

DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday, November 1, 2016
7:30 a.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 November 1, 2016
 - c. Consideration of the Minutes from the Regular Meeting of the DIB held on October 18, 2016.

- III. Public Presentation
 - a. Joyce Kinter – Holmes & Company- Aug. & Sept. financial review
 - b. Assistant Chief Lyter and Mr. Jones – Loitering and Panhandling

- IV. Marketing

None

- V. On-going Business
 - a. First City Lights Festival
 - b. Foo-Foo - Jefferson Garage Mural
 - c. Trick or Treat review
 - d. Banner material comparison update
 - e. Loitering and Panhandling Letter to Mayor and City Council
 - f. Coastal Bank Signature Update
 - g. Change in Curt's start date

- VI. Parking
 - a. New committee member update
 - b. Donation of Green Machine and Trailer to Truth for Youth

- VII. Committee Activities
 - a. Special Events – See minutes from Oct. 14th meeting - November meetings scheduled for 11th & 28th (2nd meeting moved to Monday 11/28 due to holiday)
 - b. Parking – next meeting November 8th.
 - c. DAB – See minutes from October 27th meeting.

- VIII. New Business

- IX. Public Comment

- X. 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 Public Meeting Room #1 of the Bowden Building, 120 Church Street, Pensacola, Florida 32502.

**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.

October 21, 2016

Mayor Ashton Hayward
Council President Bare
Council Vice President Spencer
Council Member Wu
Council Member Myers
Council Member Terhaar
Council Member Johnson
Council Member Wingate
Council Member Canada-Wynn
City of Pensacola
222 West Main Street
Pensacola, Florida 32502

RE: Loitering and Panhandling – Downtown Pensacola

Dear Mayor Hayward and Council Members,

The Pensacola Downtown Improvement Board (DIB) is requesting the City of Pensacola's assistance in addressing a significant and somewhat alarming rate of increase in the loitering and panhandling activity occurring in the Downtown District. We understand this problem is not unique to our community and recognize the issue is not the same as homelessness which is a significant community issue requiring a long term community wide solution.

The DIB's goal is to identify short, intermediate, and long term solutions that not only preserve the rights of the less fortunate but also protect the rights and economic viability of those that have made significant investments in our community.

As you are aware, the DIB continues to work diligently to enhance and promote Downtown Pensacola as a vibrant cultural and commercial destination for residents, businesses and visitors. Downtown generates a significant amount of economic activity for our community in the form of jobs and tax revenue. The DIB's mission is quickly being overshadowed by an increasing number of people loitering and panhandling on our streets, parks, sidewalks and storefronts. This situation has become a legitimate public health and safety concern and merits prompt attention.

There have been significant effort and resources expended by the City, County, Visit Pensacola, DIB, and the private sector to implement and promote the renewal of downtown as well as the upcoming First City Lights Festival and the soon-to-be launched Downtown Pensacola Trolley Service. Additionally, the upcoming holiday season is vital to the economic success of Pensacola's downtown retailers and restaurateurs.

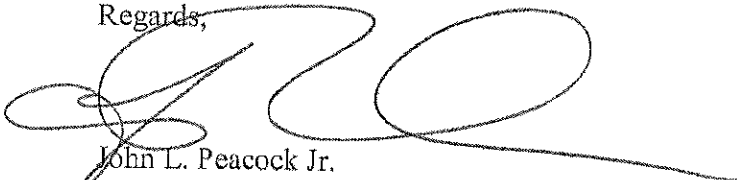
Please trust that this Board membership stands ready to help in any way possible to identify and implement a balanced approach to deal with this economic, safety, and health related issue. Our recommendations and request for action include:

- 1) Immediate implementation of a downtown Police presence (on foot or bicycle) to discourage and manage loitering in public parks after hours and at business and residence entrances.
- 2) Update the License To Use (LTU) language to allow enforcement by Pensacola Police upon receiving loitering complaints from property and business owners.
- 3) Follow the precedent set by other progressive Florida cities by identifying districts where loitering and panhandling activities are restricted.
- 4) Author ordinance language defining the activities associated with loitering and panhandling that are deemed unlawful.
- 5) Collaborate with county, community and non-profit organizations in the development of long term solutions for assisting the less fortunate population in our community.

