

DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday, October 4, 2016
7:30a.m.
AGENDA

- 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 October 4, 2016
 - c. Consideration of the Minutes from the Regular Meeting of the DIB held on September 20, 2016.
- III. Public Presentation
 - a. Alan Grey – ED Candidate
 - b. Buck Lee – ED Candidate
 - c. Curt Morse – ED Candidate
 - d. Sophia Young – ED Candidate
- IV. Marketing
 - a. Pokémon app update
 - b. Holiday Lights Update
- V. On-going Business
 - a. Festival of Lights
 - b. Foo Foo - Jefferson Garage Mural
 - c. Flags/Banners RFP
 - d. Beautification RFQ
 - e. 2015-2016 Audit
 - f. Trick or Treat Event
 - g. Community Dinner
 - h. Beach Trolley services Nov and Dec
- VI. Report from the Executive Director
 - a. M3 Smart Meters
 - b. ED transition
- VII. Committee Activities
 - a. Festival of Lights – See minutes from Sept. 21 attached
 - i. committee agreed to merge with Special Events
 - ii. next meeting Oct. 14th
 - b. Special Events – See minutes from Sept. 9th meeting attached - Next meeting October 14th
 - c. Parking – next meeting October 11th
 - d. DAB – Sept. meeting cancelled due no attendance - next meeting October 27th
- VIII. New Business
- IX. Public Comment
- X. Adjournment

NOTE: The DIB holds its 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 Sept 20, 2016**

- I. Call to Order & Comments from The Chair – Chairman Peacock called the meeting to order at 4:00 p.m.
- II. Attendance
 - a. Board members present – John Peacock, Teri Levin, Charlie Switzer, Jim Homyak, Brian Spencer
- III. Recurring Agenda
 - a. Mr. Peacock confirmed that the meeting was noticed properly.
 - b. There was a motion and a second to accept the agenda.
 - c. There was a motion and a second to accept the Minutes from the Regular Meeting of the DIB held on Sept 6, 2016. The motion passed unanimously.
 - d. There was a motion and second to accept the July Financial Statements as presented by Mr. Butlin. The motion passed unanimously.
- IV. New Business
 - a. Banner update
 - b. Discussion
 - i. Lighting Study. Gulf Power Study will be available Sept 21, 2016
 - ii. The need for a strategic plan for 2017- 2018 to take parking to the next level
 - c. Trolley Pilot Program
 - i. Commissioner Robinson is working on a pilot program with the city using the beach trolleys.
 - 1. There was a motion and a second to make John Peacock the point of contact for the Trolleys Downtown.
 - d. Ron Butlin requested to stay on two more weeks to help with the transition when Lissa Dees returns. The request died for lack of a motion.
 - e. There was a motion and a second to select the top five candidates from the top eight names recommended by the search committee for follow up interviews for the Director position.
 - i. Ballots for the new Director were filled out by the board members and counted by Travis Peterson.
 - 1. Names of the five candidates chosen: Curt Morse, Lila Cox, Sophia Young, Alan Grey and Buck Lee
 - 2. Each board member will attempt to meet with the candidates before the Oct 4th DIB meeting. The candidates will be invited to an interview with the board on Oct. 4th at which time the board expect to select the final candidate.
 - ii. Mr. Peacock read aloud a letter from Commissioner Robinson regarding his request for Curt Morse to be considered for the Director position.
- V. Marketing
 - i. Mr. Peterson with Impact Campaigns gave an overview on the social media growth on all channels.
- VI. Ongoing Business
 - a. First City Holiday Lights Committee
 - i. Holiday lights will go up in October and will be complete the first week in November.
 - ii. Lighting ceremony set for Nov 19, 2016
 - iii. Motion made and accepted to utilize repayment dollars owed to DIB from DPMD to augment the lights on Zaragossa from Jefferson St to Tarragona St.
 - b. DAB approved the mission statements
- VII. Report from the Executive Director
 - a. There was a motion and a second to accept the presented liability insurance policy and to pay the 2017 renewal invoice.

VIII Committee Activities

- a. First City Festival of Lights – next meeting Sept 21, 2016
- b. Special Events – next meeting Oct 14, 9: a.m.
- c. Parking – next meeting Oct 11, 4:30 p.m.
- d. DAB – next meeting Sept 23. 9:00 a.m.

VIII. Public Comment

- a. Danny Zimmern stated that Pensacola Beach wanted to use the Pelican for New Years. Advised of the fact that the City of Pensacola (CRA) owns the Pelican.

IX. Adjournment the meeting was adjourned at 4:52 p.m.

Minutes from the
First City Festival of Lights
Sept 21, 2016 – 9:30 a.m.

Attendance: Teresa Duffey, Caren Sjoberg

- 1) The meeting was noticed properly.
- 2) A decision was made to combine the First City Festival of Lights meetings with the Special Events Meeting to begin Oct 14, 2016
- 3) The meeting was adjourned at 10: a.m.

**Minutes of the
Special Events Committee
Friday, Sept 9, 2016
9:00 a.m.**

- I. Call to Order – Mr. Sonnen called the meeting to order at 9:00 a.m.
- II. Recurring Agenda
 - a. The proposed agenda for Sept 9, 2016 was accepted
- III. New Business –
 - a. Saenger Theatre's Second Line backed out of Septembers Gallery Night.
 - b. Discussion of events for the 3 month window of events for the 2016 Holiday Season.
 - i. Weekly choirs
 - ii. Highlighting the Downtown Churches
 - iii. Organizing an Organ event with the Churches
 - iv. Suggestion to provide a Santa and Cookies for two or three weekends during December.
 - c. Retail Stores: Discussion to promote a Holiday Package for the retailers to encourage them to stay open later.
 - d. Festival of Lights - next meeting Sept 21, 2016, discussion was to combine this with the Special Events Committee. It was suggested that the Special Events committee meet on Sept 21, 2016, the original date for the Festival of Lights and then back to Fridays.
 - e. Discussion proceeded regarding not to have a celebration to turn on the holiday lights downtown and that the lights stay up until after Jan 5th, 2016.
 - f. Discussion of Decoration Contest.
- IV. Marketing
 - i. A discussion ensued regarding a general brand for the holidays so the retailers could piggy back off the brand.
- V. Ongoing Business
 - a. Develop DIB Grant rules and guidelines within 45 days. Discussion of the development of Rules and Guidelines for proposed events for the quarterly themes.
 - i. The DIB and retailers need to be aware of the environment regarding events. Guidelines need to be developed in order to make sure everyone benefits.
 - ii. Who can apply for a grant?
 - iii. Events need to be free to the public.
 - iv. Will the events be open for days other than Thursdays
 - v. Only new or existing events will be considered.
 - vi. The events will not be slated to the organizer for the next year if a better event comes along.
- VI. Adjournment the meeting was adjourned at 9:50 a.m.

**Minutes from the
Parking and Traffic Committee
Tuesday, September 13, 2016
4:30 p.m.**

1. Call To Order Chairman Bednar called the meeting to order at 4:35pm
2. Recurring Agenda:
There was not a quorum. DIB Chairman John Peacock requested a more strategic detailed plan along with best practices from other cities for 2017-2018 year.
3. Public Presentations
 - a. None
4. New Business
 - a. None
5. Continuing Business
6. Public Comment
 - a. none
7. Adjournment

NOTE: The DIB Parking & Traffic Committee normally meets the second Tuesday of each month at 4:30 p.m. in the Public Meeting Room #1 on the first floor of the Bowden Building at 120 Church Street, Pensacola, Florida