

DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday, December 1, 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 properly
 - b. Consideration of the proposed meeting agenda for December 1, 2015
 - c. Consideration of the Minutes from the Regular Meeting of the DIB held on November 17, 2015
- III. Public Presentation
 - i.
- IV. Report from the Executive Director
 - a. Holiday Lighting
 - b. Pelican Drop – Danny Zimmern
 - c. Dance Steps
 - d. Audit
 - e. Gallery Night
- V. Ongoing Business
 - a. Marketing – Update on activity
- VI. New Business
- VII. Committee Activities
 - a. Parking Committee
 - b. DAB
 - c. Special Event
 - d. Merchants Committee
- 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, November 17, 2015
4:00p.m.**

- I. Call to Order - Vice Chairman Campbell called the meeting to order at 4:15p.m.
 - a. Ms. Campbell briefly discussed the success of the Foo Foo festival in attracting additional visitors to downtown with art and activities on the street. She also mentioned the positive influence that the GGC Arts Festival had on downtown.
 - b. Ms. Campbell also discussed the quality of the Entracon event and her takeaway concepts of Economic Development through Entrepreneurship. She saw many small businesses and big businesses locating downtown; and all were very interested in supporting the network of the community. This would be a good opportunity for the DIB to tap into local talent, fill out our committees from all sectors of business and to support this trend in entrepreneurial economic development.
- II. Board Members in Attendance: Susan Campbell, Teri Levin and Jim Homyak
- III. Recurring Agenda
 - a. A motion was made, seconded and passed unanimously to approve the proposed meeting agenda for November 17, 2015 with the addition of item d. under 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 November 3, 2015 subject to the addition of "a solution by January and a temporary solution by the November 17th meeting" to item i. of the ED report relating to the Jefferson Trash discussion.
 - c. The board briefly discussed September DRAFT financial statements and agreed to wait for the completion of the audit to finalize.
- IV. Public Presentation
 - a. none
- V. Report from the Executive Director
 - a. Holiday Lighting is close to complete. Continue to repair damage due to wind and trucks catching low branches. We discussed the yarn art in SoGo and getting lights from the contractor so the businesses could do something with those trunks if they so desired.
 - b. Pelican Drop is moving into high gear. Similar to last year but with more activities and entertainment. It was noted that the Studer Foundation declined our request to sponsor the fireworks display and Mr. Butlin noted that we would not commit to a Ferris wheel until we had additional sponsorships. Some of the current money budgeted for the Ferris wheel would be used for promotion and advertising.
 - c. Dance Steps – Chairman Peacock and Mr. Butlin are continuing to push the City for the requisite approvals to allow for the installation. We think we are very close to getting that done.
 - d. Audit – the field work is ongoing with the total audit being wrapped up and presented to the board in mid-December.
 - e. Gallery Night – we are working on a meeting with the Restaurants & Bars to discuss sponsor's thoughts on additional loyalty and the impact of possibly losing those sponsorships.
- VI. Ongoing Business

- a. Marketing – We've Got DIB's both presented and handed out an update on activity. Marketing was asked for the Holiday Graphics to be circulated in the various social media formats. These graphics would include an "extended hours" graphic that merchants could share on their own pages and support the marketing efforts. Please see the attached as it is lengthy.
- b. Holiday Flags were discussed. Staff presented several off the shelf possibilities for holiday flags that could be available early December. In addition, banners were discussed with staff informing the board that we had inventoried the poles and the majority could accommodate banners. Banner brackets look to be roughly \$10,000 before labor. The board decided to wait on purchasing holiday flags and to evaluate how to raise funding for banners as banners would be a desirable longer term solution to both color and information dissemination downtown. After this discussion the board concluded to send this to committee and felt the DAB would be the appropriate committee to work out an action plan including pricing, and return a recommendation to the board.
- c. Jefferson Trash – there was considerable discussion on the current undesirable trash situation. Mr. Butlin outlined some short-term activities that are being worked on such as bi-monthly hot water/steam pressure washing and an additional dumpster provided each weekend. Mr. Butlin also presented the board with details of how the situation is currently being handled and paid for along with projections for how a compactor might be utilized and the related change in cost. Staff was directed to 1) check with the City on codes that could be enforced in an attempt to address the current mess being created, 2) start meeting with the property landlords to discuss the compactor and/or other ideas, and 3) work with Mr. Spencer on designing where a compactor could be located. Vice-Chair Campbell asked staff to ask our attorney the legal position on this. Getting a legal position on who is responsible, in all or in part, for this capital investment before working with the city might save considerable time and efforts. Ms. Levin suggested chairman Peacock and Mr. Butlin meet with the city. The discussion was had that this type of capital investment may not be the sole responsibility of DIB, that there may be shared ownership between CRA, CITY, DIB and Property owners. in equal or unequal parts. There was also discussion questioning what abilities tenants had to solve this problem, even though they are responsible for their own trash, they cannot alter the property. Vice Chair Campbell asked if this complicated process should "go to committee" for review and reporting however, the board did not "send this to committee" and the responsibility remains with the board and Director. Due date remains January.
- d. The renewal of a working capital line of credit with Coastal Bank & Trust. There was a motion and a second to approve the renewal of a \$125,000 working capital line of credit to assist with the potential cash shortfall due to how property tax revenue flows and that tends to occur during the months of December through March. The motion passed unanimously.

VII. New Business

VIII. Committee Activities

- a. Merchants Committee continues to meet weekly regarding the Holiday Season and ways to promote downtown.
- b. The board would like to see the committees work on and present to the board their strategic plans for 2016. The board would also like to see if we could consolidate some committees and provide for a monthly report of the activities of each committee. Motion was made by Mr. Homiak seconded by Ms. Levin to direct all standing committees to work on and present yearly goals, quarterly goals and a 30 day goal to the DIB in January. At that time, it was discussed, the board can listen to their plans and their needs and further edit and direct their action. Presumably we can begin to budget for committee activities and work all efforts into a yearly strategic plan. Also, staff was asked to list all active committees on our reoccurring agenda one time a month. This will be a gentle reminder that we have committees even if they do not have a presentation or reports on that day.

IX. Public Comment

- a. Ms. Dubuisson mentioned in reference to the statement that no one picks up trash on Sunday that the Noah's Ark mini-storage facility on Cervantes does have a Sunday pick up and staff should check with them.
- b. Ms. Dubuisson also passed on remarks from a developer working in Belmont, that Pensacola is the only area of the Gulf Coast with a real "community" not just a stop off for weekend visits or snow birds.

X. Adjournment

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