

DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday, March 22, 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 March 22, 2016
- c. Consideration of the Minutes from the Regular Meeting of the DIB held on March 8, 2016

III. Public Presentation

- a. none

IV. Ongoing Business

- a. Ferry update
- b. Letter to the City regarding Special Events – draft attached
- c. Committee structure
- d. Changes to the DIB Bylaws – heard and postponed by Council
- e. DIB office space
 - i. Comparison and evaluation of City Hall vs. Seville Tower
- f. Discussion
 - i. Gallery Night – Special Event committee recommendation to maintain 12 per year. Survey results showing a desire for 8.5 events per year.
 - ii. Holiday activities

V. Report from the Executive Director

- a. Jefferson Trash
 - i. Discussing capacity with the City/CRA
 - ii. Pressure washing - Extra weekend dumpsters
- b. Flags and Banners – Proposed Interlocal provided to the City
- c. Food Trucks – DIB taking the lead on getting the parties to work together

VI. New Business

VII. Committee Activities

- a. Parking
 - i. Discussion on how and when the Jefferson Garage is operated in Special Event mode.
 - ii. see attached Minutes from March 8th
 - iii. Recommended actions:
 - 1. Change the price on validation tokens equal to the daily parking rate.
 - 2. To engage the services, through Complus, of Capital Recovery Systems for the collection of unpaid parking tickets.
- b. DAB – looking to combine several other committees into the DAB as a parent committee.
- c. Special Event – see attached Minutes for March 9th

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, March 8, 2016 - 7:30a.m.**

- I. Call To Order & Comments From The Chair – Chairman Peacock called the meeting to order at 7:35am
 - a. Comments from Chairman Peacock, acknowledging both the amazing contribution that the Dollarhide Music store has contributed to downtown and the sadness at the announced retirement and store closure.

- II. Recurring Agenda
 - a. The meeting was noticed properly
 - b. There was a motion and a second to accept the proposed meeting agenda with an addition of a marketing update for March 8, 2016. The motion passed unanimously.
 - c. There was a motion and a second to accept the changes to the Minutes from the Regular Meeting held on January 19, 2016. The motion passed unanimously.
 - d. There was a motion and a second to accept the Minutes from the Regular Meeting of the DIB held on February 16, 2016. The motion passed unanimously.
 - e. There was a motion and a second to accept the January Financial Statements. The motion passed unanimously.

- III. Public Presentation
 - a. none

- IV. Ongoing Business
 - a. Changes to the DIB Bylaws
 - i. Mr. Butlin informed the Board that the amendment will be heard at City Council March 17th
 - b. Ms. Campbell and Mr. Butlin discussed a spreadsheet and flow chart of what the committees are tasked with doing in the bylaws as well as ideas on ways to streamline the system through parent committees and sub-committees. There was discussion on the current committees and how they are functioning. The board discussed further the idea that selecting a few parent committees with possibly inactive sub-committees would keep the tasks originally envisioned for each committee visible and would allow a sub-committee to become active at any time a suitable project of task presented itself. Ms. Campbell discussed that under Robert's Rules of Order, a committee can elect a secretary to take minutes at each meeting. This would assist the Executive Director. It was also suggested for consideration that the 1st Tuesday of each month be a DIB meeting and that the 3rd Tuesday be changed to a DAB meeting. The DAB is being suggested to be a parent committee to several other committees and to be tasked with working on a strategic plan. Maintaining the 3rd Tuesday would hopefully allow DIB board members to attend many of the DAB meetings.

