

DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday, December 15, 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 properly
 - b. Consideration of the proposed meeting agenda for December 15, 2015
 - c. Consideration of the Minutes from the Regular Meeting of the DIB held on December 1, 2015

 - III. Public Presentation
 - i. Brown, Thornton Pacenta – DIB 2015 Audit and 2015 final YE financial statements

 - IV. Report from the Executive Director
 - a. Holiday Lighting
 - b. Pelican Drop – Danny Zimmern
 - c. Dance Steps
 - d. Palafox Market
 - e. Gallery Night – Proposed 2016 dates
 - f. LeAP and “A Better Way to Give” program

 - V. Ongoing Business
 - a. Marketing – Update on activity
 - i. Parking message
 - ii. Holiday light messaging
 - iii. Pelican Drop

 - VI. New Business
 - a. DIB office space
 - i. Currently 1,020 sq. ft. plus shared conference room – approx. \$20.00 per foot inclusive of all CAM charges. Monthly rent \$1,810 annual \$21,725

 - VII. Committee Activities
 - a. Parking Committee – see attached minutes from 12/8
 - i. Recommendations
 - 1. Monthly in the garage – no change
 - 2. Daily in the garage – increase from \$2.00 to \$3.00 per trip
 - 3. Friday and Saturday night – increase from \$3.00 to \$5.00 per trip
 - 4. Monthly Employee – increase from \$25.00 to \$30.00 per month
 - 5. Maximum length of stay in a parking lot – increase from 5 ½ to 9 hours
 - b. DAB has had schedule conflicts Nov and Dec
 - c. Special Event – see attached minutes
 - d. Merchants Committee
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- 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
DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday, December 1, 2015
7:30a.m.**

I. Call To Order & Comments From The Chair

- a. Chairman Peacock called the meeting to order at 7:30 and commented that the Holiday Lights look terrific and that the DIB is in conversation with PPD and the City encouraging the creation of a Downtown “beat”. Mr. Peacock asked anyone at the meeting to also bring up the topic as they go about their business.

II. Attendance: Board members present – John Peacock, Susan Campbell, Burney Merrill, Teri Levin and Jim Homyak.

III. Recurring Agenda

- a. Mr. Butlin confirmed that the meeting was properly noticed
- b. There was a motion and a second to accept the proposed meeting agenda for December 1, 2015 with the addition of Jefferson Trash under Ongoing Business. The motion passed unanimously.
- c. There was a motion and a second to accept the Minutes from the Regular Meeting of the DIB held on November 17, 2015. The motion passed unanimously.

IV. Public Presentation

- i. none

V. Report from the Executive Director

- a. Mr. Butlin briefly discussed the Holiday Lighting; it is up and looks great. There was discussion as to when would be the appropriate time to take them down. It was felt that they should be left up as long as possible but removed prior to the Mardi Gras grand parade.
- b. Pelican Drop – Danny Zimmern discussed the key elements of the event including some of each stage’s programming and expanded fireworks. Mr. Peacock requested information on what dignitaries had been invited to speak during the event.
- c. Dance Steps – the steps have been manufactured and we are still discussing the installation with the City. Mr. Butlin expects the necessary permit by Thursday or Friday.
- d. The Audit has taken a considerable amount of time commitment however it is expected to be completed and presented to the Board at the next meeting.
- e. There is continuing discussion on Gallery Night and the efforts to secure sponsorships for 2016.

VI. Ongoing Business

- a. Marketing – Update on activity
 - i. Mr. and Mrs. Claus shopping video was presented.
- b. Flags and Banners were discussed. The board would like an estimate of costs with ideas on funding to begin the program, an idea of what the creative content could be and discussions with the City as to how a program would be managed.
- c. Jefferson Trash – the board asked that this remain on the agenda as ongoing business. It was also requested that staff work with legal to determine the extent the DIB is obligated to “fix” the current problems, to meet with City Code Enforcement and determine what actions are available and then ultimately bring back a plan.

