

**DOWNTOWN IMPROVEMENT BOARD**  
**Regular Monthly Meeting**  
**Tuesday, October 6, 2015**  
**7:30a.m.**  
**AGENDA**

- I. Call To Order & Comments From The Chair
  - a. Comments from the Chairman
- II. Recurring Agenda
  - a. The meeting was noticed and posted on the website.
  - b. Consideration of the proposed meeting agenda for October 6, 2015
  - c. Consideration of the Minutes from the Regular Meeting of the DIB held on September 15, 2015
  - d. Consideration of a requested change to the September 1 meeting minutes
  - e. Consideration of the August Financial Statements
- III. Public Presentation
  - i. none
- IV. Report from the Executive Director
  - a. Holiday Lighting
  - b. Pelican Drop
  - c. Gallery Night
- V. Ongoing Business
  - a. Marketing – monthly update, see attached summary sheet
- VI. New Business
  - a. Discussion
- VII. Committee Activities
  - a.
- 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 Regular Meeting  
of the  
DOWNTOWN IMPROVEMENT BOARD  
Tuesday, September 15, 2015  
4:00p.m.**

- I. Call to Order Chairman Peacock called the meeting to order at 4:02 p.m.
- II. Attendance: John Peacock, Teri Levin, Susan Campbell, Burney Merrill, Jim Homyak, Dottie Dubuisson, Danny Zimmern, Andrew Myer, Amanda Olney, Renee Legere, Todd Thomson, Travis Peterson, Lissa Dees and Ron Butlin
- III. Recurring Agenda
  - a. A motion was made, seconded and passed unanimously to approve the proposed meeting agenda for September 15, 2015 with the Annual Audit and the Annual Insurance Renewal added to ongoing business.
  - b. A motion was made, seconded and passed to unanimously approve the minutes from the regular meeting of the Downtown Improvement Board held on September 1, 2015.
- I. Public Presentation
  - a. YMCA - Board Chair, Jon Kagan and CEO, Michael Bodenhausen presented information about the new Downtown Y, the scope of development, the building layout and opportunities to get involved with the YMCA.
- II. Report from the Executive Director
  - a. Holiday Lighting – Mr. Butlin informed the board that the contract with The Lighting Co. for the tree lights has been signed and materials have been ordered. The contract with Holiday Décor is being reviewed. Also the board requested to see the letter being sent to the merchants inviting them to add to their stores and enhance the overall impact of the season.
  - b. Pelican Drop – Mr. Zimmern gave a brief update, the pelican will be located at Garden Street, the fireworks will remain at the County garage, the Levin/Rinke group is considering a sponsorship and VIP party at the Rex Theater, and there are several groups looking at being sponsors of the event.
  - c. Gallery Night – Mr. Butlin handed out the most current proforma income statement for the 2015 season which showed the event participants and sponsors covering 95% of the annual expenses. The DIB will contribute \$5,000 to supplement the series. He also handed out four short testimonies from some of the lesser discussed participants in GN which highlighted what the monthly GN meant to them. The board discussed this and felt that the benefit of GN on many of the other folks, the wait staff, the artist, the musicians, the small food vendors, and the community at large more than justified the investment.
  - d. Retail group meeting – Ms. Campbell, Mr. Peacock and Mr. Butlin all attended most of a meeting amongst the downtown merchant group. Primarily the group discussed working together for the holiday season and the idea of possibly starting a grass roots campaign to brand downtown as “The Fox”. In addition, there was a desire for a downtown directory of businesses. Mr. Butlin handed out the existing DIB’s Downtown map. There was some discussion on the role of the DIB to produce the map, who might be responsible for its cost and how should the DIB handle businesses that are located outside the DIB boundaries. It was decided that it would be better handled in a special meeting where only Goals would be on the agenda.

### III. Ongoing Business

- a. Marketing - Mr. Peterson handed out a Weekly Update outlining what tasks had been completed and what tasks were underway. In addition, he mentioned a press release planned for Gallery Night along with talking points for the music artist to use in publicly thanking our sponsors.
- b. Annual Insurance Renewal – Mr. Butlin informed the board it was time for the annual insurance renewal. The insurance costs have fortunately been declining; 2013 \$34,317, company change 2014 \$17,355, most recently 2015 \$19,863 and the proposed 2016 of \$18,614. This insurance includes the board members, workers comp, equipment coverage and liability. There was a motion and a second to accept the proposed 2016 renewal. The motion passed unanimously.
- c. Annual Audit – Mr. Butlin informed the board that the annual audit time was again upon us. Given the high level of activity currently underway, staff recommended continuing with Brown Thornton for the 2015 audit. Their familiarity with the business and procedures of the DIB will streamline the audit process and impact on staff. The board indicated they would like the audit contract bid in early 2016. There was a motion and a second to accept Brown Thornton to perform the 2015 audit. The motion passed unanimously.

