

**DOWNTOWN IMPROVEMENT BOARD**  
**Regular Monthly Meeting**  
**Tuesday, August 2, 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 August 2, 2016
  - c. Consideration of the Minutes from the Regular Meeting of the DIB held on July 19, 2016.
- III. Public Presentation
  - a.
- IV. Marketing
  - a.
- V. Ongoing Business
  - a. Festival of Lights update
- VI. Report from the Executive Director
  - a. Light Pole Downtown Banners
    - i. Existing design and/or RFP review
  - b. Napa business signage
    - i. Vital Signs is working on preliminary cost estimate
  - c. Parking on the County Garage roof
    - i. Mike Stebbin's is reviewing a draft Interlocal
    - ii. Marketing preparing message to downtown employees
  - d. Status trash cans SoGo – delivery now August 19<sup>th</sup>
  - e. Friends of Downtown Impact100 grant request site visit update
- VII. Committee Activities
  - a. Festival of Lights – minutes from July 20<sup>th</sup> attached - next meeting July 10<sup>th</sup> 9:30
  - b. Special Events – next meeting August 12<sup>th</sup> 9:00
  - c. Parking – minutes from July 12<sup>th</sup> attached - next meeting August 9<sup>th</sup> 4:30
  - d. DAB – minutes from July 28<sup>th</sup> attached – next meeting August 25<sup>th</sup>
- VIII. New Business
  - a. Recommendation from the DAB for a revised DIB Mission Statement and a newly created Vision Statement. See attached minutes
  - b. Recommendation from the Parking Committee to extend the Republic Parking contract 1-year. See attached minutes
- 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, July 19, 2016  
4:00 p.m.**

- I. Call to Order & Comments from The Chair - Chairman Peacock called the meeting to order at 4:00 pm.
- II. Attendance:
  - a. Board members present – John Peacock, Teri Levin, Charlie Switzer, Jim Homyak, Councilman Spencer, & Dee Dee Davis
- III. Recurring Agenda
  - a. Mr. Peacock confirmed that the meeting was properly noticed
  - b. There was a motion and a second to accept the Minutes from the Regular Meeting of the DIB held on July 5, 2016.
  - c. Mr. Peacock announced addition to agenda of WUF Historic Trust
  - d. Mr. Peacock announced that Mr. Butlin was on vacation and Mrs. Dees was filling in for Executive Director for the meeting.
- IV. Public Presentation
  - a. Mr. Rob Overton with UWF Historic Trust gave a Power Point presentation and update for 2016 UWF Historic Trust projects such as T.T. Wentworth Lighting, amphitheater, Trader Johns exhibit, extended museum hours, and plans to reduce parking on Zarragossa Street
- V. Marketing
  - a. Mr. Peterson with Impact Campaigns gave marketing update
    - i. Mr. Peterson stated that a marketing plan to roll out to merchants will be done after all the currently identified issues have been resolved.
    - ii. Mr. Peterson confirmed that the parking mobile app was corrected
    - iii. Mr. Peacock requested that the PR plan for rolling out the website to the merchants be delivered to Mr. Butlin for him to deliver to the Board after he has verified that all issues have been resolved.
    - iv. Mrs. Sjoberg gave hand-outs of some of the places Pensacola Downtown is currently being advertised around the World.
    - v. Mr. Peacock asked Mrs. Sjoberg for an update on the Farm to Table Event, Mrs. Sjoberg stated that it is currently pending funding to put together a budget.
    - vi. Mrs. Levin volunteered to work with Mrs. Sjoberg in putting the farm to Table event together and she would ask Mr. David Peterman to help with budget.
- VI. Ongoing Business
  - a. First City Lights
    - i. Plan was submitted
    - ii. Mrs. Dees to send a copy of the 5-year plan to Mrs. Davis and Mr. Switzer
    - iii. Mr. Peacock informed the Board that a decision should be made next Thursday and requested that Board Members reach out to the Visit Pensacola Board of Directors.
    - iv. Mr. Peacock requested Mrs. Dees send the DIB Board Members a list of the Visit Pensacola Board of Directors list.
    - v. Mr. Homyak stated he will send Mr. Peacock the list of Holiday scheduled events from the Holiday Committee.
- VII. Report from the Executive Director
  - a. Light Pole Downtown Banners – Mr. Peacock recommended RFP for Art work and requested that Mr. Peterson and Mrs. Sjoberg represent their original recommendation to the board at the next meeting.

