

**Minutes of the
DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday November 1, 2016**

- I. Call to Order & Comments from The Chair – Chairman Peacock called the meeting to order at 7:32 a.m.
- II. Attendance
 - a. Board members present – John Peacock, Teri Levin, Charlie Switzer & Dee Dee Davis
- III. Recurring Agenda
 - a. Mr. Peacock confirmed that the meeting was noticed properly.
 - b. Mr. Peacock requested addition of Pelican Drop in Public Comments
 - c. There was a motion and a second to accept the agenda and requested additions.
 - d. There was a motion and a second to accept the Minutes from the Regular Meeting of the DIB held on October 18, 2016. The motion passed unanimously.
- IV. New Business
 - a. Mrs. Joyce Kinter with Holmes & Company presented the Aug. financials. Sept. financial are currently unavailable due to audit. The Board unanimously approved the August financials.
 - i. Mr. Peacock requested Mrs. Kinter work with Mr. Morse and Mrs. Dees to get the budget into a more user friendly format once the audit is complete.
 - b. Assistant Chief Lyter and Mr. Johnson discussed with the Board actions currently being taken by the City and Community outreach programs to address panhandling and loitering in Pensacola. Mr. Johnson provided statistics on Homelessness and requested participation and partnership from Board members. Mr. Johnson provided Board with a copy of Pottinger v/s City of Miami lawsuit. Mr. Lyter discussed after hours' security options, new park hour enforcement, and encouraged the DIB to educate citizens on how and why they should donate to organizations that assist those living on the streets versus giving directly to the individuals. Ms. Levin volunteered to represent DIB and to work with Mr. Johnson.
- V. Marketing
 - a. Mrs. Sjoberg updated the Board on First City Lights Festival partnership with Winterfest and events scheduled for Nov. 25th.
- VI. Ongoing Business
 - a. Mrs. Dees gave update on First City Lights Festival
 - i. Provided Board with sample Ugly Sweater invitations for Mayor and City Council.
 - ii. Light bulb count last year was 196,000 – this year the light count is 390,000.
 - b. Mrs. Dees reminded Board that Foo -Foo Mural event was scheduled for the next two Saturdays, Nov. 5th and 12th and provided Foo- Foo T-shirts to Board.
 - c. Mrs. Dees provided update on Trick or Treat event. Due to the unexpected large crowd (est. 20-25 thousand) conversations were help by Board and Audience on how to improve future management of this event. Ms. Levin recommended moving the events off Palafox, so businesses are not impacted. Mr. Peacock requested Idealworks send out a survey by week end to gather merchant opinion and feedback.
 - d. Mrs. Dees presented Board with samples of banner material from Digital Now and Pensacola Sign and requested Board vote on RFP.
 - i. Board awarded banner RFP to Pensacola Sign
 - ii. Mr. Peacock requested confirmation on location of banners
 - e. Mr. Peacock updated Board on letter to the Mayor's office and City Council Addressing Loitering and Panhandling.
 - f. Mrs. Dees updated the Board on Mr. Morse's new start date of Nov. 7th

VII. Parking

- a. Mrs. Dees updated Board on confirmed new Parking Committee members
- b. Mrs. Dees notified Board of letter received from Truth for Youth letter agreeing to dispose of the Big Green Machine and Trailer and confirmation from Holmes & Company that letter is sufficient for accounting records.

VIII. New Business

None

VIII Committee Activities

- a. Special Events – next meeting Nov. 11th & 28th, 9:00 a.m.
 - i. Mrs. Dees shared the Special Events committee proposed application for quarterly grants and requested Board approval – The Board reviewed proposal and unanimously approved.
 - ii. Mrs. Dees requested that 1st quarter funds (Oct. – Dec.) be used to build on-line application and promotional awareness of grants. Board unanimously approved.
- b. Parking – next meeting Nov. 8th, 4:30 p.m.
- c. DAB – Nov. 17th 9:00 a.m.
 - i. Mr. Sonnen updated Board on H.E.A.R.T. goals currently being updated and modified by DAB committee.

IX. Public Comment

- a. Mr. Mitchell announced to Board that he is working with private and public partnerships to raise funds for Pelican Drop in 2016.
 - i. Mr. Mitchell requested Trolley service be extended to include New Year's Eve event, Mr. Peacock stated that this would need to be addressed in the Interlocal agreement to extend past 12/31/2016.
 - ii. Mr. Mitchell requested access to Pelican Drop media of which the Board agreed.
 - iii. Mr. Peacock stated that DIB fully supports Mr. Mitchell's efforts and will assist as much as possible.
 - iv. Mr. Peacock requested that Mr. Mitchell work to protect the assets of the district during the event to include the flower beds on Palafox.

X. Adjournment the meeting was adjourned at 8:47 a.m.