

DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday, January 19, 2016
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 January 19, 2016
- c. Consideration of the Minutes from the Regular Meeting of the DIB held on January 5, 2016
- d. Consideration of December's Financial Statements

III. Public Presentation

- a. Tosh Belsinger owner Bluetique and the Lee House would like to discuss business inclusion in Downtown promotion even though they might be outside the district line.

IV. Ongoing Business

- a. Marketing – Update on activity and report of the Holiday's

V. Report from the Executive Director

- a. Reminder of the revised March meeting dates
 - i. March 8th and March 22nd will be the meeting dates
- b. Holiday Lighting
 - i. Take down planned for the last week of January
 - ii. Power issues – work with the City
 - iii. Possible awards for best storefront
- c. LeAP a better way to give
- d. Dance Steps
- e. Gallery Night
- f. Jefferson Trash
- g. ECAT
- h. Flags and Banners
- i. DIB office space
 - i. City Hall doesn't look like it will work
 - ii. Looking at other possibilities

VI. New Business

- a.

VII. Committee Activities

- a. Parking
 - i. Renewing all the annual contracts for monthly employee passes
- b. DAB has had schedule conflicts Nov and Dec next meeting January 28th
- c. Special Event
- d. Merchants Committee

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, January 5, 2016
7:30a.m.**

- I. Call To Order & Comments From The Chair
 - a. Chairman Peacock called the meeting to order at 7:30am. Chairman Peacock commented that he felt this year was the best Pelican Drop celebration yet.

- II. Attendance: Board members present – John Peacock, Burney Merrill, Jim Homyak and Becky Azelton for Commissioner Robinson.

- III. Recurring Agenda
 - a. Mr. Butlin confirmed that the meeting was properly noticed – it was noted that the agenda had the incorrect time.
 - b. There was a motion and a second to accept the proposed meeting agenda for January 5, 2016 with the addition of: 1) d. section II consideration of the Oct & Nov Financial statements and the addition of 2) d. section VI approval of the amendment to the Parking Interlocal consenting to the CRA's request we release the Government Street Parking lot from our agreement, and 3) ii. Section IV Rebecca Ferguson with the City of Pensacola discussing Small Cell Technology.
 - c. There was a motion and a second to accept the Minutes from the Regular Meeting of the DIB held on December 15, 2015 as amended.
 - d. Consideration of the Oct & Nov financial statements. There were numerous questions regarding the financial statements and the board decided to wait on accepting them until they could also review the December statements.

- IV. Public Presentation
 - i. Jill Lavender from West Florida Regional Planning Council presented a short summary of the proposed City sponsored study "Parking Strategies as a Catalyst to Economic Development". The power point is attached.
 - ii. Rebecca Ferguson the City's Economic Development Coordinator talked about several enquires the City has been receiving from cell companies wanting to place multiple "mini-towers" throughout downtown. The mini-towers would provide much better cell phone reception on a daily basis and alleviate some of the overcapacity issues that occur during large events. It was also asked if WiFi might be a part of this solution. After some discussion, the board collectively stated that while there was some concern regarding the aesthetics of the physical devices, overall this is an important issue and they would like to both see the City aggressively work on it and keep the DIB involved.

- V. Report from the Executive Director
 - a. Holiday Lighting
 - i. We will take down the lights during the last week of January
 - ii. We need to work with the City on some issues in the available power
 - iii. Mr. Homyak discussed the concept of some awards for merchant participation. Perhaps the best illuminated store front, the best non-illuminated window and the largest display of lights. Just ideas but working to get the merchants extra publicity and encourage broader participation next year. Mr. Homyak and Mr. Butlin agreed to work on this together.
 - b. Pelican Drop – overall have been hearing very positive comments about the event even with the weather. Mr. Zimmern mentioned he was pleased and that it will take several weeks or so for all the financial information to come in.

- c. Dance Steps – Mr. Butlin mentioned that Fluid Metalworks are arranging a concrete contractor to finish the installation. He does not know a date yet.
- d. Gallery Night
- e. Jefferson Trash
- f. ECAT – Mr. Butlin let the board know that Chairman Peacock and he have had several meeting with ECAT regarding an additional drop off point in downtown and about a circulator for when the ferry begins running in 2017. Ms. Dubuisson explained that if the National Parks were to take ownership of Fort George, they have funding to shuttle people between existing National Park assets. This could be a mechanism to get a shuttle from the ferry drop off to the north end of downtown.
- g. Flags and Banners – Mr. Butlin is working with Mike Stebbins and the City to formulate the mechanism whereby the DIB would manage the banner and flag program downtown.

VI. Ongoing Business

- a. Marketing – We've Got DIB's requested to present at the next meeting.

VII. 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
 - ii. We will review proposed changes to the by-laws at the next DIB meeting
- b. Mr. Butlin presented draft language for a letter to the Mayor encouraging the City to request the State figure out a plan so as to not jeopardize EDATE commitment to the Daily Convo project. There was a motion and a second to write the letter similar to the language presented. The motion passed unanimously.
- c. Meeting date discussion and possible change
 - i. There was a motion and a second to move the March DIB meeting dates from the 1st & 15th to the 8th & 22nd. The motion passed unanimously.

VIII. Committee Activities

- a. Parking
- b. DAB has had schedule conflicts Nov and Dec
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