- b. Napa business signage – Mrs. Dees informed the Board that we have requested a cost estimate form Vital Signs.
  - i. Councilman Spencer reminded the Board about presentation given to the City regarding street sign standardization and clean-up before we move forward
  - ii. Mr. Peacock requested that Mrs. Dees find this presentation and send to the Board
- c. Impact 100 Grant Request – Board stated strongly that we should begin preparation for site visit immediately and work diligently to really wow Impact 100 with our presentation.
  - i. Retail and restaurants should be staged, sharp and clean.
  - ii. Impact 100 Logo needs to be clearly displayed.
  - iii. Should expect presentation to last approximately 1 hour and 10-12 attendees.
  - iv. Mrs. Davis asked about upgrades to the Jefferson Garage landscaping since this will be a pick-up and drop off point. Mr. Peacock requested Mrs. Davis to take the lead on getting the landscaping upgraded and to work with Mr. Butlin to get the project completed.
  - v. Mrs. Levin suggested requesting sponsorship of the landscaping.
- d. Parking on the County Garage roof – agreement has been reached with the County and we are pending the Inter-local agreement.
- e. So-Go Trash Cans – two cans have been ordered, expected delivery is end of July and placement still being considered
- f. Trick or Treat – Board voted unanimously to hold the event on Saturday 10.29. confirmation of sponsorship is still pending.

#### VIII. New Business

- a. Mrs. Levin requested Beck Properties to bring extra trash cans out for Bubba's Sweet Spot grand opening on Gallery Night.
- b. Mrs. Levin requested that the noise ordinance be added back to agenda due to the excessive motorcycle and engine revving noise at Main and Palafox.
- c. Mrs. Levin requested that we look into 'No skateboarding signs' for district, it was suggested that we look into painting 'No Skateboarding' on the streets instead of posting signs.

#### IX. Committee Activities

- a. Festival of Lights - next meeting August 3<sup>rd</sup> 9:30 a.m.
- b. Special Events – next meeting August 12<sup>th</sup> 9:00 a.m.
- c. Parking – next meeting August 9<sup>th</sup> 4:30 p.m. – Mr. Patterson informed the Board of the upcoming expiration of the current Republic contract.
- d. DAB – next meeting August 25<sup>th</sup> 9:00 a.m.
- e. All previous meeting minutes were attached to agenda package for Board review

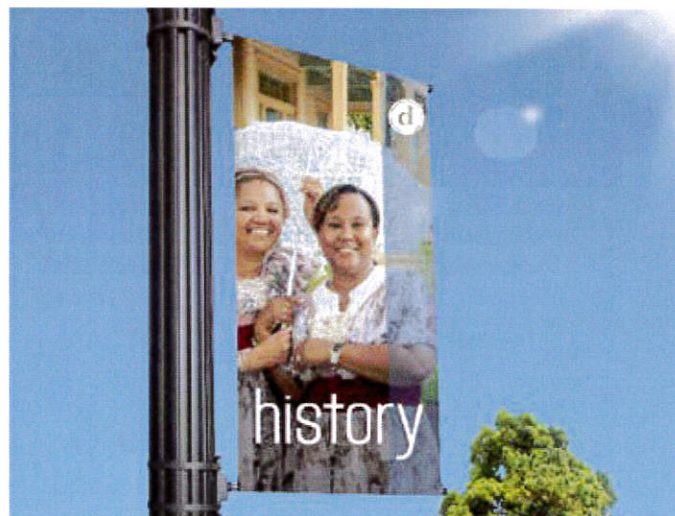
#### X. Public Comment

- a. None

#### XI. Adjournment the meeting was adjourned at 5:17 p.m.

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.

## Banner Campaign Mockups



# Banner Campaign Concepts

[downtownpensacola.com](http://downtownpensacola.com)



America's  
1st Settlement



**PENSACOLA DOWNTOWN IMPROVEMENT BOARD  
REQUEST FOR PROPOSAL  
Street Pole Banner and Logo Design  
August 2016**

**1.00 PURPOSE:**

The Pensacola Downtown Improvement Board is soliciting Proposals from individuals and firms capable of providing logo and flag pole banner design for the Pensacola Downtown Improvement Board.

