

**Minutes of the
DOWNTOWN IMPROVEMENT BOARD
Special Meeting**

Saturday March 4, 2017

- I. Call to Order & Comments from The Chair – Chairman Peacock called the meeting to order at 8:00 a.m.
- II. Attendance
 - a. Board members present – John Peacock, Charlie Switzer, DeeDee Davis, Teri Levin and Councilman Spencer.
- 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 February 21th, 2017. The motions were passed unanimously.
- IV. Executive Director's Report
 - a. Mr. Morse provided January financial statements.
 - i. Mr. Peacock requested update on 2016 First City Lights Festival once all grant reimbursements have been received and P&L adjusted
 - ii. Mr. Morse stated that overall the P&L looks good for both DIB and DPMD
 - iii. There was a motion to accept the January financials. The motion was passed unanimously.
 - b. Mr. Morse reviewed the Jefferson Street Beautification plans from Jerry Pate Design.
 - i. Mrs. Levin and Mrs. Davis requested copies of the proposal
 - ii. Board approved the use of parking funds to beautify the Jefferson Street Garage flower beds.
 - iii. Mr. Morse to continue working with the City to budget for street side beautification. P.O.C. Eric Olsen and John Myslak.
 - iv. Mr. Morse to work with Mr. Dana in selecting landscapers and for establishing timelines and schedules for overall district beautification plan.
 - v. Mr. Morse reminded Board that one of the overall goals of the beautification plan includes the district gateways along Garden St., Main St., UWF Historic Trust, Belmont DeVillers and South Palafox Pier.
 - c. The Board and Mr. Morse spoke in depth about the current garbage situation and possible ways to improve.
 - i. Mr. Morse updated the Board on Republic trash services as well as compactors used successfully in Mobile.
 - ii. It was discussed that this would be a project for the City to Manage and Mr. Morse will need to work on creating an interlocal agreement to address garbage in the downtown core.
 - iii. Mr. Morse will work with Mr. Dana to incorporate a trash compactor into the overall beautification plan of Jefferson Garage.
 - iv. Mr. Morse will also continue collaborations with Seville, Southtowne and Blount Building.
 - v. Mr. Peacock requested that Mr. Morse develop a strategy to outline and breakdown DIB and City responsibilities to include phases from inception to completion including budget, education and merchant input.
 - vi. Mayor Hayward stated that he would like to see a team approach between the City and DIB in achieving and maintain the cleanliness of our streets and sidewalks.
 - d. Mr. Morse reviewed with the board that Structured Parking Solutions was submitting an unsolicited proposal for work and would present the proposal to the Parking Committee on March 14th.
 - i. The parking Committee will make necessary adjustments and present to the Board at the following DIB meeting.

- ii. Mayor Hayward, The Board and Mr. Morse discussed in depth the need for a contemporary parking strategy for the City and begin to implement the Smart Meter technology.
 - iii. Mr. Morse to present parking and meter plan to Board within the next 60 days.
 - iv. Mayor Hayward volunteered to do a public service announcement on smart meters when we reach the implementation stage.
- e. Mr. Morse and the Board reviewed the final draft of the proposed Panhandling Ordinance and boundaries of the Downtown Visitors' District.
 - i. Mr. Morse explained that street performances would be affected, but could be allowed with a City approved permit
 - ii. Mr. Morse will collaborate with the City to determine if the DIB could help create, implement and monitor street performances through guidelines and permits.
 - iii. Mr. Morse explained the plan to implement Block by Block's clean and safe ambassadorship program.
 - iv. Block by Block is a company used in numerous other Downtown Districts including Mobile. The Ambassadors would be trained professionals that focus on providing safety, cleaning, hospitality and outreach within the district.
 - v. Mr. Morse requested that the City consider how LTU dollars are currently being utilized, potentially increase the cost of obtaining an LTU and direct the funds back into the DIB as a means of paying for these enhanced services.
 - vi. Mayor Hayward, Councilman Spencer and Mr. Morse will work on an LTU agreement and Mayor Hayward will sponsor.
 - vii. Mayor Hayward informed Board of available City funding that may be utilized for trimming trees within the district.
- f. Mr. Morse reviewed DIB and Friends of Downtown events with Board.
 - i. Mr. Morse spoke about the significance of supporting the Palafox Market and how it adds value and character to our district. He also reminded the Board that the Palafox Market is net-neutral and continues to pay for itself and staff to manage the Saturday event.
 - ii. Mayor Hayward reminded the Board and Mr. Morse that without advanced notice, he is unable to assist in promoting the wonderful events and activities of the DIB.
 - iii. Mr. Morse updated the Board on the creation of the DIB visitor's guide.
 - iv. Mr. Morse provided a rough budget for the proposed 2017 Holiday Lights of \$300K.
 - v. DIB would request funding from the City, the County and from Visit Pensacola.
 - vi. Mr. Peacock expressed concern over the reliability of available funds from Visit Pensacola given the current political discussions.
- g. Mayor Hayward, the Board and Mr. Morse discussed the ongoing impacts of special events closing Palafox on Saturday.
 - i. Mr. Morse asked Mayor Hayward what can be done to allow the DIB to have more of a voice when it comes to the approval of special events permits impacting Palafox.
 - ii. Mr. Baker informed the Board of the total number of 2016 events impacting Palafox were:
 - 16 events close Palafox completely (including Gallery Night and Pelican Drop)
 - 6 Parades
 - 2 runs impact Palafox after 11 a.m.
 - iii. Mayor Hayward agreed that DIB and the City Parks and Recreation must consider the impacts of requested events based on today's business model and environment of the district.
 - iv. Additional collaboration with event coordinators to find alternate routes and locations to host events that better support both the event and the Merchants of the district.
 - v. Mr. Morse requested that the DIB have a 'real' voice in the approval of events impacting Palafox as a short-term goal and that the long-term goal be for him to work with Mrs. Carmody and Mr. Baker to find a solution for moving events off Palafox or charging a higher permit fee for those event organizers insisting to hold their event on Palafox.
 - vi. Mrs. Levin requested that Mr. Morse and the City also create a code of conduct for events to ensure safety of attendees, businesses and residents, especially events allowing items to be thrown.

V. Public Comment

- Mrs. Dubuisson reminded board that Special DIB meeting must be listed as such in meeting notifications
- Mrs. Dubuisson stated that Belmont De Villers has adequate Christmas lights and decorations and the retired DIB surplus should be offered to Warrington District

VI. Adjournment the meeting was adjourned at 10:50 a.m.