

DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday, October 20, 2015
2:00p.m.
AGENDA

- I. Call To Order & Comments From The Chair
 - a. Comments from the Chairman

- II. Recurring Agenda
 - a. The meeting was noticed and posted on the website.
 - b. Consideration of the proposed meeting agenda for October 20, 2015
 - c. Consideration of the Minutes from the Special Meeting held September 29, 2015 and the Regular Meeting of the DIB held on October 6, 2015

- III. Public Presentation
 - i. Republic Parking

- IV. Report from the Executive Director
 - a. Holiday Lighting
 - b. Pelican Drop – Danny Zimmern
 - c. Gallery Night

- V. Ongoing Business
 - a. Marketing – Update on activity and discussion on Key priorities

- VI. New Business
 - a. Temporary establishment of a Merchant Task Force to focus on coordination through the 2015 holiday season
 - i. Update on the activities of the group

- VII. Committee Activities
 - a. Parking Committee recommendation on facility repairs

- VIII. Public Comment

- IX. 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 DIB Public Meeting Room (suite 104) of the Rhodes Building - 41 N. Jefferson Street, suite 104, Pensacola, Florida 32502.

**Minutes of the Regular Meeting
of the
DOWNTOWN IMPROVEMENT BOARD
Tuesday, October 6, 2015
7:30a.m.**

- I. Call to Order Chairman Peacock called the meeting to order at 7.32a.m.
- II. Attendance: John Peacock, Teri Levin, Susan Campbell, Jim Homyak, Dottie Dubuisson, Renee Legere, Todd Thomson, Warren Sonnen, Becky, Maurice Patterson and Ron Butlin
- III. Recurring Agenda
 - a. A motion was made, seconded and passed unanimously to approve the proposed meeting agenda for October 6, 2015.
 - b. A motion was made, seconded and passed to unanimously approve the minutes from the regular meeting of the Downtown Improvement Board held on September 15, 2015.
 - c. A motion was made, seconded and passed to unanimously approve the AMENDED minutes from the regular meeting of the Downtown Improvement Board held on September 1, 2015.
 - d. After discussion, a motion was made, seconded and approved unanimously to accept the August Financial Statements.
- IV. Public Presentation
- V. Report from the Executive Director
 - a. Holiday Lighting – Mr. Butlin let the board know that the Light Company had begun installing the canopy lights. This is necessary to meet the schedule and they will be very difficult to notice being high in the trees. Holiday Décor is also in the process of securing the garland and wreaths.
 - b. Pelican Drop – Mr. Butlin informed the board that Levin Rinke has agreed to a sponsorship. The board requested a full status update at the next meeting.
 - c. Gallery Night – Mr. Butlin reminded the board that we have meet the goal for the event to essentially be breakeven over 2015. The board would like to know and make a decision on 2016 by the end of October.
- VI. Ongoing Business
 - d. Marketing – there was an attached summary sheet
- VII. New Business
 - e. Any discussion items
- VIII. Committee Activities
 - a. Mr. Peacock, as chairman of the DIB, appointed Warren Sonner to the Downtown Advisory Board and the Special Events Committee.
- IX. Public Comment
 - a. Ms. Dubuisson asked that the September 1, 2015 minutes be corrected to show 28 projects submitted. She also asked if Jaco's had permission to hang flags on the public poles near Plaza De Luna and requested anybody having conversations with the City mention the trail at Plaza De Luna is in need of repair.
- X. Adjournment The meeting was adjourned at 8:24a.m.

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**Minutes for the Special Meeting
of the
DOWNTOWN IMPROVEMENT BOARD
Tuesday September 29, 2015
11:00a.m.**

- I. The meeting was called to order by Chairman Peacock at 11:03a.m.

Board Members in Attendance: John Peacock, Susan Campbell, Teri Levin and Jim Homyak
For others see the attached sign-in sheet

II. Board Discussion – 2015 & 2016 budget

- a. Mr. Butlin explained to the board what amounts in the 2015 annual budget were allocated to marketing activities and what amounts had been approved for similar activities in the 2016 budget. There was some discussion regarding the fact that the marketing categories are disbursed throughout the budget making it difficult to follow. In addition, the Board wanted to include in the various “event budgets” a line item for marketing so that each event would more completely stand on their own relative to funding.
- b. We’ve Got DIB’s reiterated that their plan was to both focus on the significant tasks necessary through the remaining calendar 2015 while also formulating a plan with allocations of resources to a comprehensive marketing approach for 2016. They want to present the 2016 plan in January.

III. DIB Vision

- a. The discussion covered many topics including
 - i. A better website
 1. More connection to Visit Pensacola
 2. More communication to inside and outside constituents
 - ii. How beautification fits into the vision of the DIB
 - iii. How arts and culture fits into the vision of the DIB
 - iv. Marketing vs. Advertising
 1. Promoting downtown as a destination
 2. Promoting a positive image – counter balance some of the negative PR
 3. Coordination with the existing retail base on things like Labor Day
 4. Data collection
 - v. How do we attract more retail
 1. Make it physically attractive
 2. Make it safe
 - vi. Generally hard costs, such as the purchase of flags are not envisioned to come out of the “marketing” budget.

IV. Board Member comments: Ms. Campbell requested that the minutes reflect her request for the agenda:

- a. What is the amount of the DIB General Marketing Fund and how are we reporting our marketing expenditures? What is the difference between a campaign and an event on our books?
- b. How can/does an Umbrella Marketing Campaign support our Strategic Plan, Connect us with Visit Pensacola and Add Value to Sponsorships?
 - i. What are our internal marketing needs - Website (internal and external)
 - ii. How is each section of HEAART supported through an Umbrella Marketing Campaign?
- c. Tasking both Staff and Marketing Agency of Selection with our Board Approved Directives

V. Public Comment

- a. Public comments were entertained throughout the meeting.

VI. The meeting was adjourned by Chairman Peacock at 12:58p.m.

CONFIDENTIAL

10/20/2015

Repairs to the Parking System

	Number Of Units	Unit Cost	Total Cost
1 PayStation upgrade to 3G phone cards	27	\$ 475.00	\$ 12,825.00
2 PayStation screen replacements	8	\$ 606.00	\$ 4,848.00
3 Handicapped stripping Baylen and Gov"t. lots			\$ 1,124.00
			<hr/>
			\$ 18,797.00
Upgrade camera's and recording equipment in Jefferson Garage			\$ 11,311.06
			<hr/>
			\$ 30,108.06