

**Minutes of the
DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday October 18, 2016**

- I. Call to Order & Comments from The Chair – Chairman Peacock called the meeting to order at 4:00 p.m.
- II. Attendance
 - a. Board members present – John Peacock, Teri Levin, Jim Homyak, Dee Dee Davis, Brian Spencer
- III. Recurring Agenda
 - a. Mr. Peacock confirmed that the meeting was noticed properly.
 - b. Ms. Levin requested agenda additions of Loitering and Panhandling issue.
 - c. Councilman Spencer requested addition of License to Use and Parking Revenue in R.O.W.
 - d. There was a motion and a second to accept the agenda and requested additions.
 - e. There was a motion and a second to accept the Minutes from the Regular Meeting of the DIB held on October 8, 2016. The motion passed unanimously.
- IV. New Business
 - a. Mr. Ryan Novota provided an overview of city electrical deficiencies identified in 2015 and updated the Board on repairs that have been completed and plans currently underway to correct these issues for 2016 First City Lights Festival.
 - b. Mr. Peacock Thanked Mr. Novota for his partnership and diligence in correcting the identified lighting issues and for working with the DIB to resolve the permitting situation. Mr. Peacock asked Councilman Spencer to relay to the Mayor, the outstanding partnership and performance Mr. Novota has provided to the DIB on this project.
- V. Marketing
 - a. Mrs. Sjoberg provided a detailed PowerPoint presentation highlighting the marketing plans and Scope of work identified as imperative for continued growth and success in 2016-2017 for Marketing the DIB.
- VI. Ongoing Business
 - a. Mrs. Dees gave update on First City Lights Festival
 - i. The Special Events Committee recommended the ‘Turning On of the Lights’ ceremony be done in conjunction with Winterfest on Nov. 25th. The Board unanimously approved.
 - ii. Special Events Committee recommended the lights remain on during the hours of 4pm and 12am. The Board unanimously approved.
 - iii. Mrs. Dees requested input from the Board on Speakers for the Lighting Ceremony. The Board recommended Mayor Hayward, Commissioner Robinson and Mr. Steve Hayes.
 - b. Mr. Homyak informed the Board that Mr. Zimmern expressed an interest in leaving the lights up through Mardi Gras. The Board agreed to hear Mr. Zimmern’s proposal before voting on the date to turn the lights off.
 - c. Mr. Haydn-Slater provided the Board with an update of the Foo-Foo Jefferson Street Mural project and update on events planned for the Foo-Foo Festival.
 - d. Mrs. Dees updated the Board on the three responses received for the RFP for the Banner project and one response received for the Beautification RFQ.
 - i. Mr. Peacock requested that Mrs. Dees and Ms. Sjoberg compare Banner material from the two local companies before the Board votes, to ensure quality of material is equal.
 - ii. Mr. Peacock requested a meeting be set with Mr. Pate from Jerry Pate Design and Mr. Wiggins to discuss the Beautification plans.
 - e. Mrs. Dees assured Board that everything was on track for a successful Trick or Treat event on Sat. 10/29.
 - f. Mr. Peacock requested a vote to approve the Beach Trolley Interlocal agreement. The Board Approved unanimously.

- i. Mrs. Dees updated the board on the request from the Studer Group for the DIB to donate the ‘Loop’ logo for use of the Trolley service.
 - ii. Mrs. Sherwood and Mr. Reeves requested the Board approve to spend \$1,000.00 to utilize the DIB’s website as the landing page for the Trolley. The Board unanimously approved.
 - iii. Mr. Sonnen requested the Board think about the need for controlling the number of Trolley’s operating downtown.
 - iv. Mrs. Dubuisson requested that the current route be modified to include Belmont Parking Lot
- g. Ms. Levin requested the Board take action in addressing the growing number of people loitering and panhandling within the district. All Board members agreed that this matter needs attention from the Mayor’s office before the start of the Holiday shopping Season.
 - i. Councilman Spencer suggested the Board work with the City to modify current LTU to include storefront to curb as a safe movement zone which would include prohibiting impediment of flow of traffic. Therefore, PPD would be positioned to assist Merchants with loiter issues.
 - ii. Councilman Spencer suggested the DIB consider creating a position to enforce LTU code violations.
 - iii. Mrs. Davis requested the Board request additional Police foot patrol on Palafox for the Holiday Season.
 - iv. Mr. Peacock agreed to work with Mrs. Dees to draft a letter to the Mayor’s office and City Council requesting additional foot patrol and consideration of revising LTU.

VII. Parking

- a. Mrs. Dees informed Board that due to lack of attendance by current committee, the Parking meetings did not have a quorum in Sept. or Oct.
- b. Mrs. Dees provided Board with Parking Committee suggested new members to correct the low attendance. Mr. Peacock approved the addition of Mr. Zimmern, Ms. Buswell and Mr. Holland and removal of Mr. Beuchard and Mr. Abston.
- c. Mrs. Dees notified Board that Big Green Machine and Trailer currently in the JSG storage area are on the DIB books but have no value.
 - i. Mrs. Dubuisson requested the DIB donate the items to Truth for Youth.
 - ii. Mrs. Dees agreed to work with Mrs. Dubuisson on needed paper work
- d. Mr. Peacock suggested the DIB donate the use of the Bollards to Michael Carro’s group for their first Gallery Night and for Mrs. Dees to work with Mr. Stebbins to create a Bollard use agreement and fee schedule for future events. The Board had no objections.
- e. Mrs. Dees requested the Board provide suggestions to replace the Sign at the alley entrance to Palafox behind JSG.
 - i. Ms. Levin recommended a wayfinding sign.

VIII. New Business

- a. Mrs. Dees informed Board of need to update Coastal Bank Account signature forms.
- b. Mr. Peacock reviewed Mr. Morse’s contract with the Board and requested a vote. The Board unanimously approved.

VIII Committee Activities

- a. Special Events – next meeting Nov. 11th & 28th, 9:00 a.m.
- b. Parking – next meeting Nov. 8th, 4:30 p.m.
- c. DAB – Nov. meeting cancelled due to Holiday

IX. Public Comment

None

- X. Adjournment the meeting was adjourned at 5:50 p.m.