VII. New Business

VIII. Committee Activities

- a. Parking Committee
- b. DAB
- c. Special Event
- d. Merchants Committee

IX. Public Comment

X. Adjournment the meeting was adjourned at 8:32

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**Minutes for the
Parking and Traffic Committee
Tuesday, December 8, 2015
4:30 p.m.**

1. Call To Order the meeting was called to order by Chairman Bednar at 4:35
2. Present were: Mark Bednar, Clay Roesch, Cheryl Young, Maurice Patterson and Ron Butlin
3. Consideration of Minutes there are no minutes from the November 10, 2015 meeting as there was not a quorum.
4. Public Presentations none
5. New Business
 - a. There was discussion around the City/CRA looking to sell the Government Street lot. The CRA is requesting proposals from potential purchasers. Mr. Spoke at the CRA meeting in favor of business expansion and additional jobs downtown but asked the CRA to keep in mind providing public parking especially in the S/W sector of Downtown.
 - b. Committee began discussion on its Goals and Objectives for 2016
 - i. Expand the managed parking spaces
 - ii. Upgrade the LPR system
 - iii. Introduce pay to park at lots south of Main Street
 - iv. Identify/purchase additional parking assets
 - v. Prepare a pricing strategy for the entire year
 - vi. Develop a marketing/PR campaign for the entire year
 - vii. Look into possible bond underwriting for capital improvements
 - c. Recommended changes to parking rates in early 2016
 - i. Monthly in the garage – no change
 - ii. Daily in the garage – increase from \$2.00 to \$3.00 per trip
 - iii. Friday and Saturday night – increase from \$3.00 to \$5.00 per trip
 - iv. Monthly Employee – increase from \$25.00 to \$30.00 per month
 - d. Maximum length of stay in a parking lot – increase from 5 ½ to 9 hours
 - e. Some of the complexity of the DIB processing Airport and Police tickets was discussed.
 - f. Parking challenges around the Chappie James facility. There are residents directly across Government Street from the State Chappie James facility that are not able to park near their homes during the day due to employee parking. The expansion of time restricted parking was discussed.
6. Continuing Business
 - a. Jefferson Garage
 - i. Landscape cleanup
 - ii. Camera upgrade

- b. The addition of handicapped spaces
 - i. Government Street & Baylen Street lots
- c. Follow up on the West Florida Regional Planning Council study that is exploring the possibility of additional parking garages downtown.

7. Public Comment

8. The meeting was adjourned at 5:50pm

NOTE: The DIB Parking & Traffic Committee normally meets the second Tuesday of each month at 4:30 p.m. in the DIB Public Meeting Room (Suite 104) on the first floor of the Rhodes Building at 41 N. Jefferson Street, Pensacola, Florida

**Minutes of the
SPECIAL EVENTS COMMITTEE
Wednesday, December 9, 2015
8:30 a.m.**

- I. Call to Order by Chairman Sweida at 8:40
- II. Attendance: Jim Sweida, Warren Sonnen, Hilary Gilles, Danny Zimmern, Dr. Vickers and Ron Butlin
- III. Recurring Agenda
 - A.) Consideration of the proposed meeting agenda for December 9, 2015
 - B.) There was no meeting in November due to Veteran's Day
- III. Ongoing Activities
 - A.) Gallery Night ongoing discussion
 - 1) 2016 fund raising ideas
 - 1. Sponsor benefits package
 - 2. Tackle 12 @ \$5,000 sponsors
 - a. Easier size can control a given month etc.
 - 2) The committee recommends that the DIB publish the proposed 2016 GN dates. The committee felt that everyone understands the issue of funding so that shouldn't be part of the announcement of proposed dates.
 - 1. Third Friday of each month except July due to Blue Angel's weekend. July would be the forth Friday
 - 3) The committee discussed the fee structure for participants and felt the rate for street vendors needs to be increased and the rates to the food trucks and locations need to be reviewed.
 - B.) Retail centric events
 - 1) Holiday Light campaign
 - 1. So far no one has signed up to sing on the steps of Artel, TT Wentworth and/or Bank of Pensacola
 - 2) Other Holiday activity ideas were discussed but no concrete events were proposed.
 - C.) Pelican Drop was summarized by Danny Zimmern.
- IV. New Business
- VIII. Public Comment
- IX. Adjournment

NOTE: The Special Events Committee traditionally holds its regular monthly meetings on the second Wednesday of each month at 8:30 a.m. Meetings are held in the DIB Public Meeting Room (Suite 104) of the Rhodes Building at 41 N. Jefferson Street, Pensacola, Florida unless otherwise noticed.