

Downtown Advisory Board

Of the Downtown Improvement Board

October 27, 2016 – 9:00 a.m.

AGENDA

- 1) Mission/Vision Statement – The Marketing team reviewed the Mission and Vision as well as the request from the board to include “Explore”, however suggested that the Explore word was not a key word that needed to be included. The Mission and Vision statements were read at the DIB Meeting on September 6 2016 and was unanimously approved.

Mission Statement:

The Mission of the Downtown Improvement Board is to and enhance Downtown Pensacola as a vibrant cultural and commercial destination for residents, businesses, and visitors.

Vision Statement:

As a destination for the arts, history, shopping, dining, entertainment and recreation, Downtown Pensacola is the cultural center of Escambia County. Downtown Pensacola is an active, pedestrian-friendly area, a prime business location, a lively urban residential neighborhood, and a social and visual focal point for the community.

- 2) Redefine Goals and Objectives to coincide with revised Mission and new Vision Statements.

Goals and Objectives

As set out in 2013 – 2017

- Attract more quality retail establishments
- Increase residential offerings and occupancy
- Increase visits to Downtown
- Improve community awareness of the economic impact of the DIB
- Strengthen collaborative relationships with outside agencies

Expanded in 2014 - HEAART

Housing

- Enhance property values
- Increase residential offerings and occupancy

Economic Development

- Increase visits to Downtown

Aesthetics

- Removal of commercial blight
- Beautify Downtown Pensacola

Arts and Culture

- Support Historical Activities
- Support Performance venues
- Public Art

Minutes of the
Downtown Advisory Board
August 25, 2016 – 9:00a.m.

- 1) The meeting was called to order at 9:08.
- 2) First topic from Agenda was the discussion of September meeting location change to Rhodes building conference room 104 and the change of November meeting date to a week prior as the regular meeting date falls on Thanksgiving. Bowden Meeting space was secured for November 17th as an exception to the regular meeting schedule for Novembers meeting.
- 3) A motion to approve the polished mission statement from the Downtown Improvement Board marketing team was made by Pam T., second by Raven H. and all in favor. The polished statement will now be presented to the DIB at their next meeting (Sept 6th 7:30 a.m.)

Mission: The mission of the Downtown Improvement Board is to promote and enhance Downtown Pensacola as a vibrant cultural and commercial destination for residents, businesses, and visitors.

Vision: As a destination for visitors to explore the arts, history, shopping, dining, entertainment and recreation, Downtown Pensacola is the cultural center of Escambia County. Downtown Pensacola is an active, pedestrian-friendly area, a prime business location, a lively urban neighborhood, and a social and visual focal point for the community.

- 4) The board was notified of the desired to present to the board a new map project for downtown. This would be designed by a graphic designer who would be hired to complete this project and provide a printable file as well as an editable file upon completion to the DIB staff. This project would be an updated and current version of the previous half sheet map that is great for visitors and residents alike to easily find merchants, bars & restaurants and more within the DIB. Mr. Sonnen requested and was provided a copy of the proposal via email and responded that he was pleased with what was presented.
- 5) The main focus of the meeting was to redefine the Goals and Objectives of the DIB to coincide with the new Mission/Vision statements. Each line item in the H.E.A.A.R.T Brochure was gone over and discussed to either strikethrough, keep or redefine. Mr. Sonnen stated that he would work with what falls into each category of the H.E.A.A.R.T concept with what was left to determine if the acronym should remain or be revised and bring that to present at the next meeting.

To summarize;

The DAB priority is now focused on the Goals and Strategies for the next 1-3 years to present to the DIB by the end of 2016.

The meeting was adjourned at 10:15 am.