Assets	
360 · Intangible Loan Costs-7yrs	2,738.20
361 · Accumulated Amortization	-1,951.33
Total Other Assets	786.87
TOTAL ASSETS	470,771.65
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
450 · Accounts Payable	22,110.86
Total Accounts Payable	22,110.86
Other Current Liabilities	
401 · N/P-Coastal Bank&Trust-Current	13,778.00
404 · N/P-CB & T-Pay Stations-Current	27,031.00
452 · Due to D.I.B.	118,885.70
460 · Restricted Fund	1,000.00
Total Other Current Liabilities	160,694.70
Total Current Liabilities	182,805.56
Long Term Liabilities	
490 · Deferred Revenue	450.00
501 · N/P-Coastal Bank & Trust	14,093.06
502 · Less Current Portion	-13,778.14
503 · N/P-CB & T-Pay Stations	90,881.14
504 · Less Current Portion	-27,031.11
Total Long Term Liabilities	64,614.95
Total Liabilities	247,420.51
Equity	
32000 · Unrestricted Net Assets	20,107.34
32100 · Investment in Capital Assets	164,056.00
Net Income	39,187.80
Total Equity	223,351.14
TOTAL LIABILITIES & EQUITY	470,771.65

3:56 PM

09/02/16

Accrual Basis

Downtown Parking Management District Profit & Loss Budget Performance July 2016

	Jul 16	Budget	\$ Over Budget	Oct '15 - Jul 16	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4502 · Baylen Street Parking Lot	600.14	2,125.00	-1,524.86	16,103.10	21,250.00	-5,146.90	25,500.00
4503 · Spring Street Lot	0.00	83.33	-83.33	0.00	833.34	-833.34	1,000.00
4505 · Tarragona Street Parking Lot	15.55	1,083.33	-1,067.78	15,732.59	10,833.34	4,899.25	13,000.00
4505.1 · Less Rev Sharing St Hist Soc	0.00	-406.25	406.25	-4,306.25	-4,062.50	-243.75	-4,875.00
4510 · Intendencia St Garage	-28.23	833.33	-861.56	9,012.34	8,333.34	679.00	10,000.00
4510.1 · Less Rev share w/County	0.00	-312.50	312.50	-331.50	-3,125.00	2,793.50	-3,750.00
4515 · Govt Street Parking Lot	322.50	458.33	-135.83	16,833.05	4,583.34	12,249.71	5,500.00
4518 · South Jefferson Lot	0.00	20,625.00	-3,985.19	2,074.75	206,250.00	34,274.22	247,500.00
4520 · Jefferson Street Garage	16,639.81	-312.50	-1,074.33	240,524.22	-3,125.00	-4,186.17	-3,750.00
4520.5 · Cr Card Fees Paid JPG	-1,386.83	62.50	-62.50	-7,311.17	625.00	-625.00	750.00
4525 · Judicial Ctr Pkg Garage	0.00	-23.42	23.42	0.00	-234.16	-3,932.09	-281.00
4525.1 · Less Rev Share w County	0.00	15,091.66	3,710.36	4,166.25	150,916.68	-6,711.39	181,100.00
4530 · Parking Meters	18,802.02	-750.00	155.64	144,205.29	-7,500.00	-1,901.38	-9,000.00
4530.5 · Cr Card Fees Paid-Meters	-594.36	0.00	0.00	-9,401.38	0.00	0.00	0.00
4530.6 · less Rev Shar w/State Chappie J	0.00	8,333.33	428.11	-679.28	83,333.34	17,051.65	100,000.00
4540 · Parking Fines	8,761.44	-299.79	299.79	100,384.99	-2,997.92	2,760.42	-3,597.50
4540.1 · Less Police written tickets	0.00	-299.79	299.79	-237.50	-2,997.92	1,800.92	-3,597.50
4540.2 · Less Airport written tickets	0.00	2,833.33	-2,348.51	-1,197.00	28,333.34	-9,028.04	34,000.00
4550 · North Palatof Lot	484.82	62.50	2.00	19,305.30	625.00	129.88	750.00
4555 · Residential Parking Pass	64.50	0.00	0.00	754.88	0.00	0.00	0.00
4590 · Dumpster Placement Fees	0.00	50.00	-50.00	102.25	500.00	-500.00	600.00
4593 · Trash Disposal Fees	0.00	62.50	637.50	5,553.25	625.00	4,928.25	750.00
4597 · Validation Program	700.00	0.00	0.00	368.75	0.00	0.00	0.00
4599 · Other Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Income	44,381.36	49,299.89	-4,918.53	543,324.43	492,999.22	50,325.21	591,599.00