**1.01 DEFINITIONS:**

- A. The terms "proposal" and "bid" may be used interchangeably.
- B. The terms "proposer," "bidder," "respondent," "vendor," "company," "firm" and "contractor" refer to the firm or individual that is making a submittal for consideration.
- C. As used herein for convenience, the term "DIB" shall mean the Pensacola Downtown Improvement Board, as the context may require or permit. The contract to be entered into will be between the company selected and the DIB.

**1.02 BACKGROUND:**

One of the missions of the DIB is to promote Downtown Pensacola as a vibrant, active stimulating location to live, work, shop, dine and play to the local market, the regional market and to tourist staying in the region. One of the ways the DIB would like to reach people downtown and to make downtown visually interesting is through the use of light pole banners.

**1.03 NATURE OF THE PROJECT:**

The DIB desires the services of a graphic designer to conceive of a logo and 4 banners with images of activities taking place in Downtown Pensacola, a downtown logo and information directing activity to the DIB website. The concept of the program is loosely around the concept of Live, Work, Shop, Invest, Dine and Play Downtown.

**2.00 CONTRACT SPECIFICATIONS:**

**2.01 COMPENSATION:**

Either a lump sum or a traditional hourly rate structure will be considered, but bidders are encouraged to provide a not-to-exceed number if the hourly option is chosen.

2.02 CONTRACT ITEM:

It is anticipated that the contract with the selected firm will begin immediately.

2.03 TERMINATION WITHOUT CAUSE:

The DIB or the contractor may terminate the contract in whole or in part, with or without cause, by giving written notice at least thirty days prior to the effective date of the termination. Upon receipt of termination from the DIB, the contractor shall cease work and only provide those services specifically approved or directed by the DIB's Executive Director. All other rights and duties of the parties under this contract shall continue during such notice period and the DIB shall continue to be responsible to the contractor for the payment of any obligations approved by the DIB and incurred by the contractor prior to termination.

2.04 KEY PERSONNEL:

The contractor may not change any key personnel submitted with the RFP. Either permanently or temporarily, without obtaining the DIB's prior written consent based upon the comparable experience and expertise of the new personnel and ability to work with the DIB's staff.

2.05 CONTRACT MANAGER:

The DIB will assign a staff person to be the Contract Manager with the awarded agency. The Contract Manager will be:

Ronald J. Butlin  
Downtown Improvement Board  
226 S. Palafox Place, Suite 106  
Pensacola, FL 32502  
(850) 434-5371

The DIB Contract Manager may designate a member of his/her staff to act in his/her absence.

Each bidder must state in their proposal who will be the agency's Contract Manager for the contract. This Contract Manager will be the sole individual responsible for the management of the contract. The contractor may not change the Contract Manager submitted with the RFP, either permanent or temporary, without obtaining the DIB's prior written consent based upon the comparable experience and expertise of the new Contract Manager and ability to work with the DIB staff.

2.06 INVOICING:

The Contractor shall issue and deliver invoices in arrears to the DIB. Upon approval, payment will be made by DIB on either the 1<sup>st</sup> or 15<sup>th</sup> of the respective month. No advance payments will be made. Invoices shall be in detail sufficient for a governmental audit.

The DIB may authorize partial payments to the contractor upon partial delivery of services when a request for such partial payment is made by the contractor and approved by the DIB.

2.07 NON-EXCLUSIVE RIGHTS:

The right to provide the commodities or services which will be granted under the contract shall not be exclusive. The DIB reserves the right to contract for and purchase commodities and services from as many firms as it deems necessary without infringing upon the contract.

2.08 CONFLICT OF INTEREST:

The contract must agree to accept no other advertising client which manufactures products or offers services that are competitive to the DIB. If a possible new account develops which suggests a conflict of interest, the perspective client must be submitted to the DIB for approval or rejection, which shall be made at the DIB's sole discretion.

2.09 CONFIDENTIALITY:

The contractor understands that the DIB is subject to Florida's "sunshine" laws, please see section 3.07 below.

2.10 COPYRIGHTS TO DATA:

All artwork prepared for and purchased by the DIB, and any data obtained, shall be the DIB's sole property when paid for according to the terms of the contract. Copyright to all material will be vested in the DIB, except where previous copyright may exist in purchased material.