### IV. New Business

- a. Discussion
  - i. Special Meeting to review goals – the board agreed and a meeting will be set for September 29<sup>th</sup> from 11:00 to 2:00 in the DIB conference room.

### V. Committee Activities

- a. Parking – Minutes attached
  - i. Ordinance revisions, signage and unique requests
- b. Special Events – minutes attached

### VI. Public Comment

Ms. Dubuisson expressed the interest in amending the Friends of Downtown 501 (c) 3 to expand the purpose and allow for event sponsorship funding.

Ms. Campbell mentioned there was an art group being formed to promote public art, the Beyond Walls group. She will keep the board informed as to their activities.

### VII. Adjournment Mr. Peacock adjourned the meeting at 5:25p.m.

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 Regular Meeting  
of the  
DOWNTOWN IMPROVEMENT BOARD  
Tuesday, September 1, 2015  
7:30a.m.**

- I. Call to Order Chairman Peacock called the meeting to order at 7:35 a.m.
- II. Attendance: John Peacock, Teri Levin, Susan Campbell, Burney Merrill, Jim Homyak, Dottie Dubuisson, Todd Thomson, Becky (County Commissioner rep), Warren Sonnen, Tim Crutchfield, Maurice Patterson and Teresa Duffey
- III. Recurring Agenda
  - a. A motion was made, seconded and passed unanimously to approve the proposed meeting agenda for Sept 1, 2015.
  - b. A motion was made, seconded and passed to unanimously approve the minutes from the regular meeting of the Downtown Improvement Board held on August 18, 2015.
- IV. Report from Executive Director:
  - a. John Peacock touched on the holiday lights.
  - b. Pedestrian safety on Main Street. Tim Crutchfield suggested a "No Turn on Right" members liked the idea.
- V. Ongoing Business:
  - a. Closer to getting dance steps. Touched on Banners and Flags on poles once the holiday lights come down.
- VI. New Business:
  - a. Tim Crutchfield will be leaving the DIB mid to late September. Maurice Patterson will be taking over the position. Introductions were made.
  - b. Tim made mention of Tallahassee's Downtown Get Down, a Pregame Pep Rally. Maybe Pensacola could adopt something similar.
  - c. Tim stated the Gulf Coast Traffic Engineers have completed the restriping of the handicap spaces in front of Beef O'Brady's, Dollarhide Music, and The Sanger Theatre.
  - d. Pelican drop, the Pelican will be located at Garden and Palafox. A VIP Party will be held at the Rex Theatre. Fireworks will be kept on top of the Garage.
  - e. Palafox Market bags presented. Will we be selling them? \$1-\$5 suggested price.
  - f. Jim Homyak intends to apply for the Visit Pensacola board vacancy.
  - g. Susan Campbell requested a **marketing strategy meeting to determine how to connect with Visit Pensacola as their new website is being launched in January.** Peacock said Ron Butlin would organize dates before January in order for this meeting to take place.

VII. Public Comment:

- a. Dotty Dubuisson suggested that the DIB endorse any Heritage Trail Signage Restoration. 38 have been started, 3 completed. Contact Keith Wilkens, Portal, 850-595-4988.
- b. Public Murals. Dubuisson wanted to know if the DIB was working on this for the garages. Peacock stated the murals would be done free of charge. Michelle McNeil is starting to do murals also. Susan Campbell knows her if she is needed.
- c. The Chamber will meet in a few weeks in regards to "Restore Act".

VIII. Adjournment: Meeting was adjourned at 8am.

NOTE: The DIB holds its regular meetings on the first and third Tuesday of each month; the first Tuesday is held at 7:30 am. And the third Tuesday is held at 4:00pm. The meetings are held in the DIB Public Meeting Room (suite 104) of the Rhodes Building – 41 N. Jefferson Street, suite 104, Pensacola, FL 32502

