

**SPECIAL EVENTS COMMITTEE**  
**of the**  
**DOWNTOWN IMPROVEMENT BOARD**  
**Friday August 12, 2016**  
**9:00 a.m.**  
**AGENDA**

I. Call to Order

II. Recurring Agenda

- A.) Consideration of the proposed meeting agenda for August 12, 2016
- B.) Minutes from the July 8, 2016 meeting

III. Ongoing Activities

A.) Decision on what to recommend to the DIB:

- 1) Expand motion at the end of July's meeting recommending the DIB a quarterly themed weekly event throughout 2017.
  - a) Possible themes
    - 1. 1<sup>st</sup> qtr – Art/Gallery focus Thursday nights
    - 2. 2<sup>nd</sup> qtr – Sunday brunch
    - 3. 3<sup>rd</sup> qtr – Restaurant focus Thursday night specials
    - 4. 4<sup>th</sup> qtr – Shopping Merchants open late on Thursday nights
- 2) Does the special events committee want to be involved in the Festival of Light activities starting Oct/Nov 2015?
  - a) DIB involvement
    - 1. Arrange for the historic churches program for Thursday evenings in conjunction with the Festival of Lights program
    - 2. Arrange to close Jefferson in front of the TT Wentworth
      - i. Permit, Police, bollards and/or barrels
  - b) Outside group involvement
    - 1. Coordinate with merchants to agree to stay open till 8:00
    - 2. Coordinate restaurants to offer some forms of Thursday special
    - 3. Arrange music and other entertainment activities
- 3) DIB sponsored monthly themed event, based on the themes already taking place each month.
  - a) No street closure initially wait until crowds warrant it
- 4) DIB sponsor quarterly event

IV. New Business

- A.) Saenger Theater's desire to host a second line band at the September Gallery Night

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.

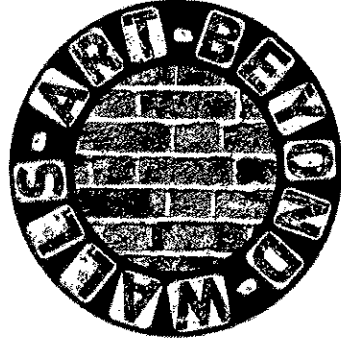
**Minutes of the  
Special Events Committee  
Friday, July 8, 2016  
9:00 a.m.**

- I. Call to Order - Mr. Sonnen called the meeting to order at 9:00 am.
- II. Recurring Agenda
- a. The proposed agenda for July 8, 2016 was accepted
  - b. Introductions of all meeting attendees
- III. New Business
- a) Mr. Butlin requested information from business on plans for Festival of Lights activities and informed attendees of Festival of Lights Committee activities and meetings.
  - b) Due to the group's primary desired conversation being centered on why the DIB would no longer be hosting Gallery Night after September, Mr. Butlin gave an overview of DIB's role and position on Gallery Night and informed the audience of Mr. Carro's desire and plan to continue Gallery Night. He also explained how the DIB was supporting this effort. Mrs. Campbell, being on the committee to continue Gallery Night, updated the group on their progress and reminded everyone that Mr. Carro's group has only met twice and that they are still in the very preliminary stages of planning. Mrs. Campbell requested permission from all attendees to have Mr. Butlin release the sign-in sheet information to her which will allow her to inform them of upcoming meetings concerning this topic.
  - c) Mr. Sonnen solicited feedback on the proposed calendar of events for 2017 to which the responses were:
    - i. Would like to see more activities highlighting Art
    - ii. Sunday Brunch
    - iii. Progressive Dinner/tastings/shopping passport...
    - iv. Need to explore more than just a Thursday event – possibility of alternating Thursday and Sunday
    - v. DIB to plan/set the stage for a weekly event that changes in theme, 4 Seasonal (Quarterly) times.
  - d) There was a motion and a second for the Special Events Committee to recommend to the DIB a weekly event in 2017 that would change in broad theme every quarter.
  - e) Based on the motion, Mr. Sonnen requested that attendees submit event theme ideas to the DIB within the next week to allow for staff to review and compile for submittal to DIB Board. He reminded the group to think about what customer and demographic they are targeting with each theme ideas.
- IV. Adjournment the meeting was adjourned at 10:27 a.m.