2.11 CONTRACT VARIATIONS:

If any provision of the contract (including items incorporated by reference) is declared or found to be illegal, unenforceable, or void, then both the DIB and the contractor shall be relieved of all obligations arising under such provision and if the remainder of the contract is capable of performance, it shall not be affected by such declaration or finding and shall be fully performed.

2.12 LIABILITY INSURANCE:

Contractor will not be required to undertake any campaign or prepare any advertising which in its judgment is misleading, libelous, unlawful, indecent or otherwise prejudicial to it or to the DIB's interest.

Contractor shall, at its expense during the terms of the contract, continuously carry general liability insurance in an amount not less than \$1,000,000 and shall name the DIB as additional named insured. Contractor shall purchase and maintain worker's compensation insurance for all workers' compensation obligations now or hereafter imposed by Florida law.

If Contractor is a sole proprietor then the requirement of liability insurance is waived.

2.13 IDEMNIFICATION:

Contractor shall be required to save, defend, indemnify, and hold harmless the DIB, the individual board members, agents, employees, counsel and staff, of and from personal injury and damage to real or personal property, or claims of libel, slander, trademark, trade name or copyright infringement and invasion of privacy, alleged to have been caused contractor's conduct in the performance of the contract.

2.14 GOVERNING LAW AND VENUE:

The procurement and the resulting contract will be made and ended in Escambia County, Florida and shall be governed by the laws of the State of Florida.

2.15 DISPUTES:

Any dispute concerning the contract shall be decided by the DIB's Contract Manager, who shall reduce the decision to writing to serve a copy upon the contractor. The decision of the Contract Manager shall be final and conclusive unless within thirty (30) days from the date of such service and contractor files with the Contract Manager a petition for administrative hearing addressed to the DIB. The DIB shall conduct the hearing in a manner that affords due process to the contractor, and the DIB's decision shall be reduced to writing and binding upon the contractor.

3.00 BID PROCEDURES:

3.01 ISSUING OFFICER:

The Issuing Officer named below is the sole point of contact from the date of release of RFP until the selection of a successful respondent is made. All requests, questions and inquiries must be in writing and directed to:

Mr. Ronald J. Butlin  
Executive Director

Pensacola Downtown Improvement Board  
226 S. Palafox Place, Suite 106  
Pensacola, FL 32502

Email: ronbutlin@downtownpensacola.com  
Telephone: (850) 434-5371  
Fax: (850) 434-7275

### 3.02 QUESTIONS, REQUESTS FOR CHANGES AND CONCERNS:

Any inquiries from bidders concerning this RFP shall be submitted in writing to the attention of the Issuing Officer.

From the date this RFP is issued until a determination is made, no contact related to this RFP will be allowed between and respondent and any employee of the DIB. Any contact with the DIB may only be directed to the Issuing Officer. Any unauthorized contact may disqualify the respondent from further consideration.

Only these communications which are in writing from the Issuing Officer may be considered by bidder as a duly authorized expression on behalf of the DIB. Also, only communications from bidders which are in writing and signed will be recognized by the DIB as duly authorized expressions on behalf of the bidder.

### 3.03 WRITTEN QUESTIONS:

Bidders may submit written questions regarding the RFP. All questions must be submitted on company letterhead, stationery or sufficient documentation to allow bidder identification of submitted questions.

### 3.04 SPECIAL INSTRUCTIONS:

The anticipated schedule and deadlines for the RFP are as follows:

Issuance of RFP		8/5/2016
Written Questions Deadline	12:00 p.m.	8/12/2016
Responses Due and Opening Responses	12:00 p.m.	8/15/2016
Selection		8/16/2016

The DIB or its designated appointees will review all timely proposals for sufficiency and ability to perform and may determine semi-finalist.

### 3.05 COSTS OF DEVELOPING AND SUBMITTING PROPOSALS:

The DIB is not liable for any of the costs incurred by a respondent in preparing and submitting a proposal.

3.06 NEWS RELEASES:

The DIB is the only entity authorized to issue news releases relating to this RFP, its evaluation and award of the contract and performance thereunder.