# DOWNTOWN IMPROVEMENT BOARD

## Balance Sheet

As of August 31, 2015

	Aug 31, 15
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
101 · Cash - Coastal	146,419.25
108 · Coastal Bank & Trust-Holiday	63,688.43
Total Checking/Savings	210,107.68
Other Current Assets	
140.11 · Due from Parking Fund	115,435.53
162 · City of P-Clean Up Deposit/Perm	1,000.00
163 · Prepaid Dues	1,266.78
164 · Prepaid Insurance	9,795.58
165 · Prepaid Rent	72.72
166 · Prepaid Marketing	931.66
168 · Prepaid Expense	780.31
Total Other Current Assets	129,282.58
Total Current Assets	339,390.26
Fixed Assets	
240 · Equipment	125,857.79
245 · Holiday Decorations	109,771.48
260 · Furniture & Fixtures	6,150.22
300 · Less Accumulated Depreciation	-170,436.93
Total Fixed Assets	71,342.56
<b>TOTAL ASSETS</b>	<b>410,732.82</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	14,269.96
450 · Accounts Payable	1,907.62
452 · Compensated Absences	16,177.58
Total Accounts Payable	
Other Current Liabilities	
490 · Deferred Revenue	38,101.36
491 · Deferred GN Series Income	10,861.60
Total Other Current Liabilities	48,962.96
Total Current Liabilities	65,140.54
Long Term Liabilities	
554 · Due to City of P.-Bollards-LT	12,423.34
Total Long Term Liabilities	12,423.34
Total Liabilities	77,563.88
Equity	

**DOWNTOWN IMPROVEMENT BOARD**  
**Balance Sheet**  
As of August 31, 2015

	Aug 31, 15
32000 · Unrestricted Net Assets	57,760.99
587 · Fund Balance	128,811.75
588 · Invest. in Capital Assets	57,343.00
Net Income	89,253.20
Total Equity	333,168.94
TOTAL LIABILITIES & EQUITY	<b>410,732.82</b>

