

SPECIAL EVENTS COMMITTEE
of the
DOWNTOWN IMPROVEMENT BOARD
Wednesday, June 8, 2016
8:30 a.m.
AGENDA

(NEW location room #1 Bowden Blding 120 Church St.)

- I. Call to Order

- II. Recurring Agenda
 - A.) Consideration of the proposed meeting agenda for June 8, 2016
 - B.) Minutes from the May 11, 2016 meeting

- III. Ongoing Activities

- IV. New Business
 - A.) Idea of a monthly themed event
 - 1) See the attached concept sheet
 - 2) Discussion on target demographics
 - B.) Thoughts on a weekly activity
 - C.) Goals and objectives of DIB events
 - D.) City of Lights committee update
 - E.) New meeting day and time

- 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 Public Meeting Room #1 of the Bowden Building at 120 Church Street, Pensacola, Florida 32502 unless otherwise noted.

**Minutes of the
SPECIAL EVENTS COMMITTEE
Wednesday, May 11, 2016
8:30 a.m.**

- I. Call to Order 8:40am
a. Welcome and introductions were made.
- III. Ongoing Activities
- IV. New Business
- A.) Committee Chairman – Mr. Butlin informed the group that Jim Sweida had resigned after many years of service as the Chairman of the Special Events Committee. The position will need to be filled over the next few months and requested people think about who might fill the position.
- B.) Mr. Butlin informed the group that one of the short term objectives of the DIB was to host a broad community meeting where people could share their ideas on what events might be beneficial for Downtown. The group felt this would be a positive effort and would stimulate community involvement; however it would need some ground rules to keep the conversation moving in a positive direction.
- C.) The meeting then moved into a very open discussion on how the DIB should be involved in events and ideas as to what type and how many events could make sense for Downtown. The conclusion was that the DIB could potentially play 3 different roles:
- 1) A group could be putting on an event including logistics and funding, and ask the DIB to help with social media promotion.
 - 2) A group could come with an event with funding but need assistance with the logistics of producing such as street closures, police etc.
 - 3) The DIB could identify, pay for and produce an event.
- D.) There was discussion as to whether or not the DIB should have a role in the event business. However, it was concluded that with the DIB's goal of Downtown vibrancy, some involvement is necessary.
- E.) Ms. Campbell provided an update on the City of Lights committee effort and how the goal is to create an ongoing "event" for the period of November through January.
- IX. Adjournment The meeting was adjourned at 10:05

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DIB 2017 EVENT SCHEDULE

PROJECT PHASE	DATE	KEY PLAYERS	PROJECT PHASE	DATE	KEY PLAYERS
JAN - NEW YEAR - NEW YOU	Jan 19	Fitness / Salons / Rest	JULY - RED, WHITE AND BLUES	JULY 20	REST. BARS, MUSIC
FEB - EXPLORING HISTORY AND ARTS	Feb 16	Museum / Gallery	AUG - SUMMER RESTAURANT WEEK	Aug 17	Restaurants
MARCH - GREEN DAYS	March 16	Parking	SEP - FASHION WEEK	Sep 21	Clothing / Jewelry
APRIL - GOOD THURSDAY	April 20	DIB - Outdoor / Family Event	OCT - TRICKS AND TREATS	Oct. 19	Trunk show and food trucks / pet show
MAY - MOM'S NIGHT ON THE TOWN	May 18	Jewelry, Rest. Bars, Retail	NOV - DARKER DAYS - HAPPIER HOURS	Nov. 16	Bars
JUNE - DAD'S NIGHT ON THE TOWN	June 15	Rest. - Bars - car show, cigars and shoeshine	DEC - LAST MINUTE SECRETE SHOPPERS	Dec 21	Retail

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
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JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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Jan – Evening of Fitness and Health – working with Pure Barre, Pure Palates, London W1, Moonflower, & Restaurants to provide healthy eating options or cooking classes.

Feb. – Rosa Parks Day, Lincoln’s Birthday, Presidents Day – celebrating history with Museums open late and Art exhibits honoring local and national history.

March – Employee Appreciation, St. Patrick’s Day and Daylight Savings – Get out and enjoy the sunlight – buy a parking spot for the day

April – Family Event to get outside – Golden Egg Scavenger Hunt – Music, Kid activities – Movie outside at TT Wentworth

May – Mother’s Day – Retail, Bars and Restaurants to honor Mom’s Night Out with discounts and activities like music, raffles and makeovers and Valet Parking

June – Father’s Day – Bars and Restaurants to honor Dad’s with discounts and will have mobile Cigar shop. Car show and Shoeshine stations on the street

July – Red, White and Blues – host a White Picnic with Red Hat/shoes or Tie on Palafox with Blues music, featuring local Bars and Restaurants

Aug – Summer Restaurant Week – in conjunction with Restaurant week already occurring. Encourage restaurants to participate in the event. DIB will promote business and menus.

Sept. – Fashion Week – fashion show in SOGO district featuring adults and kids.

Oct. – trunk show, food truck rally and pet fashion show

Nov. Daylight savings time ends – host a Darker Days and Happier Hours event with bars agreeing to extend Happy Hour Discounts and Drink specials till 9 p.m. And hosting inside entertainment.

Dec. Last Minute Secrete Shopper – Retail to host invite only secrete shopping parties.