3.07 PUBLIC ACCESS AND OPEN GOVERNMENT LAW:

The DIB is an agency of the City of Pensacola, and the State of Florida. All documents and other materials made or received in conjunction with the RFP will be subject to public disclosure requirements of Chapter 119, Florida Statutes. Copies of the end product(s) of this RFP will be made available to the public. Failure to allow access to all documents, papers, letters or other materials subject to disclosure pursuant to Chapter 119, Florida Statutes, and made and received by the bidder in conjunction with the contract may, at the discretion of the DIB, will result in the cancellation of the contract.

3.08 BID WITHDRAWAL:

A bidder may withdraw its bid by submitting to the DIB a written request for withdrawal.

3.09 INDEPENDENT PRICE DETERMINATION:

A bid will be considered only if the price was determined independently without collusion, consultation, communication or agreement as to any matter relating to such prices with any other contractor or with any competitor.

3.10 CONTENT OF PROPOSAL:

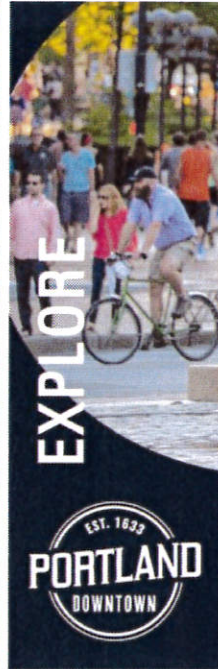
Proposals submitted must contain, at a minimum, the following information, evaluation of the proposals and presentations will include, but not be limited to, the following matters:

1. Please state the method and amount of compensation requested.
2. Are any subsidiaries, partners or joint venturing firms involved in this proposal? If so, please respond to the following questions separately on behalf of such other firm or firms.
3. When was the firm established?
4. Please explain your firm's status: fully independent, branch office, subsidiary, member of affiliate network, et cetera. If your firm is a subsidiary, please list your parent firm, and your firm's relationship to it. If this is a joint venture, please explain the nature of the relationship and the division of the work responsibilities.
5. If you have more than one office, which office would service this account?  
(note: all subsequent responses should relate to this office)

6. Please furnish at least two client references. These references must include the company name, contact person and telephone number. The DIB may contact these references.
7. Please submit examples of past work and indicate the approach taken for development of those examples.
8. Exactly who in your agency's management will work on the DIB's project, and who will take prime responsibility for the DIB's project?
9. Include a brief discussion of your organization and operational structure.
10. If you would like to make any comments indicating how you feel you could contribute to the growth of Downtown Pensacola's tourism industry, please do so.

Exhibit A  
Scope of Work

1. Design of a downtown logo incorporating the word "Explore"
2. Design of a standard light pole banner
  - a. Provide 4 different photos/art work for 4 different banners along the concepts of Live, Work, Shop, Invest, Dine and Play in Downtown Pensacola
  - b. Provide the art work necessary for the banners to be physically produced.
  - c. Provide concepts on how we could supplement these with seasonal banners.



# FACT SHEET



## About the DIB

The Pensacola Downtown Improvement Board (DIB) is an independent state agency funded by a special tax levy on properties within its district boundaries. The district consists of 40 blocks that encompass the urban core of downtown Pensacola. The mission of the DIB is to continue the removal of commercial blight, enhance property values, encourage economic development, attract commercial and residential development into the urban core, and beautify Downtown Pensacola.

## Friends of Downtown Pensacola

Friends of Downtown Pensacola is a 501(c)3 organization created in 2015 to raise funds for and implement beautification and improvement projects in downtown Pensacola, Fla. It is the non-profit arm of the Downtown Improvement Board.

## Why The Loop?

- Connect beach visitors to downtown, via ferry and the Loop
- Expand visitor access to retail, dining, and cultural attractions throughout downtown
- Build greater connectivity with University of West Florida Historic District

## What is The Loop?

- Four six-passenger trams and one wheelchair-accessible tram
- Trams run a consistent route (the "Loop") from waterfront, up Palafox, through major residential corridors, down to the Historic District and back
- Stops on The Loop will be placed based on demand and adjusted accordingly

## Where Does Impact 100 Fit In?

- Grant funds will be used to purchase five six-passenger trams, start-up marketing and promotional efforts.
- Trams will be owned by Friends of Downtown and operated by private vendor
- Private vendor will be responsible for operation and maintenance of trams
- Trams will reflect the Impact 100 name and logo

Minutes of the  
**Downtown Advisory Board**  
July 28, 2016 – 9:00a.m.

