

**DOWNTOWN IMPROVEMENT BOARD**  
**Regular Monthly Meeting**  
**Tuesday, June 7, 2016**  
**7:30a.m.**  
**AGENDA**  
**(TEMPORARY LOCATION – Jacksons Steak House 400 S. Palafox Place)**

- 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 June 7, 2016
  - c. Consideration of the Minutes from the Regular Meeting of the DIB held on May 24, 2016
  
- III. Public Presentation
  - a.
  
- IV. Marketing
  - a. Visit Pensacola's targeted demographics and how DIB might join forces
  
- V. Ongoing Business
  - a. Festival of Lights progress
  
- VI. Report from the Executive Director
  - a. Concept for a new event
  - b. Ferry landing and transportation
  - c. Jefferson Trash
    - i. Need construction estimate
  - d. Impact 100 grant
  - e. Invitation to the Keller Williams open house Friday the 10<sup>th</sup> from 4:00 to 7:00 – 21 S. Tarragona
  - f. Allowing businesses outside the DIB boundary to be included on our website and map
  
- VII. New Business
  
- VIII. Committee Activities
  - a. Special Events – task with fleshing out monthly/weekly event
  - b. Parking – next meeting June 14<sup>th</sup>
  - c. DAB – next regular meeting is June 23<sup>rd</sup>
  
- IX. Public Comment
  
- X. 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 Public Meeting Room #1 of the Bowden Building, 120 Church Street, Pensacola, Florida 32502.

**Minutes of the  
DOWNTOWN IMPROVEMENT BOARD  
Regular Monthly Meeting  
Tuesday, May 24, 2016  
5:00 p.m.**

- I. Call To Order & Comments From The Chair - Chairman Peacock called the meeting to order at 5:00 pm.  
Chairman Peacock recognized Nathan Kahn for his dedication to Downtown. He then presented Nick Zangari and Mr. & Mrs. Dollarhide a print of downtown as a token of appreciation for their contributions to Downtown Pensacola.
- II. Attendance:
  - a. Board members present – John Peacock, Teri Levin, Jim Homyak, Brian Spencer, Grover Robinson and Susan Campbell
- 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 May 10, 2016.
  - c. Mr. Butlin presented March and April Financial Statements and elaborated on the Fixed Asset of \$109K from Holiday Decorations which is included in the total \$179K and will remain until the end of the year.
    - i. Chairman Peacock reminded Board of where we were with Historical Budget and informed Board that he will be working with Mr. Butlin and Holmes and Company to revamp budget sheets to reflect a clearer picture of budget standings. A sample will be sent to Board for final approval.
    - ii. Mr. Homyak requested that Mr. Butlin get a depreciation rate for Holiday Lights
    - iii. There was a motion and a second to accept the March and April Financial Statement.
- IV. Public Presentation
  - a. none
- V. Marketing
  - a. Mr. Peterson gave update on April's Social Media metrics and presented report to Board Members. Mr. Spencer confirmed with Mr. Peterson that while trend line peaked in April and has leveled off, this is not a negative and we are still trending up.
- VI. Ongoing Business
  - a. City of Lights progress – Chairman Peacock stated we will have the grant request write-up by the end of week and it will deliver to Mr. Belsinger and Mr. Hayes with Visit Pensacola.
  - b. Mr. Homyak gave update of Holiday Light meeting and engagement of local churches. He continues to see business participation interest.
  - c. Chairman Peacock requested assistance form the City on correcting GFI breaker issues discovered last season.
- VII. Report from the Executive Director
  - a. Jefferson Trash
    - i. Mr. Butlin stated that there is a potential to go inside the garage and requested assistance from Mr. Spencer on getting estimates for two possible locations.
    - ii. Mrs. Levin asked for additional garbage containers Downtown
      1. Mr. Butlin stated that he had just received a commitment from the city to empty the containers. He said the estimated cost to purchase is roughly \$800 - \$900 each.
    - iii. Mr. Butlin will provide update on Smart Cans at next meeting.
    - iv. Mr. Sonnen informed Board that the flat surface on the Smart Cans could be sold as marketing/advertising space.

