

**Minutes of the  
DOWNTOWN IMPROVEMENT BOARD  
Regular Monthly Meeting  
Tuesday January 24, 2017**

- 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, Charlie Switzer, DeeDee Davis and Jim Homyak
- 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 January 10, 2017. The motion passed unanimously.
  - c. There was a motion and a second to accept the proposed agenda. The motion passed unanimously.
- IV. Public Presentations
  - a. Mr. Morse presented Mr. Novota and the City of Pensacola with a certificate of appreciation for the exceptional support and service provided during the First City Lights Festival.
  - b. Mr. Ray Palmer from Pensacola Sports gave presentation to board on sports tourism plan and modifications to the Bay Center area. Mr. Palmer requested that DIB keep the potential parking impacts associated with this project in mind while conducting their 2017 Parking Strategy and Plan.
- V. Marketing
  - a. Mr. Haydn-Slater provided Marketing reports for November and December and answered Board questions with regards to overall marketing plans and strategies.
- VI. Committee Reports
  - a. Parking
    - i. RFQ – Mr. Morse informed Board that he is working with Mr. Stebbins to update RFQ before submitting vendor request
    - ii. JSG Toll Booth Repairs – Mr. Morse requested Board approval for spending \$750.00 to repair and paint toll booth. Board unanimously approved.
  - b. Special Events
    - i. Palafox Market - Mr. Morse informed Board that going forward he will be providing Palafox Market Updates to include trend line on vendor participation and PNL. 481 Vendors participated in October.
    - ii. Food Truck Festival – Mr. Morse educated Board on upcoming Food Truck festival at the Dock.
    - iii. Street Closure Request – Mr. Morse reiterated that he is working closely with the City to educate event coordinators on impacts to business by closing Palafox on Saturday's, which is now one of their most profitable days.
  - c. DAB meeting
    - i. Mr. Morse requested recommendations from the Board on Stakeholders to serve as advisors.
    - ii. Mr. Peacock recommended Mr. Scott Sallis and Mr. Nathan Khan
- VII. On- Going Business
  - a. First City Lights Festival
    - i. Mrs. Dees informed Board that Lights will begin coming down on Sunday evening.
    - ii. Merchant e-mail notifications and personal visits will occur on 1/26/17 and 1/27/17

- iii. Mr. Peacock informed Board of request for City and County to include Light cost in their 2017 budgets due to the possible changes occurring with Visit Pensacola grants. 2017 Light Budget must be finalized by the end of the month.
  - iv. Mr. Switzer suggested we request City trim the trees before next season.
- b. Jefferson Garage Mural
    - i. Mrs. Dees reminded Board of dedication scheduled for 1/25/17 at 10:00a.m. and provided Board with a copy of dedication plaque.
    - ii. History Board still in process
  - c. Spring Re-Past
    - i. Mrs. Dees informed Board that ticket sells will be done through Eventbrite and will be marketed week of 2/6/2017
    - ii. Mrs. Dees provided Board with an update of 1/13/2017 meeting with Chefs and UWF Historic Trust
  - d. Panhandling
    - i. Mr. Morse informed Board that Panhandling is in the City agenda for March and they are looking at ordinances in Mobile, Miami and Dade County.
  - e. Jefferson Street Beautification
    - i. Mr. Peacock reviewed with the Board modified Jerry Pate contract and requested Board approval of changes. After confirming there were no changes to amendments, the Board unanimously approved.
    - ii. Mr. Peacock stated a New RFQ is needed for the remainder of the project. Board unanimously approved.

#### VIII. New Business

- a. Bike Share Program - Mr. Morse provided Board with information packet on Bike Share company and requested Board approval to invest time and effort in pursuing this as a future improvement to the district. Board unanimously approved.
- b. Bike Repair Station – Mr. Morse informed Board that Mr. Green has volunteered to donate the DIB two Bike Repair stations and provided Board with picture of stations. Mr. Novota donated city assistance with the installation of the stations. The Board unanimously approved.
- c. Public Art Initiative – Mr. Morse shared with the Board ideas for future public art and informed Board of discussion being held with artist Kelsey Montague from Colorado. While all Board members agreed that more public art is needed in the District, they voiced strong opinions about utilizing only local artist.
  - i. Mr. Peacock reminded Board that an RFQ would be necessary for solicitation and selection of artist
  - ii. Mr. Morse informed Board of request from Mr. Bear to find Permanente placement for the 2016 Foo-Foo Wings.
- d. District Clean and Safe Program - Mr. Morse provided Board with company information packet and discussed benefits expressed to him by Mobile Downtown Improvement Board since company began working in their district. Mr. Morse requested Board approval to continue discussions with Block by Block representatives. The Board unanimously approved.

#### IX. Public Comment

- a. Mr. Sonnen asked if the City was contributing to cost to pressure wash?
  - i. Mr. Morse responded by informing Board and audience that the City has agreed to pressure wash the walls around Plaza Ferdinand and that he and Mr. Peacock are working with the City to enforce the continued up-keep of sidewalks through LTU fees.
- b. Mr. Howard asked about plans for landscaping at Jefferson Garage.
  - i. Mr. Morse stated that a proposal from Jerry Pate is expected at next board meeting
- c. Mr. Thomas informed Board that PACE award ceremony is sold out and reminded everyone that Mr. Morse will be the guest speaker at the next Gopher Club meeting at PYC on 2/3/2017.
- d. Mr. Novota announced City resurfacing project slated to begin in March which will include the resurfacing of all streets within the district.

#### X. Adjournment the meeting was adjourned at 5:55 p.m.