# DOWNTOWN IMPROVEMENT BOARD

## Profit & Loss Budget Performance

### October 2014 through August 2015

Ordinary Income/Expense	Oct '14 - Aug 15	Budget	\$ Over Budget	Oct '14 - Aug 15	YTD Budget	\$ Over Budget	Annual Budget
<b>Income</b>							
4010 · Property Assessments	306,666.25	306,666.25	0.00	306,666.25	306,666.25	0.00	334,545.00
4030 · Economic Development Income	59,846.12	59,846.12	-2,302.18	57,543.94	59,846.12	-2,302.18	65,332.14
4040 · Event Income	142,740.59	76,250.00	66,490.59	142,740.59	76,250.00	66,490.59	82,500.00
4045 · Pelican Drop Event Income	154,624.60	120,000.00	34,624.60	154,624.60	120,000.00	34,624.60	120,000.00
4060 · Parking Mgmt Reimbursement	71,390.88	71,390.92	-0.04	71,390.88	71,390.92	-0.04	77,881.00
<b>Total Income</b>	<b>732,966.26</b>	<b>634,153.29</b>	<b>98,812.97</b>	<b>732,966.26</b>	<b>634,153.29</b>	<b>98,812.97</b>	<b>680,258.14</b>
<b>Expense</b>							
5000 · Aesthetics	35,692.94	28,085.95	7,606.99	35,692.94	28,085.95	7,606.99	29,335.95
5004 · Annual Meeting	0.00	750.00	-750.00	0.00	750.00	-750.00	750.00
5015 · Bank Charges	4,731.40	3,235.83	1,495.57	4,731.40	3,235.83	1,495.57	3,530.00
5020 · Committee & Board Meetings	150.63	687.50	-536.87	150.63	687.50	-536.87	750.00
5030 · Economic Development	20,813.09	30,304.38	-9,491.29	20,813.09	30,304.38	-9,491.29	33,059.32
5040 · Event Expenses	84,883.54	54,000.00	30,883.54	84,883.54	54,000.00	30,883.54	58,500.00
5045 · Special Events-Pelican Drop	132,536.83	120,833.33	11,703.50	132,536.83	120,833.33	11,703.50	125,000.00
5060 · Dues,Subscriptions&Publications	4,120.59	2,291.67	1,828.92	4,120.59	2,291.67	1,828.92	2,500.00
5100 · Housing Advancement	0.00	1,375.00	-1,375.00	0.00	1,375.00	-1,375.00	1,500.00
5110 · Insurance Expense	17,675.72	16,958.33	717.39	17,675.72	16,958.33	717.39	18,500.00
5125 · Interest Expense - BOP	45.94	916.66	-870.72	45.94	916.66	-870.72	1,000.00
5130 · Internships	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5140 · Marketing Expense	13,926.42	18,437.50	-4,511.08	13,926.42	18,437.50	-4,511.08	19,500.00
5150 · Office Equipment/Software	4,719.51	2,979.17	1,740.34	4,719.51	2,979.17	1,740.34	3,250.00
5160 · Office Rent	18,104.40	19,915.50	-1,811.10	18,104.40	19,915.50	-1,811.10	21,726.00
5171 · Office Supplies	2,632.81	4,125.00	-1,492.19	2,632.81	4,125.00	-1,492.19	4,500.00
5180 · Parking Management	62.66			62.66			
5190 · Postage	835.76	916.67	-80.91	835.76	916.67	-80.91	1,000.00
5200 · Professional Services	80,404.83	97,583.34	-17,178.51	80,404.83	97,583.34	-17,178.51	105,000.00
5201 · Friends of Downtown	1,567.56	0.00	1,567.56	1,567.56	0.00	1,567.56	0.00
5210 · Repair & Maintenance	31.94			31.94			
5220 · Salaries, Benefits & Taxes	196,974.08	213,543.75	-16,569.67	196,974.08	213,543.75	-16,569.67	232,275.00
5240 · Telecommunications	11,682.64	12,833.34	-1,150.70	11,682.64	12,833.34	-1,150.70	14,000.00
5300 · Travel Entertainment & Educ.	1,272.61	2,291.67	-1,019.06	1,272.61	2,291.67	-1,019.06	2,500.00
9999 · Contingency	0.00	1,908.38	-1,908.38	0.00	1,908.38	-1,908.38	2,081.87
<b>Total Expense</b>	<b>632,865.90</b>	<b>633,972.97</b>	<b>-1,107.07</b>	<b>632,865.90</b>	<b>633,972.97</b>	<b>-1,107.07</b>	<b>680,258.14</b>
<b>Net Ordinary Income</b>	<b>100,100.36</b>	<b>180.32</b>	<b>99,920.04</b>	<b>100,100.36</b>	<b>180.32</b>	<b>99,920.04</b>	<b>0.00</b>
<b>Other Income/Expense</b>							
Other Income							
4900 · Interlocal IncomeCRA	187,627.80	184,900.00	2,727.80	187,627.80	184,900.00	2,727.80	184,900.00
<b>Total Other Income</b>	<b>187,627.80</b>	<b>184,900.00</b>	<b>2,727.80</b>	<b>187,627.80</b>	<b>184,900.00</b>	<b>2,727.80</b>	<b>184,900.00</b>
<b>Other Expense</b>							
5023 · Depreciation	10,847.16	0.00	10,847.16	10,847.16	0.00	10,847.16	0.00
5900 · Interlocal Repayment-CRA	187,627.80	184,900.00	2,727.80	187,627.80	184,900.00	2,727.80	184,900.00
<b>Total Other Expense</b>	<b>198,474.96</b>	<b>184,900.00</b>	<b>13,574.96</b>	<b>198,474.96</b>	<b>184,900.00</b>	<b>13,574.96</b>	<b>184,900.00</b>



2:54 PM

10/02/15

Accrual Basis

**DOWNTOWN IMPROVEMENT BOARD**  
**Profit & Loss Budget Performance**  
October 2014 through August 2015

	Oct '14 - Aug 15	Budget	\$ Over Budget	Oct '14 - Aug 15	YTD Budget	\$ Over Budget	Annual Budget
Net Other Income	-10,847.16	0.00	-10,847.16	-10,847.16	0.00	-10,847.16	0.00
Net Income	89,253.20	180.32	89,072.88	89,253.20	180.32	89,072.88	0.00

# Downtown Parking Management District

## Balance Sheet

As of August 31, 2015

Aug 31, 15

<b>ASSETS</b>	
Current Assets	
Checking/Savings	
100 · Petty Cash-Jefferson Garage	1,214.20
101 · Cash-Coastal	88,874.44
102 · Cash-Wells Fargo	17,714.22
Total Checking/Savings	107,802.86
Accounts Receivable	
140.4 · Parking Fees & Fines	45,593.15
145.4 · Allowance for Doubtful Accounts	-34,561.38
Total Accounts Receivable	11,031.77
Total Current Assets	118,834.63
Fixed Assets	
241 · Equipment	279,923.63
290 · Improvements	172,262.10
300 · Accumulated Depreciation	-172,613.89
Total Fixed Assets	279,571.84
Other Assets	
360 · Intangible Loan Costs-7yrs	2,738.20
361 · Accumulated Amortization	-1,560.21
Total Other Assets	1,177.99
<b>TOTAL ASSETS</b>	<b>399,584.46</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
450 · Accounts Payable	15,576.49
Total Accounts Payable	15,576.49
Other Current Liabilities	
401 · N/P-Coastal Bank&Trust-Current	14,926.14
404 · N/P-CB & T-Pay Stations-Current	26,308.11
452 · Due to D.I.B.	115,435.53
460 · Restricted Fund	1,000.00
Total Other Current Liabilities	157,669.78
Total Current Liabilities	173,246.27
Long Term Liabilities	
501 · N/P-Coastal Bank & Trust	26,120.03
502 · Less Current Portion	-12,913.14
503 · N/P-CB & T-Pay Stations	118,249.72
504 · Less Current Portion	-25,334.11
Total Long Term Liabilities	106,122.50