NOTE: The Special Events holds its regular meetings on the second Friday of each month at 9:00a.m. The meetings are held in the Public Meeting Room #1 of the Bowden Building, 120 Church Street, Pensacola, Florida 32502.

*Local Example*

Updated Aug 8, 2016 Working Draft



**Art Beyond Walls is partnering with First City Art Center  
For the Annual Day of the Dead**

**All events take place at  
First City Art Center  
1060 N. Guillemard Street  
Pensacola, FL 32501  
PHONE NUMBER**

## **SAVE THE DATES: COMMUNITY EVENTS**

**Cremation glass paperweights infused with ashes of a loved one: \$75.00**

October ONLY- Wednesday-Saturday 9am-5pm/ Glass studio

By appointment - 850- 429-1222

**Art Workshops: \$10/each per session**

Tuesdays: 6-9 pm or Saturday: 9 am – 12pm/ FCAC Classroom

Oct 4 & 8 - Create An Alter of Love - Day of Dead icons

Oct 11 & 15 - Bend some wire - make wings – Monarch symbolism

Oct 18 & 22 - Make Paper Mache' - Skull Masks and Dancing Skeletons

Oct 25 & 29 - Customize a Day of Dead paper lantern

**Live Mural Painting by Art Beyond Walls members: Free**

Oct 29 & 30 /Gonzalez Street Sidewalk

**Day of the Dead Community Memorial: Free**

Nov 1- Tuesday- 4pm to 7pm/ Inside FCAC

**Day of Dead Celebration: Tickets: Adult - \$10, Children (18 and under) -\$5**

Nov 3- Thursday -5:30pm -10 pm

**Altars of Love Exhibition: Free after Nov 3**

Nov 3- Nov 19/Gallery at First City Art Center



Art Beyond Walls is a recipient of a 2016 Foo Foo grant.

Updated Aug 8, 2016 Working Draft

### DETAILS OF EACH EVENT:

#### **Cremation glass paperweights infused with ashes of a loved one: \$75.00**

October ONLY: Wednesday-Saturday 9am-5pm/ By appointment - 850- 429-1222

- First City Art City's glass blowers will create a custom glass paperweight with a loved one's ashes infused in each piece.

#### **Live Mural Painting by members of Art Beyond Walls: Free**

Oct 29 & 30 /Gonzalez Street Sidewalk at FCAC.

- ABW members under the guidance of Preston Stell and Nate Lyle begin painting the Day of the Dead Mural. Come watch!

#### **Day of the Dead Community Memorial Wall: Free**

Nov 1- Tuesday- 4pm to 7pm/ (Gonzalez Street Side and east side of FCAC)

- Members of Art Beyond Walls will assist the community in wheatpasting a paper laser print image of a departed loved one or pet onto the memorial wall.
- West Florida Literary Federation poets will paste their poems of remembrance.
- A memorial rock garden will be created in the space between buildings. It will include personalized painted rocks and other trinkets or flowers.
- Demos by FCAC's glass guild.

Live music and poetry will be part of the event and will be concluded with a candlelight moment of silence.

#### **Day of Dead Celebration: Tickets: Adult - \$10, Children (18 and under) -\$5**

Nov 3- Thursday -5:30pm -10 pm

The community is encouraged to bring table-top shrines or installation art, photos or mixed media pieces to remember a loved one. Lighter items can be carried in the procession and later displayed around FCAC. \*\*\*All art brought the night of Day of the Dead must be picked up no later than FRIDAY NOV 4 by 7PM. Any items left will become property of ABW or discarded\*\*\*

#### **Table Top Shrine and Installation Set-Up : 3:30-4:30pm**

**Gates Open: General Public: 5:30pm**

#### **Second Line Procession: 6:30pm**

- Route -E DeSoto along Palafox, to Gonzalez Mural and back to FCAC.
- **Participants are encouraged to wear bright colors or Day of Dead attire and carry a photo or a memory token of a loved one.**

#### **After Procession:**

- Music by *Alexis and the Samurai* - 7 to 7:45
- Costume Contest- 7:45 to 8:15  
crowd will determine the winner. The winner will receive a year membership to FCAC and a gift certificate to be determined.
- Music by *Sweet Crude*- 8:15 to 10:00

