

**Minutes of the
DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday November 15, 2016**

- I. Call to Order & Comments from The Chair – Chairman Peacock called the meeting to order at 5:02 p.m.
- II. Attendance
 - a. Board members present – John Peacock, Teri Levin, Charlie Switzer, Dee Dee Davis, Jim Homyak, Brian Spencer
- III. Recurring Agenda
 - a. Mr. Peacock confirmed that the meeting was noticed properly.
 - b. There was a motion and a second to accept the Minutes from the Regular Meeting of the DIB held on November 1, 2016. The motion passed unanimously.
- IV. Marketing
 - a. Mrs. Sjoberg provided monthly marketing update.
 - b. Mr. Peacock confirmed that Ideaworks is leveraging media with Visit Pensacola.
- V. Ongoing Business
 - a. Mrs. Dees and Mrs. Sjoberg provided update on First City Lights Festival.
 - i. Ugly Sweater invitations were mailed to City and County and hand delivered to DIB Board.
 - ii. Mrs. Dees gave update on light testing scheduled for Nov. 19th.
 - iii. Mr. Peacock confirmed proper staffing and plans for communication on Nov. 25th.
 - b. Mrs. Dees provided overview of Foo -Foo Mural events that occurred on Nov. 5th & Nov. 12.
 - c. Mrs. Dees provided survey results on Trick or Treat event. Recommendation from staff as a result of survey is to move event back to weeknight.
 - d. Mr. Peacock requested update on Banners.
 - i. Mrs. Dees and Mrs. Sjoberg to meet with Mr. Orlich at Pensacola Sign week of 28th to discuss layout and production.
 - e. Mrs. Dees informed Board that letter of intent to Celebrity Chefs for April 2nd Farm to Table are to be sent out this week.
 - f. Councilman Spencer provided update on Loitering and Panhandling.
 - i. Mrs. Levin provided Board with invite to attend Homeless Conference on Nov. 21 and 22.
 - ii. Mr. Peacock asked Councilman Spencer what action could be taken during the Holiday Season.
 - iii. Councilman Spencer reiterated that the Mayor has given PPD solid instruction to have limited leniency on those violating Panhandling Loitering laws.
 - iv. Councilman Spencer requested a meeting with Mr. Morse and Mr. Bednar to further discuss expanding the LTU guidelines.
 - g. Mr. Peacock reminded Board of Aesthetic Improvement Plan meeting scheduled for Nov. 17th at 2:00 p.m.
- VI. Parking
 - a. Mr. Bednar provided Parking committee updated.
 - i. Board approved \$1,000.00 request to repair JSPG lighting.
 - ii. Board approved \$600.00 request for Event Sign replacement.
 - iii. Mr. Morse requested Board permission to make necessary repairs of up to \$1500.00 without waiting for Board Approval.
 - iv. Board voted unanimously to Mr. Morse's request, Mr. Peacock requested that the Board still be informed.

VII. New Business

- a. Mr. Morse informed Board of intent to restructure meetings
 - i. Mr. Peacock asked that Mr. Morse focus on restricting of meetings.
- b. Mr. Morse provided intent of reinstating DIB monthly News Letter.
- c. Mr. Morse requested that DIB be a \$1,00.00 sponsor of Pelican Drop, due to the importance of this event to the Downtown culture.
 - i. Board unanimously approved request for sponsorship.
 - ii. Mr. Peacock requested the Mr. Morse adhere to the structure of going through the Special Events Committee before recommending approval of spending event funds.

VIII Committee Activities

- a. Special Events – Nov. 11th meeting rescheduled due to Veteran’s Day.
 - i. next meeting Nov. 28th, 9:00 a.m.
- b. Parking – minutes from Nov. 8th meeting and update provide to Board.
- c. DAB – Mr. Morse requested that DAB meeting be postponed in December for restructuring.
 - i. Board unanimously approved Mr. Morse’s request.

VIII. Public Comment

- a. Mr. Caro requested that Gallery Night event be included in DIB Calendar of Events.
 - i. Mrs. Dees confirmed that this request has already been fulfilled.
- b. Mr. Caro questioned the possible impact of LTU modifications on events such as Gallery Night
- c. Councilman Spencer explained the plan for multi-level LTU modifications and therefore should not impact public movement during events.
- d. Councilman Spencer requested DIB look at the possibility of managing the enforcement of LTU’s within the district.

IX. Adjournment the meeting was adjourned at 5:32 p.m.