Expense							
5007 · Bad Debt Expense	0.00	33.33	-33.33	5,249.77	333.34	4,916.43	400.00
5010 · Bank Charges	0.00	125.00	-125.00	953.60	1,250.00	-296.40	1,500.00
5020 · Credit Card Discounts	0.00	0.00	0.00	1,720.36	0.00	0.00	0.00
5030 · Debt Service	3,567.55	3,301.58	265.97	31,514.15	33,015.84	-1,501.69	39,619.00
5060 · Dues & Subscriptions	0.00	83.33	-83.33	0.00	833.34	-833.34	1,000.00
5125 · Interest Expense	348.27	614.25	-265.98	3,828.23	6,142.50	-2,314.27	7,371.00
5140 · Marketing & Printing	0.00	416.67	-416.67	1,375.00	4,166.66	-2,791.66	5,000.00
5171 · Office Supplies	0.00	166.67	-166.67	95.98	1,666.66	-1,570.68	2,000.00
5173 · Office Overhead	6,487.50	6,541.67	-54.17	64,875.00	65,416.66	-541.66	78,500.00
5201 · Annual Audit	0.00	0.00	0.00	19,230.00	16,500.00	2,730.00	16,500.00
5207 · Misc Expense	0.00	62.50	-62.50	0.00	625.00	-625.00	750.00
5210 · Repair & Maintenance	4,261.45	3,760.50	500.95	43,745.07	37,605.00	6,140.07	45,126.00
5211 · Signage	0.00	833.33	-833.33	3,975.09	8,333.34	-4,358.25	10,000.00
5215 · Utilities	940.10	916.67	23.43	14,306.96	9,166.66	5,140.30	11,000.00
5300 · Travel Entertainment & Educ	0.00	83.33	-83.33	75.00	833.34	-758.34	1,000.00
5680 · Management Contracts	2,808.33	2,916.67	-108.34	28,083.30	29,166.66	-1,083.36	35,000.00
5683 · Parkeon Paystation Contract	2,117.56	1,875.00	242.56	16,995.79	18,750.00	-1,754.21	22,500.00
5684 · Meter Installation Re-location	0.00	0.00	0.00	19.00	0.00	0.00	0.00
5685 · Paystation Repairs	0.00	416.67	-416.67	0.00	4,166.66	-4,166.66	5,000.00
5688 · Enforcement Services	10,831.83	11,041.66	-209.83	119,520.72	110,416.68	9,104.04	132,500.00
5689 · Enforcement Spec Events Pkg	202.50	1,675.00	-1,472.50	16,242.97	16,750.00	-507.03	20,100.00
5690 · Security	0.00	3,375.00	-3,375.00	35,369.24	33,750.00	1,619.24	40,500.00

3:56 PM

09/02/16

Accrual Basis

Downtown Parking Management District Profit & Loss Budget Performance July 2016

	Jul 16	Budget	\$ Over Budget	Oct '15 - Jul 16	YTD Budget	\$ Over Budget	Annual Budget
5695 · Equipment Maintenance	199.99	416.67	-216.68	6,754.73	4,166.66	2,588.07	5,000.00
5696 · Unidentified Programs	0.00	102.75	-102.75	0.00	1,027.50	-1,027.50	1,233.00
5910 · Cap Impr-Paystations 3G Software	0.00	0.00	0.00	4,275.00	5,000.00	-725.00	5,000.00
5911 · Cap Improvements-JG Camera Upgr	0.00	119.17	-119.17	2,875.84	1,191.66	1,684.18	1,430.00
5912 · Cap Improvements-Other	0.00	3,750.00	-3,750.00	4,950.00	37,500.00	-32,550.00	45,000.00
5960 · Repay Due to DIB	0.00	0.00	0.00	20,000.00	30,000.00	-10,000.00	40,000.00
9999 · Contingency	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	31,765.08	42,627.42	-10,862.34	446,030.80	477,774.16	-31,743.36	573,029.00
Net Ordinary Income	12,616.28	6,672.47	5,943.81	97,293.63	15,225.06	82,068.57	18,570.00
Other Income/Expense							
Other Expense							
5005 · Amortization	0.00			293.34			
5056 · Depreciation	0.00			32,007.48			
5810 · Cap Impr-Paystations 3G LT	0.00	0.00	0.00	8,550.00	10,000.00	-1,450.00	10,000.00
5811 · Cap Impr-JG Camera Upgr LT	0.00	714.17	-714.17	17,255.01	7,141.66	10,113.35	8,570.00
Total Other Expense	0.00	714.17	-714.17	58,105.83	17,141.66	40,964.17	18,570.00
Net Other Income	0.00	-714.17	714.17	-58,105.83	-17,141.66	-40,964.17	-18,570.00
Net Income	12,616.28	5,958.30	6,657.98	39,187.80	-1,916.60	41,104.40	0.00