- V. Report from the Executive Director
 - a. Jefferson Trash – this is an ongoing discussion with the City
 - b. Street trash containers discussing with the City and UWF. Have initiated a conference call with Big Belly Trash, now waiting for Parks and Rec to provide information on their trash handling operating costs.
 - c. Flags and Banners – the City has expressed an interest in letting the DIB manage the light poles within the district and have forwarded our suggested Interlocal agreement to legal for review.
 - d. Palafox Market entering its 9th season – Mr. Butlin let the board know that we are planning a celebration on May 7th which will include celebrity chefs, kid's zone and music.
 - e. DIB office space
 - i. City Hall working on a space plan to allow the Mayor's office to consider a potential cost.
 - ii. Looking at 4 other possible locations
 1. The board requested Mr. Butlin prepare a pros and cons between City Hall and the Seville Tower spaces.
 - f. Food Trucks – DIB taking the lead on getting the parties to work together in an effort to draft an ordinance to present to City Council that all parties can live with. It was suggested that we request ARB to review food truck signage a similar process to any business downtown requesting a sign.

VI. New Business

- a. Ms. Levin requested the DIB write a letter to the City regarding Special Events identifying some of the challenges and offering to assist in redesigning the permit process.

VII. Committee Activities

- a. Parking – meets today March 8th 4:00pm
 - i. Recommendations acted on last DIB meeting were updated:
 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 – the entire area needs to be reviewed and designed systematically.
 - a. Intendencia from Spring to Reus Streets is a current problem area as employees are utilizing on street parking for all day parking rather than a nearby surface lot.
 - b. DAB – wants a group meeting with all the committees and an open call for volunteers. Ties into the larger conversation of Committees and the structure.
 - c. Special Event – meets March 9th

VIII. Public Comment Ms. Dubuisson mentioned that the Veterans Park is using Signal 88 for security which has been successful in addressing skateboarding issues. She also mentioned the Belmont Deviller's now has multiple housing projects underway.

IX. Adjournment the meeting was adjourned at 8:30am

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March 16, 2016

Ashton Hayward
Mayor
City of Pensacola
222 West Main Street,
Pensacola, Florida 32502

RE: Special Event Permits

Dear Mayor Hayward,

The Downtown Improvement Board would like to encourage the City to re-evaluate the process by which special event permits are issued within the Downtown area. The DIB further offers its services to assist in that effort.

As Downtown continues to grow and become more active, more event organizers wish to bring and create events into Downtown. This is a wonderful trend however, it must be proactively managed to enhance and balance everyone's experience and success.

Two very recent examples of activates with a negative impact that could easily have been avoided:

- An event was scheduled for Saturday evening however the organizer placed no-parking signs on Palafox Thursday morning and left them up through Sunday.
- A color run located 2 color stations in inappropriate spots; 1) near an active business causing the vehicles parked at that location to need a car wash and 2) near a downtown residence such that the color was tracked inside and the exterior windows needed to be washed.

Events are part of the fabric that makes Downtown vibrant and alive. With that said, the DIB strongly believes that with some additional requirements in the permit process and clear expectations of the overall event rules and regulations, these events can continue to benefit from using Downtown while minimizing the negative impacts.

We would request approval to work with City Staff in preparing an amendment to the Special Event Permit ordinance.

