

DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday, November 17, 2015
4:00p.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 November 17, 2015
 - c. Consideration of the Minutes from the Regular Meeting of the DIB held on November 3, 2015
 - d. Consideration of the September DRAFT financial statements. These cannot be finalized until completion of the Audit.

- III. Public Presentation
 - a. none

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

- V. Ongoing Business
 - a. Marketing – Update on activity
 - b. The idea for Flags on the light poles
 - i. Holiday flags – examples to review & budget impact \$4,000 to \$5,250
 - c. Jefferson Trash

- VI. New Business

- VII. Committee Activities
 - a. Merchants Committee continues to meet weekly regarding the Holiday Season and ways to promote downtown.

- 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, November 3, 2015
7:30a.m.**

- I. Call to Order Chairman Peacock called the meeting to order at 7:32a.m.
- II. Board Members in Attendance: John Peacock, Teri Levin, Burney Merrill, Susan Campbell, Jim Homyak,
- III. Recurring Agenda
 - a. A motion was made, seconded and passed unanimously to approve the proposed meeting agenda for November 3, 2015 with the addition of h, i and j under the Director's report.
 - b. A motion was made, seconded and passed to unanimously approve the minutes from the regular meeting of the Downtown Improvement Board held on October 20, 2015.
- IV. Public Presentation
 - a. Mr. Butlin introduced Carl Hardin to the Board and presented him with a small gift card as a thank you for the efforts he has put into keeping the sidewalks clean.
- V. Report from the Executive Director
 - a. Holiday Lighting needed repair after the wind storm on October 26th
 - b. Pelican Drop – Danny Zimmern gave a detailed report on the activities and entertainment being planned for the event.
 - c. Palafox Market – Mr. Butlin gave a brief update on the market. It is performing very well and has between 100 and 115 vendors each week
 - d. Trick or Treat recap – Lissa Dees discussed the recent event. All the feedback so far was very positive. Staff discussed keeping the event open until 7:00pm and said that was too late. In the future it would be better to end around 6:30.
 - e. Dance Steps – Mr. Butlin explained that we were waiting on approval of the installation process from the City.
 - f. Audit – Mr. let the Board know that the annual Audit field work would begin on November 9th and run for roughly the week. This involves pulling a significant amount of sample files, asking Holmes & Co. top run numerous reports generally answering questions on our processes.
 - g. Mr. Peacock and Mr. Butlin are attempting to arrange a meeting with Police Chief Alexander to discuss downtown security and the possibility of a "downtown beat".
 - h. Gallery Night – Mr. Butlin needs to arrange a meeting to discuss the requests of the key sponsors and to let the participants know what the cost alternatives are.
 - i. Jefferson Garage Trash – the board discussed the problems being caused due to the under capacity and coop nature of this facility. The board asked staff to bring back detail on how it is currently working and plans to remedy the problem.
- VI. Ongoing Business
 - j. Marketing – Update on activity including a reference to www.touchdownpensacola.com
 - k. The idea for Flags on the light poles. The board requested that flags be put up during the holiday season and wanted staff to bring back examples.
- VII. New Business

VIII. Committee Activities

- l. DAB continues to consider the best way to tackle a strategic plan
- m. Merchants Committee is meeting weekly and working with We've got DIB's to co-promote downtown, holiday lights and shopping. The committee is working on opportunities for merchants to share advertising in the PNJ and have request marketing to forward information in formats that the merchants then easily share on their own social media sites. Chairman Peacock agreed and appointed Jeff Nall from UWF to the committee.

IX. Public Comment

- a. Ms. Dubuisson reminded the board of the upcoming Visit Pensacola's annual meeting to be held on November 17th
- b. Ms. Dubuisson also mentioned that Belmont DeVillers has 2 residential projects being planned.

X. Adjournment the meeting was adjourned at 9:44a.m.

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