Calendar

Sun Mon Tue Wed Thu Fri Sat

25 26 27 28 29 30 Oct 1

Children's Museum Art Beyond Walls Seafood Festival Seafood Festival

12p (No title)

2 3 4 5 6 7 8

Art Beyond Walls Seafood Festival Saenger- Swan Lake Art Beyond Walls 7 Greek Festival Greek Festival

9 10 11 12 13 14 15

Greek Festival Columbus Day (region) Saenger- Mannheim S

16 17 18 19 20 21 22

Alters of Love Interstate Fair Oct 20-3 Graffiti Bridge

23 24 25 26 27 28 29

Trader John's Exhibit 4-6pm Trick or Treat

30 31 Nov 1 2 3 4 5

Halloween Day/Dead Mural Wall Church Open House Foo Foo Fest Foo Foo Fest

Calendar

Sun Mon Tue Wed Thu Fri Sat

30 31 Nov 1 2

Halloween Day/Dead Mural Wall

3 4 5

Church Open House Foo Foo Fest
FooFoo Day of Dead Gulf Coast Arts Festiva Gulf Coast Arts Festiva

6 7 8 9 10 11 12

Foo Foo Fest Foo-Foo Fest Foo Foo Fest Foo Foo Fest Church Open House Foo Foo Fest Blue Angles Homecorr
Gulf Coast Arts Festiva Election Day Foo Foo Fest Foo Foo Fest Veterans Day Foo Foo Fest

Daylight Saving Time €

13 14 15 16 17 18 19

Foo Foo Fest Foo Foo Fest Foo Foo Fest Church Open House LIGHTING FESTIVAL
Music- Choir

20 21 22 23 24 25 26

Farm to Table Free Parking Downtow Free Parking Downtow Free Parking Downtow Free Parking Downtow Black Friday Free Parking Downtow
Foo-Foo Over Kick off Of Holiday Light Thanksgiving Day Free Parking Downtow Winterfest Elf Parade Small Business Saturd

5p Lights-Snow

27 28 29 30 Dec 1 2 3

Church Open House
Coral Society of Pensa

Calendar

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	Dec 1	2	3

Church Open House
Coral Society of Pensa

4	5	6	7	8	9	10
---	---	---	---	---	---	----

Church Open House	UWF Progressive Gala	Projected Cox Parade
Music- Choir		UWF Progressive Gala

11	12	13	14	15	16	17
----	----	----	----	----	----	----

Church Open House
Immanuel Lutheran Chu

18	19	20	21	22	23	24
----	----	----	----	----	----	----

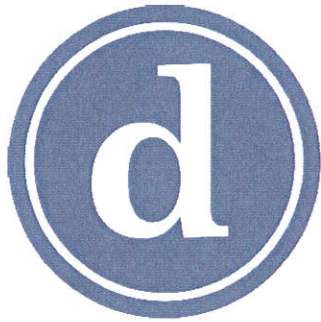
Free Parking Downtow	Free Parking Downtow	Free Parking Downtow	Church Open House	Free Parking Downtow	Free Parking Downtow	Christmas Eve
Saenger- Rudolph The			Free Parking Downtow	Music- Choir		

25	26	27	28	29	30	31
----	----	----	----	----	----	----

Christmas Day	Christmas Day observ					New Year's Eve
---------------	----------------------	--	--	--	--	----------------

