



**Downtown Improvement Board**  
**Regular Monthly Meeting**  
Tuesday, September 24, 2019  
7:30am  
**AGENDA**

- I. Call to Order
  - a. Comments from the Chairman
  - b. PensaLocal Award – Chairman
- II. Recurring Agenda
  - a. Meeting was properly noticed
  - b. \* Approval of the proposed meeting agenda for September 24, 2019
  - c. \* Approval of the minutes from the regular meeting of the DIB held on August 27, 2019
- III. Parking
  - a. \* Parking Consent Agenda
  - b. \* Funding JSG repairs
  - c. \* Consultant approval
- IV. Finance
  - a. \* Finance Consent Agenda
  - b. \* DIB – August Financials
  - c. \* DPMD – August Financials
- V. On-Going Business
  - a. Parking Interlocal Agreement Modification
  - b. Romana street – Puppy pit-stop
  - c. Anti-Litter and Recycle campaign
  - d. Making Strides Oct. Parking campaign
  - e. StreetPlus August Report
  - f. Foo-Foo Events - Update
  - g. Impact 100 Grant update



- h. 2019-2020 Budget update
- i. FCLF – Update

VI. New Business

- a. Pensacola Beach congestion management plan
- b. Beach wayfinding signs
- c. Panhandling trespassing – discussion
- d. Future meeting times & Dec meeting - discussion

VII. Marketing Report

- a. August marketing report
- b. \* All I want for Christmas Campaign

VIII. On-Hold

- a. JSG Alley Art – on hold till Nov.

IX. Public Comment

X. Adjournment

**Next meeting – October 22, 2019**

<sup>2</sup>

**(\*) = approval item**

## MINUTES OF THE DOWNTOWN IMPROVEMENT BOARD

Regular Monthly Meeting  
Tuesday, August 27, 2019, 7:30 a.m.

### Attendance:

Chairman Michael Carro, Kevin Lehman, Adam Cobb, Jean Pierre N'Dione  
Councilwoman Ann Hill, *Ex Officio*, Commissioner Robert Bender, *Ex Officio*  
Lissa Dees, Executive Director

### Call to Order

- a. Mr. Carro called the meeting to order at 7:30 a.m.
- b. The PensaLocal Award was presented to Christian Wagley for his tireless efforts in balancing with numerous developers the need to include walkability, greenery, and a sustainable model for the future of downtown.

### Recurring Agenda

- a. Mrs. Dees confirmed that the meeting was properly noticed.
- b. There was a motion and second to approve the August 27, 2019, meeting agenda.
- c. There was a motion and second to approve the July 30, 2019, meeting minutes.

### Parking

- a. Parking Consent Agenda
  1. There was a motion and a second to approve the parking consent agenda.
  2. Mr. Cobb asked what the compelling reason was as to why we would finance rather than spend the cash on hand. Mr. Lehman said he didn't know the reason and had not voted for the motion.
  3. Mr. Carro likewise sees no reason to get a loan and added that if we have an unexpected or larger-than-normal maintenance expense, that would be a reason to get a loan if we don't have the money.
  4. Mr. N'Dionne asked if it was in the budget for repair and maintenance.
  5. Mrs. Dees explained that we do have \$80,000 in the budget that is available for repair and maintenance, plus a \$20,000 reserve fund, plus \$100,000 in CDs.
  6. Mr. Cobb asked if the committee were considering a big capital improvement that would need a lot of cash. Mr. Lehman stated that there was nothing presented at the meeting that would be a potential avenue for those funds.
  7. As to Item C. on the consent agenda, Mr. Lehman was not in favor of securing the services of Mr. Darden with Structured Parking Services. However, to recognize the work that the parking committee is doing, Mr. Lehman suggested Mr. Darden be allowed to extend his services for one month and reevaluate after the board has seen his data and product.
  8. Mrs. Dees clarified that she and Mr. Darden will be working on a strategic marketing plan of action, not a study of what currently exists.

9. Member N'Dione suggested that a long-term strategy is necessary for downtown parking and suggested having a focus group of people that are vested in downtown.
  10. Mr. Cobb suggested that the parking committee identify a list of needs that we expect of Mr. Darden on a reasonable schedule, i.e., expectations of benchmarks.
  11. Mr. Carro is in favor of allocating \$1,500 a month. Unfortunately, Mr. Darden has not produced the document that was requested, and Mr. Carro is not willing to allocate it to Mr. Darden's company unless he can produce the end work product that he has performed with another community.
  12. Mr. Lehman made a motion to return Item C., Consultant Support, to the parking committee to reevaluate any additional products Mr. Darden may provide against the other existing parking management packages that have been received. Seconded by Mr. Cobb and carried unanimously.
  13. Mr. Cobb moved approval of the consent agenda subject to Mr. Lehman's adjustment to Item C.; and that Item A. be sent back to the parking committee with support for the repairs, however, with the request that they consider and approve spending the cash. Seconded by Mr. Lehman and carried unanimously.
  14. After a brief discussion, Mr. Lehman made a motion to approve Item B. Seconded by Mr. Cobb and carried unanimously.
  15. The committee unanimously approved the DPMD July Financial reports.
- b. County Interlocal Agreement
1. Mrs. Dees understands we are on the September agenda.
  2. Commissioner Bender confirmed that the Committee of the Whole will meet on September 12, after which the BCC will know what additional information is needed or will move towards completing it.