These steps will help ensure businesses, citizens and visitors have a safe, family friendly and pleasurable experience while working, living, dining, shopping and enjoying the streetscape of Downtown Pensacola.

We sincerely thank you for your support, time, consideration and collaboration in addressing this request.

Regards,



John L. Peacock Jr.
Downtown Improvement Board

**Minutes of the
Special Events Committee
Friday, October 14, 2016
9:00 a.m.**

- I. Call to Order - Mr. Sonnen called the meeting to order at 9:00 am.
- II. Recurring Agenda
 - a) The proposed agenda for October 14, 2016 was accepted
 - b) Minutes from September 9, 2016 were accepted
- III. Ongoing Activities
 - a) New Meeting Dates: 2nd and 4th Friday of every month through December were approved.
 - b) Holiday Lights
 - i. Mr. Peacock asked for Mr. Novota to present an update on the Lighting Project.
 - I. Mr. Novota updated on all poles and outlets that are being rewired and/or upgraded.
 - II. The outlets will operate on 7 day timeclocks and can be set for on and off times easily
 - III. Poles rewired from inline fuse to ground fault outlet need 1 week heads up before turn on – dry run section by section with Gordon. Schedule with Mr. Novota for the test run prior to lighting ceremony.
 - IV. The Committees decision was to turn on the lights on November 25th, however a turn off date has not yet been determined. A suggested end date was January 22, 2017/
 - I. Winterfest: Has lots of great things they already are planning. Due to looking forward to Grant Potential for Holiday Lights in the future the board recommends we combine with Winterfest, however the goal should be a stand-alone event in future.
 - II. Coordination with Visit Pensacola pitching the Holiday Lights in feeder and international markets. Simon Caulder –from UK travel show, coming to Pensacola for a show.
 - III. Winterfest is already doing Awards for businesses –decorating small business storefront & big business storefront.
 - IV. Sharing stuff from Merchants for social media, videos, & photos. (Instagram, Twitter, & FB: Freddie is handling and growing this event photos fb.) *The month before Christmas. #firstcitylight #pensacolalights. E-blasts to visitor & merchant database –Impact Digital Ads with VP for social & google.
 - ii. Parking Amnesty week and “Token Ticket” day was discussed, but no date finalized
 - c) Church Tours
 - i. Lucy Rentz, with Christ Church brought up their churches need for clarification for Open House.
 - ii. A connection with the trolley running for the holiday season was discussed to reach some of these churches just outside of the route.
 - iii. Each church is to be featured on WEAR
 - iv. A suggestion for map for walking of churches was brought up by Ms. Rentz.
 - i. Mr. Zimmern suggested that Studer Group/YMCA decorate their streetscape for the holidays to tie in with Downtown Lights. He will contact to encourage them to decorate.
 - d) Mr. Zimmern suggested a tie in with the light to Mardi Gras, additional purple/green/gold lights could be added to the existing lights for the Mardi Gras season. This would an expense to Pens. Mardi Gras.
 - i. Mr. Zimmern brought up Pelican Drop –he suggested that whoever gets the Pelican and the Event should have to receive DIB approval for permit. It was suggested to vet the organization before approval. A letter to the city for the approval to be vetted was part of that suggestion. Mr. Homyak. to present the suggestion at upcoming DIB meeting as new business.
 - e) The DIB Event Grants was discussion for events for 2017:
 - i. A base guideline to be developed. \$2500 per quarter to be issued as grant money. This was tabled until the next meeting for further discussion and development.
- IV. Adjournment the meeting was adjourned at 10:55 a.m.