Calendar

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Jan 1	2	3	4	5	6	7
New Year's Day	New Year's Day observ			Thurs Night Retail	Mardi Gras Kick Off Ce	Decoration Awards Ce
8	9	10	11	12	13	14
				Thurs Night Retail	Symphony Sanger	MLK Activities
15	16	17	18	19	20	21
	Martin Luther King Day			Thurs Night Retail		Mixologist?
22	23	24	25	26	27	28
				Thurs Night Retail		Bye Bye Festival? - Tur
29	30	31	Feb 1	2	3	4



DOWNTOWN IMPROVEMENT BOARD

August 2016 Report

Presented by



ideawörks
Digital & PR Agency

Activity Report

- Impact 100 Presentation
- Gallery Night Artwork
- Trick or Treat Artwork
- Website Rollout Plan



Total Following

Total Audience as of August 2016

- Facebook Likes: 55,739
- Instagram Followers: 3,241
- Twitter Followers: 13,690

August Metrics

Facebook

Impressions: **540k**

Engagements: **5,174**

Net New Page Likes: **216**

Twitter

Impressions: **123k**

Engagements: **3,747**

Net New Followers: **194**

Instagram

Engagements: **3,581**

Net New Followers: **594**

Facebook Analytics

Facebook Activity Overview


539,985
IMPRESSIONS

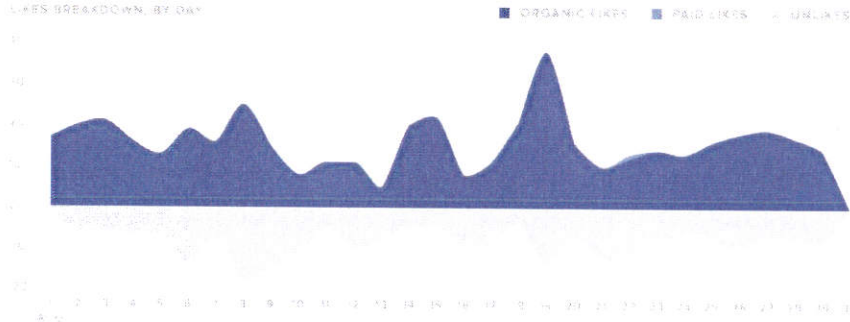

5,174
POST ENGAGEMENTS


3,165
LINK CLICKS

 **ideawörks**
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Audience Growth

LIKES BREAKDOWN BY DAY



AUDIENCE GROWTH METRICS

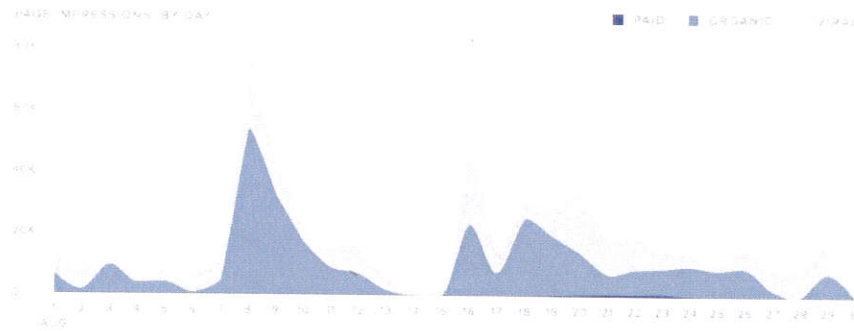
	TOTALS
Total Fans	55,722
Paid Likes	1
Organic Likes	466
Unlikes	251
Net Likes	216

Total fans increased by

▲ 0.4%
since last month

 **ideawörks**
Digital & PR Agency

Page Impressions



IMPRESSIONS METRICS

TOTALS

Organic Impressions	299,920
Viral Impressions	236,679
Paid Impressions	3,386
Total Impressions	539,985
Users Reached	269,774