**Downtown Parking Management District**  
**Balance Sheet**  
As of August 31, 2015

	Aug 31, 15
Total Liabilities	279,368.77
Equity	
32000 · Unrestricted Net Assets	-57,018.60
32100 · Investment in Capital Assets	126,213.00
Net Income	51,021.29
Total Equity	120,215.69
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>399,584.46</b>

# Downtown Parking Management District Profit & Loss Budget Performance August 2015

Ordinary Income/Expense	Aug 15	Budget	\$ Over Budget	Oct '14 - Aug 15	YTD Budget	\$ Over Budget	Annual Budget
Income							
4502 - Baylen Street Parking Lot	759.59	375.00	384.59	19,999.18	4,125.00	15,874.18	4,500.00
4503 - Spring Street Lot	107.50			1,290.00			
4505 - Tarragona Street Parking Lot	1,088.07	1,666.67	-578.60	14,846.90	18,333.33	-3,486.43	20,000.00
4505.1 - Less Rev Sharing St Hist Soc	-529.00	-208.33	-320.67	-7,936.00	-2,291.67	-5,644.33	-2,500.00
4510 - Intendencia St Garage	920.69	2,083.33	-1,162.64	15,733.41	22,916.67	-7,183.26	25,000.00
4510.1 - Less Rev share w/County	-278.69	-833.33	554.64	-6,854.77	-9,166.67	2,311.90	-10,000.00
4515 - Govt Street Parking Lot	1,507.01			10,145.59			
4520 - Jefferson Street Garage	20,973.97	19,166.67	1,807.30	238,368.22	210,833.33	27,534.89	230,000.00
4520.5 - Cr Card Fees Paid JPG	-504.06	-477.33	-26.73	-4,070.16	-5,250.67	1,180.51	-5,728.00
4525 - Judicial Ctr Pkg Garage	0.00	166.67	-166.67	810.82	1,833.33	-1,022.51	2,000.00
4525.1 - Less Rev Share w County	0.00	-66.67	66.67	0.00	-733.33	733.33	-800.00
4530 - Parking Meters	16,522.99	12,916.67	3,606.32	146,121.95	142,083.33	4,038.62	155,000.00
4530.5 - Cr Card Fees Paid-Meters	-1,176.12	-1,160.92	-15.20	-9,496.96	-12,770.08	3,273.12	-13,931.00
4530.6 - less Rev Shar w/State Chappie J	0.00			-2,157.47			
4540 - Parking Fines	15,483.55	6,250.00	9,233.55	105,224.05	68,750.00	36,474.05	75,000.00
4540.1 - Less Police written tickets	0.00	-492.75	492.75	-3,097.00	-5,420.25	2,323.25	-5,913.00
4540.2 - Less Airport written tickets	0.00			-988.00			
4550 - North Palafox Lot	456.88	2,083.33	-1,626.45	25,097.00	22,916.67	2,180.33	25,000.00
4555 - Residential Parking Pass	120.00			408.00			
4590 - Dumpster Placement Fees	100.00	104.17	-4.17	1,150.00	1,145.83	4.17	1,250.00
4597 - Validation Program	945.00	62.50	882.50	2,070.05	687.50	1,382.55	750.00
4599 - Other Income	0.00			20.00			
Total Income	56,497.38	41,635.68	14,861.70	546,684.81	457,992.32	88,692.49	499,628.00
Expense							
5007 - Bad Debt Expense	0.00	29.17	-29.17	0.00	320.83	-320.83	350.00
5010 - Bank Charges	78.90	100.00	-21.10	1,488.24	1,100.00	388.24	1,200.00
5020 - Credit Card Discounts	0.00			284.70			
5030 - Debt Service	3,410.34	3,066.67	343.67	36,666.95	33,733.33	2,933.62	36,800.00
5060 - Dues & Subscriptions	0.00	166.67	-166.67	92.00	1,833.33	-1,741.33	2,000.00
5125 - Interest Expense	741.37	958.33	-216.96	6,642.96	10,541.67	-3,898.71	11,500.00
5140 - Marketing & Printing	0.00	833.33	-833.33	516.00	9,166.67	-8,650.67	10,000.00
5171 - Office Supplies	0.00	41.67	-41.67	744.65	458.33	286.32	500.00
5173 - Office Overhead	6,490.08	6,490.08	0.00	71,390.88	71,390.92	-0.04	77,881.00
5201 - Annual Audit	0.00	0.00	0.00	16,825.00	16,000.00	825.00	16,000.00
5207 - Misc Expense	0.00	62.50	-62.50	0.00	687.50	-687.50	750.00
5210 - Repair & Maintenance	2,768.05	4,166.68	-1,398.63	44,140.69	45,833.32	-1,692.63	50,000.00
5211 - Signage	1,575.00	416.67	1,158.33	4,717.87	4,583.33	134.54	5,000.00
5215 - Utilities	921.05	1,149.75	-228.70	13,557.12	12,647.25	909.87	13,797.00
5300 - Travel Entertainment & Educ	0.00	-83.33	83.33	0.00	916.67	-916.67	1,000.00
5680 - Management Contracts	2,808.33	2,916.67	-108.34	28,083.30	32,083.33	-4,000.03	35,000.00
5683 - Parkeon Paystation Contract	1,456.00	1,458.33	-2.33	16,016.00	16,041.67	-25.67	17,500.00
5688 - Enforcement Services	13,053.72	11,666.67	1,387.05	145,192.30	128,333.33	16,858.97	140,000.00
5689 - Enforcement Spec Events Pkg	1,299.02	833.33	465.69	16,652.49	9,166.67	7,485.82	10,000.00
5690 - Security	4,071.70	5,000.00	-928.30	54,310.50	55,000.00	-689.50	60,000.00
5695 - Equipment Maintenance	0.00	737.50	-737.50	5,710.75	8,112.50	-2,401.75	8,850.00
9999 - Contingency	0.00	125.00	-125.00	0.00	1,375.00	-1,375.00	1,500.00
Total Expense	38,673.56	40,302.35	-1,628.79	463,032.40	459,325.65	3,706.75	499,628.00