### Finance

- a. No quorum in July
- b. DIB July Financials – Approved unanimously.
- c. DPMD July Financials – Approved unanimously.

### Ongoing Business

- a. Parking Interlocal Agreement Modification
  1. Mrs. Dees continues to work with Mr. Stebbins and the city attorneys to finalize the housekeeping that needs to be done so that it can be presented to Council and the Mayor's office one time rather than in bits and pieces.
- b. Jefferson Alley Art – on hold until November.
- c. Gulf Power construction
  1. The night road construction is going well. The crews will move to Jefferson Street September 9 and will potentially do that work during the daytime, depending upon the outcome of today's meeting with representatives of Southtowne.
  2. Mr. Byars said they will complete the Jefferson Street work in four months.
  3. Mr. Lehman commended the nighttime crews and stated that the numbers for his business on Palafox have improved.

d. FCLF Sponsorship

1. Mr. Byars reported that Gulf Power has been able to arrange \$30,000 in donations from its partners. Gulf Power will donate \$10,000. Other partners have offered labor to assist as needed.

New Business

a. Merchant Social – September 4, 5:30 – 6:00 p.m. at Cowork Annex

1. Mr. N'Dione suggested that it would be helpful to have a committee from the merchants to get their ideas and input.
2. Mr. Carro reminded the board that a merchants committee had been suggested before, and the board thought it might be better to do something different and decide then if there's really a need. Mr. Carro agrees this is a better approach than going straight to committee.

b. Romana Street – Puppy pit-stop

1. Mrs. Dees shared plans for a dog park to potentially be built on the Romana Street side of the Jefferson Street Parking Garage.

c. Anti-litter and recycle campaign

1. Mr. Kerrith Fiddler, with the City, presented plans for an underground garbage system which would eliminate garbage dumpster enclosures.
2. Mrs. Dees and Mr. Carro reported on having successfully decreased litter after a recent Gallery Night by placing extra cans and leaving them on the streets until the next morning. This gave people an opportunity to throw their trash in the cans rather than on the street; that trash cans are \$30 apiece. Perhaps if they are placed during the busy nights downtown, it would make a difference on how the streets looked on busy nights.
3. Ms. Helen Gibson advised that the City has purchased additional cans that are in storage and will be going out shortly. Ms. Gibson understands that Parks & Rec will be picking up all cans, DIB and City cans.
4. Mr. Dan Lindemann said that he doesn't want to pay for picking up other peoples' garbage. Mr. Carro pointed out that we are doing so already with the ambassador program.
5. Mr. Lehman suggested that we apply a little more leverage on the LTUs to make the business owners keep their sidewalks clean.

d. Making Strides October parking campaign

1. Mrs. Dees met with the ladies running the Making Strides campaign and asked if they would be willing to allow DIB to utilize the campaign in October as a way for parking to give back to a charity. So, in October pay stations will be transformed with pink ribbons or pink decals and individuals will have an option to contribute to Making Strides during their parking session.

e. StreetPlus July report – distributed to board members.

Marketing Report

- a. The July marketing report was presented by Caron Sjoberg.

Public Comment

Extensive commentary was given by Dan Lindemann concerning his judgment that the DIB has met its burden established by Florida law in 1972 to eliminate blight downtown and that it's time to move on to a different part of town. Some discussion ensued.

Meeting adjourned at 9:15 a.m.

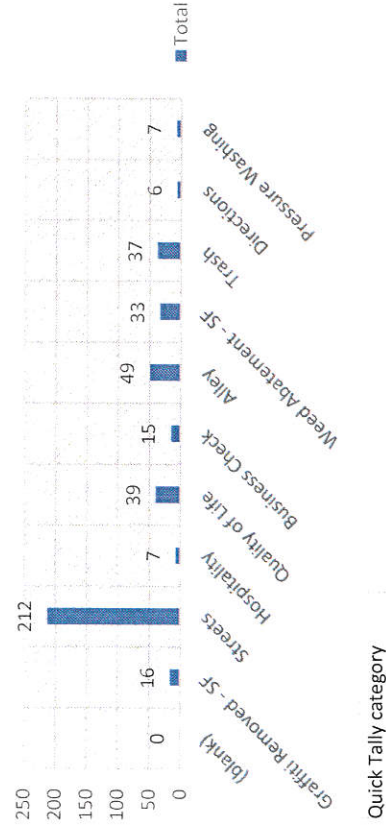


## Quick Tally Summary

Categories	Count of Quick Tally category
(blank)	0
Graffiti Removed - SF	16
Streets	212
Hospitality	7
Quality of Life	39
Business Check	15
Alley	49
Weed Abatement - SF	33
Trash	37
Directions	6
Pressure Washing	7
<b>Grand Total</b>	<b>421</b>

Count of Quick Tally category

## Total



## Work Order Summary

Categories	Count of Work Order Category
Waste Cleaning	60
Event Support	20
Alley	1
Trash	3
<b>Grand Total</b>	<b>84</b>

Count of Work Order Category

## Total