Total Impressions increased by

▲ 81.1%

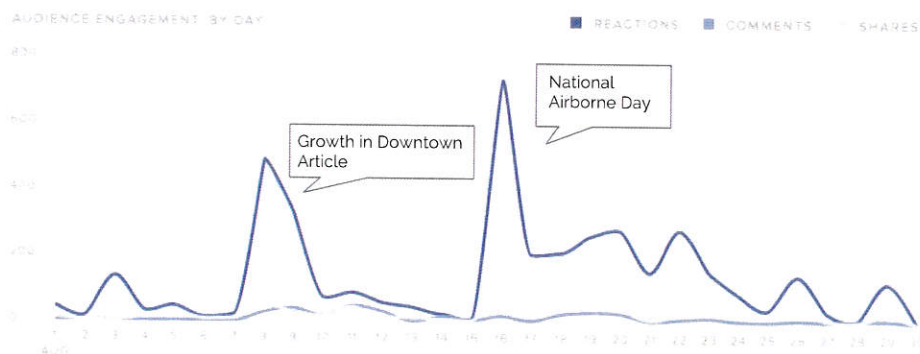
since last month



IMPACT
campaigns

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Audience Engagement



ACTION METRICS

TOTALS

Reactions	4,051
Comments	338
Shares	785
Total Engagements	5,174

Total Engagements increased by

▲ 151.5%

since last month

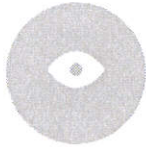


IMPACT
campaigns

ideawörks
Digital & PR Agency

Twitter Analytics

Twitter Activity Overview



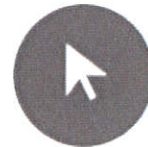
123,577

ORGANIC IMPRESSIONS



3,747

TOTAL ENGAGEMENTS



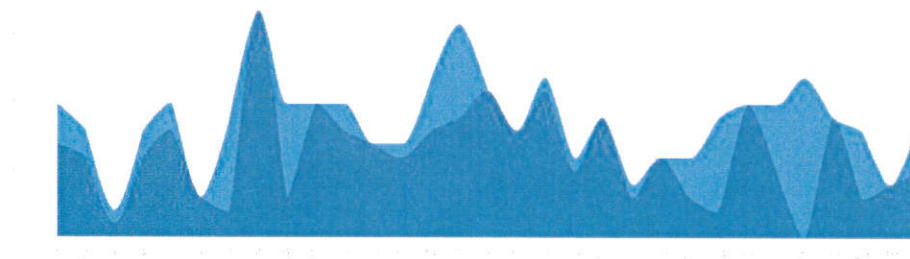
193

LINK CLICKS

Audience Growth

Net Follower Growth by Day

■ NEW FOLLOWERS GAINED
■ ACTUALLY UNFOLLOWED



FOLLOWER METRICS

Total Followers

New Follower alerts

Actual Followers gained

People that you followed

TOTALS

13,682

247

194

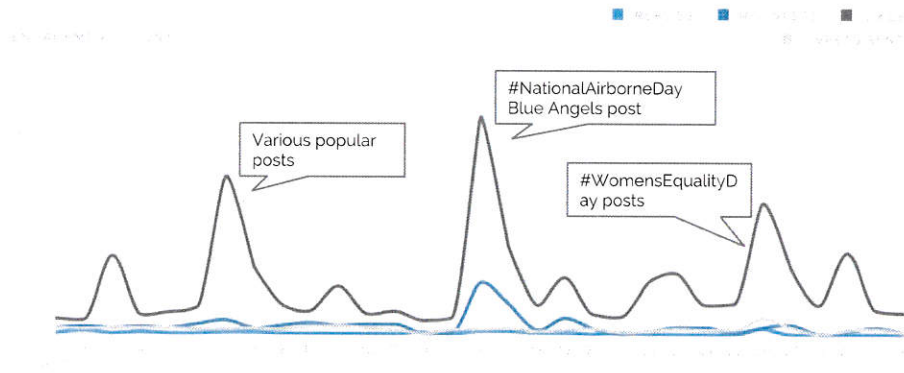
2

Total followers increased by

▲ 1.4%

since previous month

Audience Engagement



ENGAGEMENT METRICS

	TOTALS
Replies	17
Retweets	192
Retweets with Comments	29
Likes	1,155

The number of engagements decreased by

28.4%

since previous month

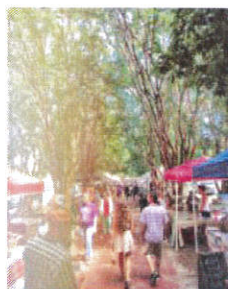
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Instagram Analytics