**Also Happening:**

- Altars of Love Exhibition Opening
- Adult and children face-painting: Face painting artists will be available to get participants ready for the costume contest, procession and the evening activities.
- Cultural food trucks and beer will be available
- Sugar skull decorating, sidewalk chalk, games
- Spray painting demos
- Day of the Dead Art Market
- Fire Dancers
- Hot glass demos
- Live recording of attendees' stories hosted by UWF

---

**Altars of Love: Day of the Dead Exhibition**

**Pre-register: October 15**

**Submissions: October 23 from 1 pm to 4pm**

**The Gallery at First City Art Center**

**Registration Fee: FREE**

**Exhibition: November 3- 18/ Opening: November 3 at 5:30**

**Art Beyond Walls** is looking for artists of all ages to create works of art involving Dia de los Muertos (Day of the Dead). A Mexican holiday celebrated throughout the world.

All participants are responsible for installing their own altars but volunteers will be on hand to help. Wall pieces must be ready to hang. Pre-registration is encouraged to secure a place in the gallery. Walk-ins will be accepted on a first come basis on on October 23 from 1pm to 4 pm.

**Pre-register:** Participants are encouraged to send an email describing or attaching a photo of their piece. Please include your name, email and phone number.  
Send info to [artbeyondwalls@gmail.com](mailto:artbeyondwalls@gmail.com).

**Pick up:** Monday, Nov 20 from 5:30 to 7:00p

**Call to Artists Guidelines:**

1. The artwork should be created in honor of a deceased person or pet(s).
2. The artwork must be safe – not harmful to someone else.
3. The artwork may take on many different forms:  
Installation, sculpture or a 2-dimensional piece. Dimensions should not exceed 4 ft. wide, 6 feet tall and 3 ft. deep
4. All participants are encouraged to register no later than October 15.
5. All artwork must have a label that will be provided at the time of drop-off. This label must include the artists' name(s), phone #, email address, and whom the altar is being built for.

Keep in mind that space is limited.

## FCAC Day of Dead Workshops - Month of October

- Taught by Art Beyond Walls at First City Art Center.
  - Tuesdays 6-9 pm or Saturdays, 9 am - noon.
  - \$10/each per session.
  - Make and take - Projects should be able to be completed in workshop time frame or finished at home. Most supplies included.
- 
- Oct 4 and 8 - Create An Alter of Love - Day of Dead icons
    - Bring a box to paint and we'll provide the rest to help you start your mini-alter. Exhibit your Altar of Love
    - Learn about Day of Dead symbolism, create trinkets
    - 3-d cardboard sculptures - mixed media, paper mache'
  - Oct 11 and 15 - Bend some wire - wearable wire sculptures
    - Learn about the Monarch butterfly's symbolism Day of the Dead tradition
    - Make wearable wire sculptures - head-gear, wings, or wands with wire, paper, fabric, lace, glitter and more.
    - Textile, hand sewing, gluing and glittering
  - Oct 18 and 22 - Make Skull Masks and Dancing Skeletons
    - Make a skull mask inspired by human or animal to wear or exhibit at festival
    - Learn how to paper mache', add decorations and paint surface
    - Make a dancing skeleton to use as part of festivities
  - Oct 25 and 29 - Customize a Day of Dead paper lantern
    - Embellish pre-made paper lanterns using cardboard, paper, wire, fabric, glue

---

**Art Beyond Walls** formed in 2015 with a mission to enhance the community through public art. Our vision is for a collaborative spirit between artists, businesses, community members and neighborhoods to actively support the creation of site-specific murals and public artworks that will engage, educate and inspire.

ABW's first project in November 2015 was collaboration with Pensacola Graffiti Bridge Project and First City Art Center with the painting of a mural on their northeast outer walls. A Day of Dead inspired mural was painted and provided community members an opportunity to participate.

Inspiration came initially from memorials created on the Graffiti Bridge and sensing a need to provide a place and time for this type of celebration. Day of the Dead, part of some of Hispanic cultures, came to mind also as inspiration, as other cities have these types of celebrations and the time seemed appropriate. ABW wants to create a rich annual event the group and community can build upon for a Day of the Dead celebration of life.