Thank you,

Ronald J. Butlin
Executive Director

Committee Structure

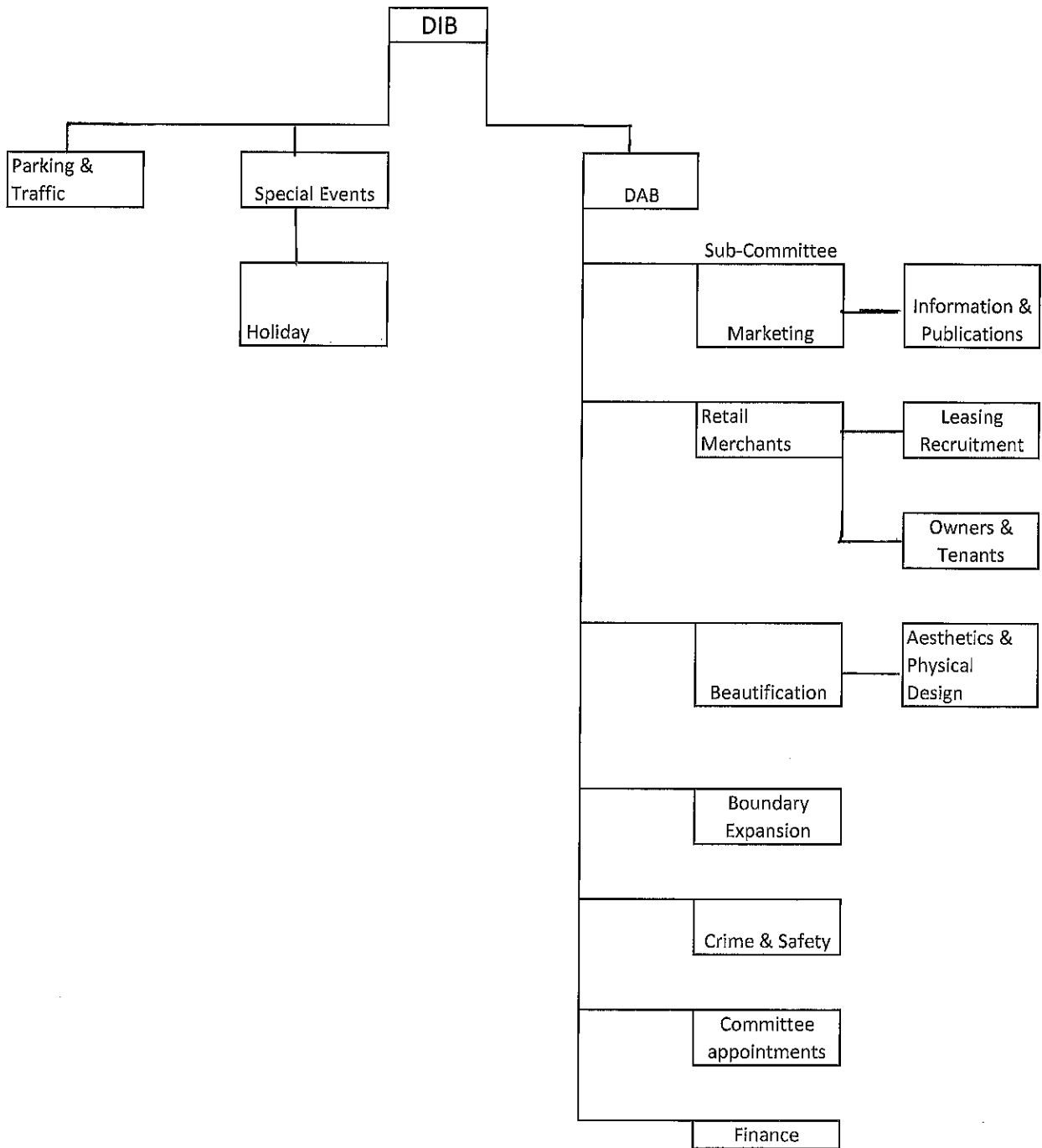
Staff Recommendation

The attached organizational chart represents what we think will allow the committees to be most effective and efficient. It would provide for 3 currently active committees: 1) DAB, 2) Special Events, and 3) Parking and Transportation.

The DAB would have all the sub-committees listed under its purview until a topic or project generated enough interest to activate one of the sub-committees. At that point, the DAB would bring to the DIB board a request to activate that sub-committee.

The Special Events committee has a great deal of opportunity for 2016. In addition, we believe they should appeal to members specifically interested in the Holiday Activities, work on a 2016 plan and approach the DIB to become an active sub-committee.

Parking & Traffic committee also has lots of opportunity to refine and expand parking management.