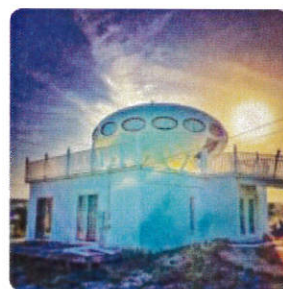
Top Instagram Posts



@downtownpensacola
254 Engagements



@downtownpensacola
195 Engagements



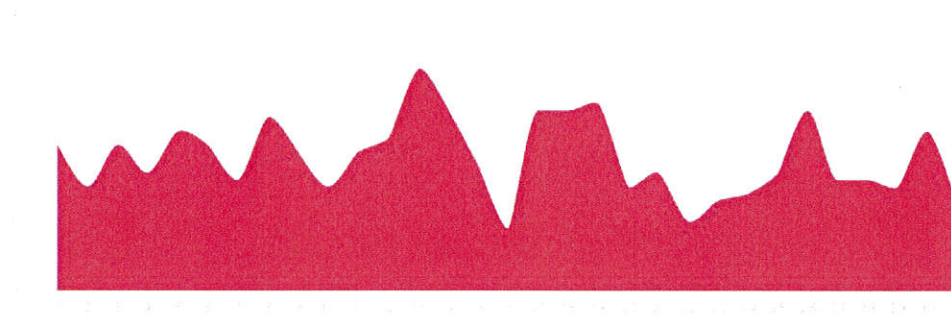
@downtownpensacola
171 Engagements

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Audience Growth

Audience Growth by Day

Followers Added



FOLLOWER METRICS

TOTALS

Total Followers

3,219

Followers Gained

594

People that you Followed

3

Total followers increased by

22.6%

since previous month

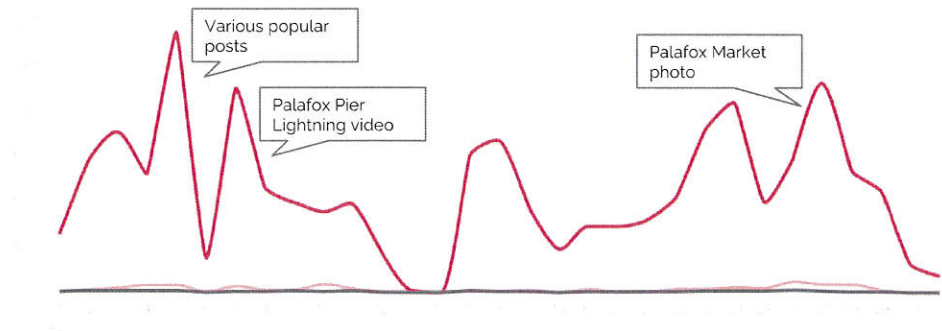
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Audience Engagement

Audience Engagement by Day

Likes Received, Comments, Media Sent



ENGAGEMENT METRICS

TOTALS

Likes Received

3,466

Comments Received

115

Total Engagements

3,581

The number of engagements decreased by

15.7%

since previous month

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Upcoming and Ongoing PR

- Website Rollout PR Plan
- Farm to Table Planning
- Trick-or-treat PR
- 2017 PR Plan
- Holiday Lights PR



**BOARD OF COUNTY COMMISSIONERS
ESCAMBIA COUNTY, FLORIDA**



Wilson B. Robertson
District One

Douglas B. Underhill
District Two

Lumon May
District Three

Grover C. Robinson, IV
District Four

Steven Barry
District Five

221 Palafox Place, Suite 400
P. O. Box 1591
Pensacola, Florida 32591-1591

Telephone (850) 595-4902
Toll Free (866) 730-9152
Telefax (850) 595-4908
(Suncom) 695-4902

September 19, 2016

Mr. Ron Butlin
Executive Director
Downtown Improvement Board (DIB)

RE: New Executive Director

Dear Fellow Board Members:

I am sorry that I will not be able to attend today's meeting due to another County meeting, as well as the Budget Hearing, at the same time as the DIB. With that said, I am an ex-officio member so I do not have a vote; however, I would like to voice an opinion.


The good news is as we really do have several very good candidates for the position, many of whom I have personally worked with. I have had good working relationships in a variety of County positions directly with Buck Lee and Lila Cox and indirectly with Sophia Young with the Pensacola Young Professionals. Knowing how those individuals or the organizations work, I feel they could be good leaders for our organization.