Art Beyond Walls is a recipient of a 2016 Foo Foo grant.

## DIB Quarterly Mini-event Series

**Motion:** create 4/quarterly low key "mini events" that last from 6-10 weeks and occur at the same time every week for that quarter's event.

**Intention:** To enliven *small areas* throughout the district and focus the event on a narrow demographic, highlight a specific day, time and location. These specifics should change with each quarterly event through input from the residential and business community.

Some ideas for 2nd, 3rd and 4th of the series might be:

\*Seniors Sunday Brunch;

\*Historic Animated Lectures at the Sight of and during the Jefferson Street Garage Mural painting;

\*Movie Nights at One Palafox Place;

\*Pensacola Beach Resident Wine and Dine,

\*Sidewalk Hot Glass and Pottery Wheel Throwing on Saturday Afternoons....

\*Music Walk - Like the successful event in Ft. Myers.

### **Research:**

**Visit Pensacola's Vision 2020 Plan** supports this concept

Goal #01 Asset and Product Development -

Develop Destination Assets that attract visitors while contributing to the quality of life of community residents.

Objectives:

\*Create public gathering spaces that increase marketability of our communities.

\*Develop additional niche experiences.

\*Development of restaurants, hotels and shopping.

Objective Rank #6 Tactic - Greater development and utilization of public spaces for events and festivals - VP Category - collaborate

Objective Rank #9 Tactic - Grow Downtown Pensacola and Palafox District - VP Category - collaborate and

Objective Rank #13 Build the Music Scene - VP category - Advocate.

**Pensacola Historic District Master Plan, March 2004.** Initiative 3 - Fort Area. Plaza Ferdinand to Seville Square - "Modifications to existing museum structures to provide more lively street spaces..."

**URAC - p25** - Seville lies mere blocks from the heart of Downtown but residents say they feel disconnected from the Palafox core because of the lack of pleasing pedestrian connection...encourages pedestrian traffic between the east-west corridor between the Seville Neighborhood and Palafox.

**Lecture from 30-A developer** - one of the main takeaways from 30A developer who came to Pensacola to speak to DIB, sponsored by Councilman Brian Spencer, impressed the importance of small, low key, regular weekly events that add layers to the culture of the community. He explained that the weekly "spaghetti-supper" business held each week, in the early days of the 30A development, contributed significantly to the rich cultural experience and

sense of place. He also countered this event with the disaster of a major musical event where folks the region over descended upon their town and left a mess they never wanted to experience again.

---

**Benefit:** Small in scale and low in price but repeated weekly will allow the DIB to perfect a small event to the point of "turn-key". Marketing and advertising only needs to be minimal. The regularity and word of mouth will push the marketing message forward and creates opportunities for business to "piggy-back" and push the bulk of the marketing through their own channels. - So, the DIB is not advertising business, but creating the opportunity for business to have a large voice as they advertise for themselves.

**Benefit:** Allows identified demographic multiple opportunities to "figure out their system" of how long it takes for them to get down town, where they should park, how to navigate and where to go once they get there. Repeating this process even twice will establish a system to ease the unknown regarding their trip. This lays the foundation for future downtown visits. (Specifically for the Holiday Lights Thursday Night Retail activity.)

**Benefit:** Allows multiple demographics, cross cultural and cross generational, to be drawn to the area based on the needs of downtown business and residential developers and creates a simple platform upon which business can leverage their own marketing and advertising.

**First event proposal:** 8 -10 weeks of Jazz on the steps of the TT Wentworth.

- Day - Thursdays
- Time - 4:00pm-7:00pm
- Calendar - September 15 - November 15th. Ish (TBT based on Holiday Lights Thursday Night Happening)
- Demographic: *Primary:* Local families. *Secondary:* Date Night and Retirees
- Concept: "Early Evening Meet Up" Bring the kids after school and listen to **quality** Jazz. Explore the Museum, Rest and play under the trees, explore the shops, order to-go from restaurants. Meet Dad's after work and go out for a family dinner. Idea for doing this early is to come straight from work and not offering the time window to go home, pack a picnic and get back downtown. Young kids will need to be finished and going home by 7 on a school night. Sets the stage for a family night of dining out or of the beautiful beginning of a "Date Night".

