

DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday, March 8, 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 March 8, 2016
- c. Consideration of changes to the Minutes from the Regular Meeting held on January 19, 2016
- d. Consideration of the Minutes from the Regular Meeting of the DIB held on February 16, 2016
- e. Consideration of the January Financial Statements

III. Public Presentation

- a. none

IV. Ongoing Business

- a. Changes to the DIB Bylaws
 - i. Will be heard at City Council March 17th
- b. Committee structure

V. Report from the Executive Director

- a. Jefferson Trash – discussing with the City
- b. Street trash containers discussing with the City and UWF
- c. Flags and Banners – discussing with the City
- d. Palafox Market entering its 9th season – celebration May 7th
- e. DIB office space
 - i. Continuing to look at other possibilities
- f. Food Trucks – DIB taking the lead on getting the parties to work together

VI. New Business

- a. Letter to the City regarding Special Events

VII. Committee Activities

- a. Parking – meets today March 8th 4:00pm
 - i. Recommendations acted on last DIB meeting
 1. Maintenance items
 - a. Camera upgrade final pre-construction walk March 22nd
 - b. Faster Credit Card processing equipment ordered
 - c. Cutting back the shrubs at the garage contract signed has started
 2. Expansion of the 2-hour restricted parking areas
 - a. Intendencia from Spring to Reus Streets
 - b. DAB – wants a group meeting with all the committees and an open call for volunteers. Working with Marketing to think through how make this most productive
 - c. Special Event – meets tomorrow

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.

DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday, January 19, 2016
4:00p.m.

I. Call To Order & Comments From The Chair

- a. Chairman Peacock called the meeting to order at 4:00 pm. Chairman Peacock commented on PNJ article and comments from City Council President Charles Bare.

II. Attendance: Board members present – John Peacock, Burney Merrill, Susan Campbell, Terri Levin, Brian Spencer

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 January 5, 2016.
- c. Review of December's Financial Statement was postponed due to MLK Holiday, additional information required for special events parking related to Pelican Drop and calculations related to carrying amount of parking fines now recorded quarterly versus annually. Board requested that Ron e-mail December financials to members before the end of the week.

IV. Public Presentation

- a. Tosh Belsinger owner Bluetique and the Lee House proposed to the Board that business outside the DIB district be allowed to pay a fee to be included in on DIB website and promotions. Mr. Peacock explained DIB boundaries, history and mission. Mr. Belsinger asked when and if DIB boundaries can be amended with votes? Mr. Peacock agreed to check into a voting option. It was discussed by the board members that regarding if DIB dollars are better served in improving the aesthetics of the district versus marketing. That is an ongoing discussion. It was furthered agreed that the Visit Pensacola website and DIB website should work together to further promote all of Downtown. However, Ms. Campbell expressed concern as to who would then be responsible for the regional promotions noting that Visit Pensacola market base does not include local or regional day trippers and then asked if there was a defined radius outside of which Visit focuses its marketing. Mr. Peacock reminded the audience that a key factor in the selection Impact Campaigns was their affiliation with Visit Pensacola. Mr. Peacock instructed Travis to work with Tosh to make sure new DIB website will work well with Visit Pensacola website.

V. Ongoing Business

- a. Marketing – Travis delivered holiday marketing campaigns and results package to Board members and provided a brief overview (see attached)

VI. Report from the President in absence of 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 of Holiday lights still on schedule for the last week of January

- ii. Power issues – work with the City – Mr. Butlin to compile list of known issues for City
 - iii. Possible awards for best storefront – Pictures were taken and will be available for voting within the next 2 weeks
- c. LeAP a better way to give
 - i. parking continues to work with LeAP on meter program
- d. Dance Steps
 - i. Mr. Butlin is working with Fluid Metal works to secure a concrete contractor.
- e. Gallery Night –
 - i. Mr. Peacock and Board have requested a proposal from Mrs. Dees on how to control decibel levels of music at event by meeting on 2/2/16.
 - ii. Mrs. Dees proposed 2016 vendor rate changes of \$50 per event for space on Palafox and \$35 per event for space on Government. The motion passed unanimously.
 - iii. Mrs. Dees will email proposed 2016 Vendor application and rules and regulations document to the board by end of week for review. Discussion and/or voting will be done at 2/2/16 Board Meeting
 - iv. Mrs. Dees will email proposed 2016 Sponsorship packages to the board by end of week for review. Discussion and/or voting will be done at 2/2/16 Board Meeting
- f. Jefferson Trash
 - i. The DIB and the CRA need to get together and agree to the next steps
- g. ECAT
 - i. Mr. Peacock recommend this be removed unless further updates or actions are available or warranted
- h. Flags and Banners
 - I. Holding for City to grant permission to move forward.
- i. DIB office space
 - i. Per Councilman Spencer, Mr. Peacock was asked to revisit the possibility of available space at City Hall.