2:51 PM

10/02/15

Accrual Basis

# Downtown Parking Management District

## Profit & Loss Budget Performance

### August 2015

	Aug 15	Budget	\$ Over Budget	Oct '14 - Aug 15	YTD Budget	\$ Over Budget	Annual Budget
Net Ordinary Income	17,823.82	1,333.33	16,490.49	83,652.41	-1,333.33	84,985.74	0.00
Other Income/Expense							
Other Expense	0.00			293.34			
5005 - Amortization	0.00	0.00	0.00	32,337.78	0.00	32,337.78	0.00
5056 - Depreciation							
Total Other Expense	0.00	0.00	0.00	32,631.12	0.00	32,631.12	0.00
Net Other Income	0.00	0.00	0.00	-32,631.12	0.00	-32,631.12	0.00
Net Income	17,823.82	1,333.33	16,490.49	51,021.29	-1,333.33	52,354.62	0.00



September 18-25, 2015

### Completed

- Held website strategy meeting with development team
- Completed website Site Map (phased) for DIB new web build out
- Began website wireframe —in progress, ETA for wireframe completion 9/28
- Began writing digital strategy for holiday campaign, ETA for completion 10/5
- Updated website for meeting notices and Gallery Night refresh
- Drafted press release for Gallery Night
- Pitched media outlets on Gallery Night story
- Drafted holiday campaign plan for regional market
- CS met w/Susan Campbell
- Edited and distributed email update on Gallery Night, holiday lights
- Scripted sponsor reads for artists and performers for Gallery Night
- Audited social media platforms for consolidation and updating
- Designed new October Gallery Night graphics - map, ads, posters

### In Progress

- Design marketing handout for DIB board strategic planning meeting
- Holiday PR and digital campaign
- Airport signage design/annual contract
- Pelican Drop promotion
- Gallery Night promotion
- Downtown branding plan

### Upcoming

- Identify strategic priorities for 2016
- Finalize FY2015-16 Marketing Plan
- Phase 1 website update graphics and rollout
- Social media consolidation
- Staff training for email and social posting