Pros and Cons – City Hall vs. Seville Tower				
		City Hall	Seville Tower	
				current rent
Rent		unknown but more than \$1.00	\$ 9,600.00	\$ 21,725.28
Furniture		The DIB would need to purchase cubicles, one desk and a small table and chairs. This is likely between \$10,000 and \$12,000.		The DIB could use all the existing furniture.
Moving costs		WE would need to only move files and computers. Have to dispose of existing furniture		We would have to move most of our furniture along with files and computers. This might be slightly more expensive
Walking distances		Several blocks removed from Palafox. Not far but it will take slightly more planning.		Absolutely in the middle of the DIB district. Easy to have quick trips and see constituents
Time spent in vs. out of the office		Similar comment to above		More time will be spent on the street and in the shops.
Meeting Space		Very convenient multiple meeting spaces available. Have to work around City meetings, they get priority and cannot start before 8:00.		Meeting space will need to be arranged, the Bowden Blding Class Room is an option, Jacksons in the morning and City Hall remains an option to host meetings
Parking Enforcement		Parking enforcement officers are in the office at least three or four times a day. This is within the parking district but slightly less central.		This would be very convenient for the enforcement officers to start and stop in the middle of the parking management district
Foot Traffic Parking and DIB		Easy to tell people where it is but the floor is restricted so foot traffic has to be escorted		Even better visibility than our current location and inviting to foot traffic. Should make us more visible and approachable

**Minutes of the
SPECIAL EVENTS COMMITTEE
Wednesday, March 9, 2016
8:30 a.m.**

I. Call to Order Chairman Sweida called the meeting to order at 8:35

II. Recurring Agenda

- A.) A motion was made to accept the proposed meeting agenda for March 9, 2016, the motion passed unanimously.
- B.) A motion was made to accept the minutes from the meeting held on February 10, 2016, the motion passed unanimously.

III. Ongoing Activities

A.) Gallery Night March 2016 survey review. The committee held a lengthy discussion regarding Gallery Night. The concept of opening the streets up to vehicle traffic before midnight was discussed however the consensus was that was not a good idea. The concept of re-branding the event was discussed and again the consensus was that was not a good idea. The concept of more programing and promotion was discussed in detail. It was felt that Gallery Night had made good strides in the fall towards more family friendly activities etc. and that concept could easily be expanded both to family friendly activities and retail centric activities. Retailers present felt that the approach had become a little disorganized and felt that if most of the shops could agree on two Gallery Nights a year to all participate then there could be a broad promotion and appeal to come downtown intending to shop. The idea was loosely titled Super Gallery Night, something like a jewelry show combined with a fashion show as an example. The committee wholeheartedly supported the idea and asked if the retailer's would take on the task of talking to their counterparts and identify a few possible dates.

The survey was then discussed which was widely interpreted as being positive towards Gallery Night. There was a motion and a second to recommend to the DIB that Gallery Night remain at one per month and that the DIB work with the retail shop owners on 2 Super Gallery Nights in 2016. The motion passed unanimously.

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.

Minutes of the
Parking and Traffic Committee
Tuesday, March 8, 2016
4:30 p.m.

1. Call To Order Chairman Bednar called the meeting to order at 4:30pm
2. Recurring Agenda:
 - a. A motion to accept the Agenda for the March 8, 2016 meeting passed unanimously.
 - b. A motion to accept the minutes from the February 9, 2016 meeting with the spelling correction of "Rothfeder" and the addition of "Green Hut Construction" passed unanimously.

In attendance: Mark Bednar, Cheryl Young, Clay Roesch, Dottie Dubuisson, Maurice Patterson and Ron Butlin

3. Review of Financial Statements
 - a. Mr. Butlin presented the January DPMD income statement and a newly devised report that attempts to show annual revenue per parking space at each different asset. This is in anticipation of the Parking Committee projecting possible changes in revenue from expanding the managed portions of the district.
4. Public Presentations - none
5. New Business
 - a. There was a brief discussion about the Urban Place Consultants '06 and '07 parking studies. Mostly noting that the total parking spaces of 8,000 included on-street, public lots & garages and private lots.
 - b. Expand the managed parking spaces – there was discussion about getting a large map for the next meeting and creating a block by block plan.
 - c. After discussing how the validation tokens were intended to be used and how several groups were attempting to now use them, there was the following motion: It as moved that the tokens are primarily for customer convenience and that DPMD should charge an amount equal to the daily rate so as to remove the temptation for abuse. The motion passed unanimously.
 - d. Mr. Butlin explained the current process being used in an attempt to collect unpaid parking tickets. He and Mr. Patterson recommend changing to the use of a "final notice" and following through with the use of a collection agency, Capital Recovery Systems. After a lengthy discussion it was moved to instruct Complus to send out one reminder letter and then the next notification would be the Final Notice. After the Final Notice, Complus is to forward the information to Capital Recovery Systems for

collection. Mr. Butlin was instructed to review the cost with CRS, the cost with Complus and what length of contract term was required. The motion passed unanimously.