V. New Business

- b. No New Business

VI. Committee Activities

- c. Parking
 - i. Mr. Patterson gave update on CRA request from 1/12/16 Parking Meeting.
 - ii. Mr. Peacock requested that Mr. Patterson and Mr. Butlin comply with request of the CRA
 - iii. DAB has had schedule conflicts Nov and Dec next meeting January 28th
- d. Special Event
 - i. Mr. Zimmern stated that Channel 3 will be airing the Grand Mardi Gras Parade
- e. Merchants Committee

VII. Public Comment

VIII. Adjournment

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**Minutes of the
DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday, February 16, 2016
4:00pm**

I. Call To Order & Comments From The Chair

- a. Chairman Peacock called the meeting to order at 4:02pm

II. Attendance: Board members present – John Peacock, Susan Campbell, Jim Homyak and Councilman Spencer.

III. Recurring Agenda

- a. Mr. Butlin confirmed that the meeting was properly noticed
b. There was a motion and a second to accept the agenda with the change of including a marketing update. The motion passed unanimously.
c. Mr. Butlin reminded the board that Ms. Campbell would like to propose some changes to the 1-19-16 minutes. Mr. Butlin will bring a redlined version for the board for approval. There was a motion and a second to accept the Minutes from the Regular Meeting of the DIB held on February 2, 2016. The motion passed unanimously.

IV. Public Presentation

- a. none

V. Ongoing Business

- a. Mr. Myers handed out the Keep Food Trucks Fair flyer. Mr. Butlin let the board know that he and Travis were undertaking getting a consortium together with the intent to propose a broadly agreed upon ordinance back to City Council
b. Mr. Myers also provided social media matrix's for the board to review.
c. Gallery Night
i. Sponsorship packages were handed out and briefly discussed.
ii. There was a discussion on a proposed Music policy where all the music is approved through the DIB prior to the event. The DIB would have the right to allow or disallow music based on location, type of music and potentially history of the band's behavior. The board confirmed that they felt this was an appropriate direction to pursue.
iii. Vendor rules were also handed out and briefly discussed.
d. Mr. Butlin presented the proposed changes to the DIB Bylaws that were discussed at the 2/2/16 meeting. After some discussion and clarification, there was a motion and a second to accept the proposed changes to the Bylaws. **The motion passed unanimously.**

VI. 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. LeAP a better way to give – the DIB, LeAP, the City and United Way are working on a short agreement.
c. Dance Steps – are installed!
d. Jefferson Trash – ongoing discussions with the City
e. Flags and Banners – ongoing discussions with the City. The DIB has proposed both policy guidelines and an Interlocal agreement for the City's consideration
f. DIB office space
i. City Hall update from Council meeting 2/11/16

- ii. Continuing to look at other possibilities
- g. Committee structure – a spreadsheet prepared by Mr. Butlin and Ms. Campbell listing the committees and called for in the Bylaws and showing relationships to other committees were handed out and discussed.

VII. New Business

- a. See recommendations from the Parking Committee. – there was a motion and a second to move forward with the recommended maintenance items – the Camera upgrade, the faster Credit Card processor and the landscaping. **The motion passed unanimously.**
- b. There was discussion on the expansion of the 2-hour parking areas and a motion to approve expanding the 2-hour district on Intendencia from Spring to Reus Streets. **The motion passed unanimously.**
- c. The board was supportive of expanding to include Tarragona Street however felt that more research and discussion with the construction bodies was warranted before taking action.

VIII. Committee Activities

- a. Parking – see attached minutes
 - i. Recommendations from the Parking Committee
 - 1. Maintenance items
 - a. Camera upgrade \$18,727
 - b. Faster Credit Card processing \$4,950
 - c. Cutting back the shrubs at the garage not to exceed \$2,500
 - 2. Expansion of the 2-hour restricted parking areas
 - a. Intendencia from Spring to Reus Streets
 - b. Tarragona from Main to Garden Streets
- b. Merchant/Retail committee – see attached minutes
- c. DAB – did not have a quorum in January
- d. Special Event – see attached minutes

IX. Public Comment

- a. Ms. Dubuisson thanked the board for their service and let the group know that the photo display honoring black musicians for black history month are on display at Dollarhide Piano's.
- b. Mr. Homyak let the group know that the historic Scopalo's is reopening at the New World Landing.

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