- 1) The meeting was called to order at 9:10.
- 2) Mr. Sonnen opened the discussion of how to better form the DIB Mission Statement to reflect the current purpose and goals drawing from various other cities Mission Statements. A quick discussion ensued to the concept of having a brief Mission Statement with a broader Vision Statement to go more into detail of the goals of the Mission Statement. Discussion continued around the room with everyone suggesting their key words taken from the other mission statements and forming them cohesively into the suggested statement put together as a first draft by Mr. Butlin.

The revised proposed Mission Statement and Vision Statement are as follows:

**Mission Statement:**

The Mission of the Downtown Improvement Board is to advocate and promote diversity and vibrancy, to ensure that Downtown Pensacola is an attractive, safe, memorable and lively place to invest, dine, live, shop, work and play.

**Vision Statement:**

Downtown Pensacola is diverse and vibrant; it is the political, cultural, business and financial capital of Escambia County. Downtown Pensacola is an active pedestrian-friendly place, the location of choice for businesses, a social and visual focal point for the community where streets bustle with visitors as well as providing areas for community events. Downtown Pensacola attracts people from around the world due to the dynamic mixture of the arts, culture, history and entertainment that is both enjoyable and memorable.

To summarize;

The DAB priority is on reviewing the existing DIB mission and revision of such to better reflect current needs as well as forming the Goals and Strategies for the next 1-3 years. A focus will be placed on the topics of Beautification and Marketing. The DAB will also serve as the location for new ideas and topics to be heard and directed to the appropriate existing or new committee. They would work closely with the other committees to ensure their activities are supporting the Goals and Strategies as developed by the DAB and approved by the DIB.

The meeting was adjourned at 9:56 am.

**Minutes from the  
Parking and Traffic Committee  
Tuesday, July 12, 2016  
4:30 p.m.**

1. Call To Order Chairman Bednar called the meeting to order at 4:35pm
2. Recurring Agenda:  
There was a motion and a second to accept the Agenda for the July 12, 2016 meeting. The motion passed unanimously.
3. Public Presentations
  - a. None
4. New Business
  - a. Strategic Plan to help finance future parking needs. The committee reviewed and discussed the bullet points of a June 17<sup>th</sup> Republic Parking memo that is intended to be integrated into a strategic plan. The Republic document is attached.
  - b. Republic Parking's contract expiration – Due to Republic's offer of coordinating free M3 smart meters and proposal to provide new License Plate Reader equipment, there was a motion and a second to extend the Republic Contract for 1-year. During that year, determine per the strategic plan how to best move forward.
  - c. Recruiting additional committee members – Mr. Kahn was invited to be a permanent committee member however he respectfully declined.
5. Continuing Business
  - a. Mr. Butlin let the committee know that he has reached agreement with the County regarding the Baylen/Intendencia Garage to allow the DIB to manage monthly parking on the roof. The County is drafting an Interlocal with the basic provisions.
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

Minutes from the  
**First City Lights Festival**  
June 22, 2016 – 9:30 a.m.

Attendance: Jim Homyak, Susan Campbell, Jeff Nall, Bill Creedon, Teresa Duffey

- 1) The meeting came to order at 9:35 a.m.
- 2) Teresa Duffey handed out copies of the agenda and copies of the Task List spreadsheet for review.
- 3) Discussion ensued regarding when to have a ceremony to turn on the decorations and when to turn them off. Suggestions to turn on the decorations were for the weekend after the Gulf Coast Arts Festival, the day after Thanksgiving, Small Business Saturday/Elf Parade. Suggestions for a ceremony to turn off the decorations is for the 12<sup>th</sup> Night, Jan 5<sup>th</sup> or to create a Bye Bye Festival. End date for the Lights Festival is Jan 27, 2016.
- 4) It was suggested that the Decoration Awards ceremony be held on Jan 5, 2017 on the 12<sup>th</sup> Night.
- 4) More detail was given for the program ideas for November through January.
  1. A calendar of events has been created and events will continue to be added.
  2. It was suggested that the Decoration Awards ceremony be held on Jan 5, 2017 on the 12<sup>th</sup> Night.
  3. Susan Campbell will contact Patrick Elebash to coordinate block captains.
  4. Jim Homyak will continue to coordinate private donations.
  5. Teresa Duffey will continue to contact different area churches.
- 5) The meeting was adjourned at 10:40 a.m.