**Considerations:** Close the street in front of the TT Wentworth and perhaps bring in some bistro tables and chairs, or picnic tables as the mini-event evolves.

**Tone:** An emphasis on **Quality Music** with a low key tempo creates a background to set the tone for the organic development of a new (not gallery night) community cultural development. The first one of these "mini-events" will set the standard for the series and how the others are



developed. It is crucial to set the stage for organic development. It is understood that the TT Wentworth expects a music offering that will lend to the **quality** of the Historic Trust and a low key happening that *supports the tone and quality of the TT Wentworth and Historic Trust*. Both visual and audial stimulation should be understated. Port-o-potties have been discouraged by the TT Wentworth and in their stead the the restrooms at the TT Wentworth will be open to visitors, until it becomes a problem; however, it is also encouraged that the restrooms of the business where food is being purchased are utilized (reinforcing investment in Downtown). Minimizing cones, barrels and other visually distracting devices will help to maintain a low-key, casual event that will lend to the quality of life of those attending. This is not to be a "rock concert" or anything like "EIOS" or a main event *but only a quality layer that enlivens and encourages movement and investment around the area*.

**Pricing and Quality:** The quality musicians expected by the TT Wentworth can be scheduled and maintained by local musician and attorney Jim Green, who's band played to the delight of SOGO Saturday business and guests, evidenced by the many requests for their return. Their success was due to the 1. Quality of professional musicians; 2. Their understanding of respectful amplification and the "background" music style; 3. Instrumental nature vs Lyrical creates background music, not a concert. Full 4 piece Band is \$450 per event. Less for a 3 Piece or 2 piece. **The Key is Quality** - this squares with the Visit Pensacola 2020 Plan that advocates for advancing our music scene.

#### **Pricing to Close the Street:**

**Marketing:** Basic Marketing pushed through DIB should be as simple as 1 graphic that can be re-used regularly to keep costs low. More so, this creates a major opportunity for individual business to reach a qualified audience through their own offerings and their own marketing efforts. It may not even be necessary to "advertise" the event to the community but instead focus on communicating details and a graphic with business so that they can push it out themselves. In this way, it is an organic happening, not a rock concert.

**Sponsorship** - DIB, sponsored or co-sponsored? If the price gets down to a reasonable amount that could be ½ DIB and ½ business per event, it could create an opportunity for small business to sponsor. But, what comes with sponsorship?

**Business Opportunities:** Restaurant's, Opportunity to offer a family To-Go meal in the early evening and offering an opportunity for new customers to become familiar with offerings who would not otherwise be around. Secondly, creates an opportunity for "dining out" with older families at the end of the event. Also, creates a great "Date Night" opportunity for those wanting to stroll and catch 30 minutes of music before going out on the town.

Jackson's will put more tables out and push through their marketing and agree if they could strengthen any nights business, it is Thursdays. Nom has said they could do a boxed sushi. Might O'Riley's to do a brown bag kids hotdog? Or grill out on their sidewalk? Along with regular

offerings. 4-Seasons has in the past tried to do boxed meals to go, picnic style. And So Gourmet will offer a pre-boxed wine and cheese. (and these are only those we have spoken with)

**Retail:** By creating this event on a thursday evening and starting in September, and enlivening our Thursday evening traffic organically, we are beginning to establish a "One night a week" where Retailers have a reason to stay open late. Combining this event with the Holiday Lights goal of creating a "Retail Night" we will be incrementally and organically setting the stage for our Holiday Lights event this Fall.

Caveats:

**Overusing the park to quickly.** This must be organic and we must be sensitive to the passive nature of this park. The event should happen around the park while individuals can make a choice for regular park activity. We will need to establish a "No coolers - no chairs" park rules from the very beginning. And be sure we have the trash cans available for cleaning up. This must remain a passive park. To that end, reduce the visual clutter of any cones, barrels, porto potties, ugly plastic trashcans and their placement.

**Open Container** - How do we manage Open Container? If one business sponsors the event each time, that business could be the sole provider of beer and wine - by the glass - for the event?

Can people bring an open container from neighboring restaurants?

Can people buy a bottle of wine on their way down from Seville or So Gourmet and open and use in the park?

Would families need to go to the restaurant and purchase and stay for their glass of wine?