- v. Mr. Butlin informed Board that Keep Pensacola Beautiful is currently interviewing for a new Executive Director and that the new Director might be of assistance in leveraging some of the trash solutions offered through Keep America Beautiful.
- b. Food Truck ordinance update –Mr. Butlin let the board know that he is suspending working directly on an ordinance. He would like to assist the food trucks in hosting a few “rallies” during the year but felt his time could better be utilized more efficiently addressing concerns specific to the DIB district.
  - i. Mr. Spencer reminded the DIB to keep a balance between businesses and Food Truck Rallies
- c. Gallery Night – Mr. Butlin gave update on conversation with Wild Greg and Mr. Carro, both of whom have expressed and interest in trying to continue Gallery Night after September. Mr. Carro has a meeting scheduled with Bars and Restaurants on June 6<sup>th</sup>.
- d. Impact 100 grant process – Grant request is due June 24<sup>th</sup>.
  - i. Kick off meeting is set with Mr. Butlin, Mr. Peterson and Ms. Sjoberg to discuss best category to apply for which will allow for transportation needed to accommodate the Services Ferry scheduled to start in 2017.
  - ii. Mr. Butlin is also meeting with UWF to discuss a joint grant.
- e. Additional Bike Racks – Mr. Butlin informed the Board that City Parks and Recreations will be expanding bike racks. He also suggested talking with Business owners to see if they want to sponsor additional bike racks but recommends we stay consistent with our current design.

#### VIII. New Business

- a. City seminar of Successful Citizens Advisory Boards and Committee – Mr. Butlin provided invitations for the upcoming meeting to the Board Members.
- b. Discussion on DIB polices regarding special event permit request with the DIB – Mr. Butlin requested that the Board review his proposal and provide feedback.
- c. Flags and Banners – American flags will go up on Friday.
  - i. Ron will meet with Mrs. Campbell and Mr. Peterson to discuss a banner plan and design
- d. Chairman Peacock let the Board know that he will have Mr. Butlin new contract by next DIB meeting.
- e. Sticker Ordinance – Ron to meet with Eric to discuss a ‘Code Enforcement’ fine for defacing public property with stickers.

#### IX. Committee Activities

- a. Special Events – reviewed minutes from May 11<sup>th</sup> meeting.
  - i. Mr. Peacock requested a 2016 calendar of Events. Mr. Sonnen commented that he was working on a calendar and that the committee, not knowing who will do events or where funding will come from has been a challenge
  - ii. Mr. Peacock requested Events Committee to come up with ideas and DIB Board will decide how much funding would be allowed and where the funding would come from.
  - iii. Mrs. Campbell requested research and statics on who our target audience is currently and where our areas of opportunity may be.
  - iv. Mrs. Campbell stated that events need to attract “Multi-Generational and Multi- Cultural” demographics.
- b. Parking – minutes from May 10<sup>th</sup> meeting included in agenda package.
  - i. Discussion on the role of the City/CRA and the Parking Fund in the future creation of parking spaces. – Republic Parking is assisting in coming up with a 3-5 year plan
  - ii. Mr. Bednar informed Board of unfunded parking liabilities such as, old meters and diverting money from parking may not be in our best interest and we need better capital investment planning for parking now and that having capital available to contribute will enhance our credibility.
  - iii. Mr. Spencer reminded Board that we have empty garages at the Feral Building and Judicial Center on Weekends and it would be a shame to add more parking structures when there are underutilized structures already in place.
  - iv. Mrs. Campbell stated we need drop off / pick up parking zones for elderly
  - v. Mr. Kohn stated it would be worth our time to advertise to DIB businesses about our employee parking program and better signs/maps to show where parking is located.
- c. DAB – The minutes were attached, primary direction currently is to evaluate and modify the mission statement and goals

X. Public Comment

- a. Mr. Homyak gave an update on Jacksonian Guard Colors Ceremony. Mr. Peacock requested Mr. Peterson to engage the PNJ to cover the event
- b. Mr. Zangari announced the opening of Glory Dayze on September 1<sup>st</sup>

XI. Adjournment the meeting was adjourned at 6:45 pm

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