

## MINUTES OF THE DOWNTOWN IMPROVEMENT BOARD

Regular Monthly Meeting  
Tuesday, October 9, 2018

### Attendance:

Chairwoman Deedee Davis, DIB Members John Peacock, Teri Levin, Michael Carro, Charlie Switzer, Councilman Brian Spencer, Commissioner Doug Underhill  
Lissa Dees, Executive Director

### Call to Order:

- a. Chairwoman Davis called the meeting to order at 7:30 a.m.

### Recurring Agenda:

- a. Ms. Dees confirmed that the meeting was properly noticed.
- b. There was a motion and a second to approve the September 11, 2018, meeting agenda. The motion carried unanimously.
- c. There was a motion and a second to accept the minutes from the regular meeting of the DIB held on September 11, 2018. The motion carried unanimously.

### Ongoing Business:

- a. Interlocal Agreement Plan for 2020
  1. This item will be tabled until November.
- b. LEAP trash cans update
  1. The trash cans have been received and will be deployed on Palafox between Main and Garden.
- c. FCLF – Installation
  1. First City Lights installation began last week. It will be halted today and will resume on Thursday after the threat of the impending hurricane.

### Parking:

- a. Passport Contract/Parking Committee Recommendation – Update and Vote
  1. Comm. Chair Bednar advised that the contract proposal came in from Passport and that Attorney Stebbins added a couple of provisions that were required. It is now ready for the board's vote.
  2. DIB Member Peacock moved for the committee's recommendation. Seconded by DIB Member Levin.
  3. Mr. Corbett Davis, III, commented on his family's endorsement.
  4. DIB Member Carro asked for clarification from members of the parking committee who were in attendance. A brief discussion followed.
  5. Voting then took place and the motion carried 4-1, with DIB Member Switzer dissenting.

- b. Three new pay stations - update
  - 1. Exec. Dir. Dees advised that the new pay stations have been deployed.
- c. LPR – Update
  - 1. Exec. Dir. Dees explained that the LPR is part of an integration and given the high volume of false ticketing that has occurred in recent months, it is staff's recommendation that the LPR not be used for license plate recognition until the new platform provider is in place. With the board's permission, the LPR will be used for two-hour parking only at this time and will be integrated for true license plate recognition after the first of the year.
  - 2. Chairwoman Davis advised that DIB will begin offering educational opportunities for people to learn how to use the new equipment.
- d. Tarragona Street – 2-hour parking – update
  - 1. Installation of signs has begun. Completion is expected within two weeks.
- e. Harborview Garage signs – Approval
  - 1. Exec. Dir. Dees advised that locations have been identified on Main Street for the placement of signs to inform the public of free parking at Harborview Garage after hours and on weekends.
  - 2. Ms. Dees will obtain quotes to have existing signs re-skinned with proper verbiage. If the quote is over \$1,000 it will come back to the parking committee and the board for discussion.
  - 3. Along the same lines, Councilman Spencer informed the board that the six-story Levin-Papantonio building has recently expanded its employee parking, and that the signage in the parking lot gives the impression that it is not available for parking on weekends and evenings. Exec. Dir. Dees will follow up with the owners of the building to see if there is an opportunity for parking customers to be informed of its availability during non-working hours and will report her findings to the board at its next meeting.
  - 4. DIB Member Peacock inquired re: charging for parking in Harborview like what is done at Jefferson Street Garage rather than competing with ourselves. The Interlocal Agreement says if DIB charges for parking, the profit must be split 50/50 with the owners of Harborview.
  - 5. Comm. Chairman Bednar said that 1) the signs indicate parking is free; and 2) there was an agreement between the original owner of Harborview and the municipality that parking would be free nights and weekends. It is still owned by the municipality.
- f. Special Meeting October 10
  - 1. A special meeting is scheduled for tomorrow, October 10, with Dr. Shoup and members of the parking committee and DIB board. With the impending storm, Exec. Dir. Dees encouraged the board to attend tonight's Civicon meeting where Dr. Shoup will be speaking. Ms. Dees will send a text early tomorrow morning if she is aware that the special meeting is canceled.
- g. Parking Consent Agenda
  - 1. Exec. Dir. Dees explained the intent of the proposed consent agenda.
  - 2. Chairwoman Davis added that a consent agenda would be more effective if the DIB board appointed a member to serve as liaison to the parking committee; and exercised her prerogative as chair to ask DIB Member Peacock to serve in this capacity. Member Peacock accepted.
  - 3. Comm. Chair Bednar asked that DIB Member Peacock strongly request a joint meeting between the committee and the board.

4. DIB Member Switzer made a motion to accept the consent agenda. The motion was seconded by DIB Member Carro and carried unanimously.

#### Finance:

- a. DIB September Financials – Approval
  1. Exec. Dir. Dees presented the September financials.
  2. Councilman Spencer advised that the mixed-use Southtowne project received an EDATE and asked when the ad valorem revenue will come online. Exec. Dir. Dees believes it is scheduled to come online in 2020 and will obtain confirmation.
  3. DIB Member Peacock moved to approve the September financials. Motion seconded by DIB Member Switzer and carried unanimously.
  4. DIB Member Switzer invited members of the parking committee to attend meetings of the finance committee and to offer their input.
- b. DPMD September Financials – Approval
  1. This item is tabled until November and will be presented along with the October DPMD financials.
- c. Audit – update
  1. Exec. Dir. Dees advised that the fiscal year ended, and the audit has begun. She asked for patience from board members if the staff doesn't get back to them as quickly as usual, as they are busy furnishing information required from the auditors.

#### Marketing Report:

- a. City - 2018 Annual Report
  1. Freddie Haydn-Slater presented the marketing report.
- b. FCLF Marketing Plan
  1. Caron Sjoberg presented the FCLF Marketing Plan.
  2. DIB Member Peacock made a motion to approve up to \$5,500 to be spent towards this holiday effort. Motion seconded by DIB Member Switzer and carried unanimously.

#### New Business:

- a. Staff Update
  1. Roderick has been hired for the Jefferson Street Garage night shift and is doing an excellent job keeping the staff informed.
  2. Michaela has been hired as the new Market manager and is making some positive changes there.
- b. Office Lease Renewal – Approval
  1. Exec. Dir. Dees has received a new lease for the DIB office, which includes an increase for additional space used by DIB, for \$14,000 annually. The landlord has requested that DIB sign a three-year lease.
  2. DIB Member Switzer moved for approval of the lease. The motion was seconded by DIB Member Carro and carried unanimously.

- c. Executive Director Contract
  - 1. Chairwoman Davis recommended that, as chair, she negotiate Ms. Dees' contract to become the permanent Executive Director at an annual salary of \$70,000, with quarterly bonus reviews of \$1,250.
  - 2. Motion to approve by DIB Member Carro, seconded by DIB Member Peacock, and carried unanimously.
- d. Pensalocal Award
  - 1. Denise Daughtry was the recipient of the third Pensalocal Award for her work in developing and bringing Winterfest to Downtown Pensacola.

Hold Items:

- a. Downtown Pensacola Alliance
  - 1. DIB received a letter of approval from IRS indicating the correct forms had been submitted. The final approval letter is forthcoming.
- b. Parking Interlocal Agreement on hold until November.
- c. LTU/MOU loitering on hold until November.

Public Comment:

Public input was heard from Ms. Dorothy Dubuisson, Commissioner Underhill, and Councilman Spencer.

Adjournment:

Meeting was adjourned at 8:30 a.m.