

Downtown Advisory Board
of the
DOWNTOWN IMPROVEMENT BOARD
May 26, 2016 – 9:00a.m.
AGENDA

- 1) Consideration of the minutes from the meeting held on April 28, 2016
- 2) WHAT IS THE MISSION OF THE DIB?
- 3) Bylaw states purpose:

“Section 2 Purpose And Objective. The Downtown Improvement Board was established in April, 1972 by the Florida Legislature (Chapter 72-655, as amended 76-466 and 80-582) to correct downtown Pensacola commercial blight, preserve property values; encourage economic development; attract commercial and residential re-investment into urban core, and beautify downtown Pensacola through proper maintenance, aesthetic and technical design and redevelopment measures. The overall objectives of the Board are specifically itemized in the state charter and include the following:”

DIB mission statement

The Pensacola Downtown Improvement Board exists to continue the removal of commercial blight, enhance property values, encourage economic development, attract commercial and residential development into the urban core, and beautify Downtown Pensacola.

Goals and Objectives

As set out in 2013 – 2017

- Attract more quality retail establishments
- Increase residential offerings and occupancy
- Increase visits to Downtown
- Improve community awareness of the economic impact of the DIB
- Strengthen collaborative relationships with outside agencies

Expanded in 2014 - HEAART

Housing

- Enhance property values
- Attract commercial and residential development into the urban core
- Increase residential offerings and occupancy

Economic Development

- Encourage economic development
- Increase visits to Downtown

Aesthetics

- Removal of commercial blight
- Beautify Downtown Pensacola

Arts and Culture

- Beautify Downtown Pensacola

Retail

- Attract commercial and residential development into the urban core
- Attract more quality retail establishments

Transportation

Other

- Improve community awareness of the economic impact of the DIB
- Strengthen collaborative relationships with outside agencies

Examples of other Cities

Memphis Downtown:

- Is attractive for investment
- Is friendly and safe
- Is clean and green
- Is animated, vibrant and fun
- Is a great place to work and shop
- Equal access to opportunities
- Public spaces are well designed, build and maintained

Boise:

- Safe, clean and attractive
- Retail events that bring people into downtown
- Host special events that attract people to downtown
- Be a member driven organization – outreach
- Attract new and diverse businesses, residents and development
- Promote sustainable programs that benefit the environment
- Encourage and promote downtown living

Minutes of the
Downtown Advisory Board
April 28, 2016 – 9:00a.m.

- 1) The meeting was called to order at 9:03.
- 2) Mr. Butlin began with an overview of the intended purpose of the meeting. He discussed the fact that the DIB committees are a vital part of the DIB's plan and engagement with its constituents. It was further discussed that we need a fresh start, to determine the areas of DIB focus for the coming year and model the committees to best address the identified tasks. Mr. Butlin then briefly outlined some preliminary ideas on committees and their key functions:
 - i) DAB
 - (1) The DIB mission and Strategic Plan need to be reviewed/updated
 - (2) Project tracking and communication flow
 - ii) Marketing
 - (1) DIB's goal as a brand – tied to mission
 - (2) Coordinated message – website, Visit Pensacola, businesses
 - (3) Structure to allow businesses outside the DIB to participate
 - iii) Festival of Lights
 - (1) Need multi-year plan
 - (a) Engaging business and property owners
 - (b) Activity programming
 - iv) Boundary Expansion
 - (1) Allow for more inclusivity
 - v) Beautification & Safety
 - (1) Projects.....
 - vi) Advocacy & Communication
 - (1) News letter
 - (2) Opinion pieces
 - (3) Quarterly update to City/County
 - vii) Special Events
 - (1) Oct, Nov & Dec 2016 new events
 - viii) Budget and Finance
 - (1) 2017 budget reflection priorities from the strategic plan review

The meeting was then opened to public discussion. With many ideas being expressed the conversation was very broad. There was discussion around the idea of the first Tuesday of the month being the traditional DIB board meeting while the third Tuesday of the month could be the DAB meeting and perhaps function more like the City's addenda hearing where the members can discuss topics with each other and take public comment but not take any actions.

To summarize;

The DAB would be logical to focus on reviewing the DIB mission, Goals and Strategies for the next 1-3 years. They would initially handle topics of Beautification and Marketing. They would also be the location for new ideas and topics to be heard and directed to the appropriate existing or new

committee. They would work closely with the other committees to ensure their activities were supporting the Goals and Strategies.

Festival of Lights committee is needed immediately to work on the 2016 program. We will do an open call for volunteers and convene a meeting in the next two weeks.

Special Events is also a committee that has immediate work to do. They need to propose what the goals of events are for downtown and plan for October & November of 2016. Along with that, they need to formulate a plan for 2017 hopefully based and balanced around Retail Shopping, Arts & Culture, and Cuisine.

The meeting was adjourned at 10:15am.