6. Continuing Business

- a. Inventory – Mr. Paterson provided the following:
 - i. Single Space meters 146
 - ii. PayStation spaces 260
- b. Identify/purchase additional parking assets – ongoing discussion
 - i. Prepare a pricing strategy for the entire year with the thought towards a “bondable income stream”
- c. Mr. Butlin needs to work with the marketing team to develop a marketing/PR campaign for the entire year
- d. Equipment Repairs - update
 - i. Cameras – final walk through 3/21
 - ii. Faster credit card processing ordered
 - iii. Jefferson landscape cleanup 3/9

7. Public Comment

8. Adjourned at 5:45pm

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

Staff discussion regarding the Jefferson Street Garage validation token policy

Attached you will find a FAQ's regarding the validation tokens. This is an evolving document as only recently have we been asked to provide tokens for large meetings. The concept of the validation tokens was to encourage the merchants to encourage their patrons to utilize the garage. Part of the encouragement was to make the tokens inexpensive, \$1.00. The tokens were not originally envisioned to be used to park a 100 person seminar.

Primary users of the tokens:

Jeweler's Trade	300 per month
Eliasch Jewelers	50 per month
Zarzar	10 per month
Moon Flower Salon	10-20 per month
PenAir	200 per month – employee training
PNJ	Requested parking for 150 person small business training

The Parking Committee recommended that we charge the regular daily rate for tokens and limit any event to up to 75 cars at the garage. This would provide a convenience to the customer while not impacting the garage cash flow.

Staff recommendation, slight deviation from the committee's recommendation:

When we implement the change from \$2.00 to \$3.00 per day we should increase the token price to \$2.00 for those using the tokens on a limited bases for customers. We would only allow tokens to be purchased 75 at a time. We could arrange quarterly billing as one of the complaints is the hassle of arranging checks. If someone is attempting to provide convenient parking for an event, they can purchase up to 75 tokens at the daily rate and/or make arrangements with us in the event of a multi-day event or groups larger than 75. Given Jeweler's Trade's history, they would be grandfathered in to purchasing 300 at a time at the lower customer rate, in this case \$2.00.

February 25, 2016

Frequently Asked Questions – RE: downtown event parking

1. The “validation” tokens for Jefferson Street Parking Garage are intended for Merchant utilization of reimbursement of their customers who chose to park at Jefferson Street Garage while patronizing their establishments and can be purchased for \$1.00
2. The “validation” program is not intended for Businesses to purchase for accommodating large group meetings or events. Businesses wanting to purchase validation tokens for meetings must be pre-approved by DIB Director or Parking Manager in advance of commitment.
3. Groups of 30 or less do not need DIB approval and can use the regular validations tokens which currently are \$1.00.
4. If permission is granted for issuing of Convenience Tokens for Meeting/Events :
 - a. Validation Tokens for up to 75 can be arranged and pre-purchased at normal daily rate
 - b. Events with more than 75 attendees will need to offer parking in several locations.
 - c. Event organizers are not permitted to place signs or banners at the Garage without advance written DIB consent.
5. Events larger than 75 attendees
 - a. The Garage will accommodate up to 75 vehicles
 - b. N. Palafox lot will accommodate up to 50 vehicles
 - i. The pay-station at the lot allows for 9 hours of parking at the current price of \$4.50.



Company Overview

Capital Recovery Systems is an expert in collecting delinquent debts, with a unique specialization in collecting traffic fines and parking tickets for courts and local municipalities. CRS has recovered over **\$225,000,000** in delinquent debt for over 450 counties and municipalities throughout the country, all while maintaining an **A+ rating from the Better Business Bureau**.