However, I do want to address the Board specifically on one applicant I feel would be a great choice for our organization. I have been a friend and colleague of Curt Morse for nearly 10 years. I have seen him operate in a number of retail establishments in our community, and I have worked with him in real estate at Coldwell Banker Commercial Realtors. I know Curt to be honest and diligent in his work, and I feel he could provide an energy to this organization and the functions it serves.

Again as an ex-officio member, I don't really have a vote, but I am interested in making sure that we have a quality Executive Director. I am very glad to see several good applicants in this pool, and I simply ask you to give your consideration to Curt Morse.

Thank you for your time and consideration.

Sincerely


Grover C. Robinson, IV
Escambia County Commission
District 4

CC: DIB Members

Final Tally

	Lila Cox	Alan Gray	Buck Lee	Bob Marx	Curt Morse	Cathy Salazar	Nate Singleton	Sophia Young
Charlie Switzer	1	5	6	4	2	7	8	3
Teri Levin	2	7	4	6	1	5	8	3
John Peacock	2	3	4	8	1	6	7	5
Dee Dee Davis	3	2	8	5	1	6	7	4
Jim Homyak	3	4	3	6	1	7	8	2
Totals	11	21	25	29	6	31	38	17

(2)

(1)

(3)

(5)

Homyak

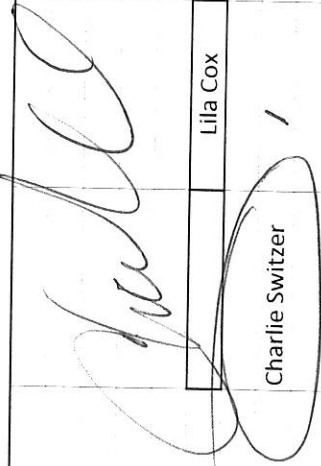
	Lila Cox	Alan Gray	Buck Lee	Bob Marx	Curt Morse	Cathy Salazar	Nate Singleton	Sophia Young
Charlie Switzer								
Teri Levin								
John Peacock								
Dee Dee Davis								
Jim Homyak	3	4	3	6	4	2	8	2
Totals								

Peacock

	Lila Cox	Alan Gray	Buck Lee	Bob Marx	Curt Morse	Cathy Salazar	Nate Singleton	Sophia Young
Charlie Switzer								
Teri Levin								
John Peacock	2	3	4	8	1	6	7	5
Dee Dee Davis								
Jim Homyak								
Totals								

Teri Levin

	Lila Cox	Alan Gray	Buck Lee	Bob Marx	Curt Morse	Cathy Salazar	Nate Singleton	Sophia Young
Charlie Switzer								
Teri Levin	2	7	4	6	1	5	8	3
John Peacock								
Dee Dee Davis								
Jim Homyak								
Totals								

	Lila Cox	Alan Gray	Buck Lee	Bob Marx	Curt Morse	Cathy Salazar	Nate Singleton	Sophia Young
	1	5	6	4	2	7	8	3
	Charlie Switzer							
	Teri Levin							
	John Peacock							
	Dee Dee Davis							
	Jim Homyak							
	Totals							

Dee Dee

	Lila Cox	Alan Gray	Buck Lee	Bob Marx	Curt Morse	Cathy Salazar	Nate Singleton	Sophia Young
Charlie Switzer								
Teri Levin								
John Peacock								
Dee Dee Davis	3	2	8	5	1	6	7	4
Jim Homyak								
Totals								

Ron Butlin

From: DeeDee Davis <ddavis@naihalford.com>
Sent: Friday, September 16, 2016 3:08 PM
To: Ron Butlin
Subject: Re: Agenda package DIB meeting Tuesday September 20th 4:00pm LOCATION CHANGE

Remember, I wont be there.

Here is my rating card:

- 1-Curt Morse
- 2-Alan Gray
- 3-Lila Cox
- 4-Sophia Young
- 5-Bob Mart
- 6-Cathy Salazar
- 7-Nathan singleton
- 8-Buck Lee



Commercial Real Estate Services, Worldwide.

DeeDee Davis, SIOR
Vice President Operations

24 W. Chase Street, Suite 100

Pensacola, FL 32502

www.naihalford.com

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Ddavis@naihalford.com

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