History

Capital Recovery Systems was founded in Ohio in 1997 to work exclusively for government clients. We quickly found that local governments were very under-serviced when it came to collecting debts for courts, particularly traffic fines and court costs. We took on our first major court client in 2000 with Clark County Municipal Court in Ohio, and started to develop innovative methods and procedures to tailor our services specifically to collecting traffic fines. We have steadily expanded our services to **over 450 counties and municipalities** across the country since then, and constantly strive to find ways to add more value for our clients.

Our Approach

At Capital Recovery Systems, **our number one priority is to maintain our client's positive reputation**, while achieving maximum revenue recovery. We understand that when we serve government clients, we are collecting debts from their constituents, and that the good will between those debtors and the client *has to be preserved above anything else*. This necessity has driven us to create a unique and very effective approach to collecting that sets us apart from other agencies.

With most collection agencies, you have a group of individual collectors who earn commission on every debt that they are able to collect. When collectors are motivated too heavily by commission they will tend to use aggressive and manipulative tactics that can border on harassment, and even violate the law. It also creates issues with logistics and morale, where collectors fight over "account ownership". We know this to be the case, because like other collection agencies we struggled through it as a company for a number of years.



What we came to realize was that the vast majority (over 90%) of payments were coming from effective use of technology, rather than out-going calls from our collectors. Our skip-tracing, data scrubs, letters and automated dialer were generating payments, and many of the payments taken over the phone were prompted by letters or automated messages sent to the debtors. With that revelation came the decision to change our approach to one of customer service, and employ Customer Service Representatives, not collectors.

Now, all of our Customer Service Representatives are paid a higher wage and don't have to worry about commission. Our CSRs use specific phone scripts and have yearly training in customer service and FDCPA regulations. Instead of drama over "account ownership", we have a team of representatives that work together to recover revenue while being courteous and respectful.

The end result for our clients is tremendous: ***We now receive only 1 complaint in every 18 million contacts we make***, which is a staggering statistic in the collections industry. Not only does it generate far fewer complaints, but it actually yields better revenue recovery. Our collection efforts are more successful than ever (***often tripling the industry average of 11.2% recovery on municipal debts***), and it is a rare event indeed when a client receives a complaint over the conduct of our staff. **We have essentially taken the focus off of the collectors earning commission, and put it back on the best interest of our clients, where it should be.**

Our Successful Outcomes

As mentioned earlier we have recovered over **\$225 million** for our clients, working with clients of all sizes. Our approach to collecting allows us to treat all clients with the same amount of dedication, whether they are a large city like Toledo, Ohio, or a small village with very few annual cases. That level of service is why we have a client retention rate of over 90%, despite being a part of an industry with typically high client turnover.

We use an effective combination of skip-tracing, letter campaigns, automated calls, and calls by personnel to help collect your delinquent debts. We invest more time, money and effort into collecting than any of our competitors, which has allowed us to achieve an **average recovery rate of 30.2%**, nearly three times the national average of 11.2% in government collections (*according to a 2013 ACA International Collections Market Survey*).

Here are some examples to illustrate our success, including both small and large clients:

Client	Revenue Recovered	Recovery Rate
Lorain Municipal Court (OH)	\$6,769,057	48.78%
Gas City Court (IN)	\$1,586,679	58.67%
Toledo Municipal Court (OH)	\$14,961,851	36.23%
Newburgh Heights Mayors Court (OH)	\$123,807	61.09%
Beech City Court (IN)	\$407,517	35.04%
Amelia Village (OH)	\$128,338	73.66%

We have recovered over **\$1,000,000** for 50 different clients.

Summary

In short, Capital Recovery Systems gives you the best of all worlds when it comes to a collection agency: the experience of a company with a vast client base, and the attention to customer service that you expect of a medium-sized company.

We hope you'll give us an opportunity to show you why our clients tend to stick with us, and how our recovery rates can help you improve your bottom line.