

**Minutes of the
DOWNTOWN IMPROVEMENT BOARD**

Tuesday April 11, 2017

- I. Call to Order & Comments from The Chair – Chairman Peacock called the meeting to order at 7:30 a.m.
- II. Attendance
 - a. Board members present – John Peacock, Charlie Switzer, Dee Dee Davis, Teri Levin, Jim Homyak 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 approve the Agenda for the Regular Board meeting taking place currently and to accept the Minutes from the Special Meeting of the DIB held on March 4th, 2017. The motions were passed unanimously.
- IV. Old Business
 - a. Jefferson Street Garage Landscape
 - i. Mr. Morse informed the board that the planning is underway for landscaping around Jefferson Street Garage, this is to include a focus on the South and North ends as well as the east side adjacent to/below the mural. New plan from Jerry Pate Design should be expected within the next week or two.
 - ii. RFP will be produced for installation and maintenance one new plan is received
 - iii. Mrs. Levin expressed concern that the planned landscape not cover the mural
 - b. Parking Plan
 - i. Mr. Morse informed the board that Mr. Stebbins has requested an RFQ for other proposals
 - ii. Mr. Spencer requested the Structured Parking Solutions proposal be sent to him again, Mr. Morse let the board know he would go ahead and send it out to each board member again.
 - c. Palafox Market
 - i. Mr. Morse updated the board on the markets ongoing success and planning of the 10th anniversary event coming in May.
 - d. Holiday Lights Festival
 - i. Mr. Morse informed the board that a presentation has been prepared for an expanded Holiday Lights Festival footprint and a total budget.
 - ii. The expansion would include a large a large circle tree at the end of Palafox Pier should investment/budget allow.
 - iii. Mr. Morse to meet with city next week regarding funding
 - e. Panhandling Ordinance
 - i. Mr. Morse explained that street performances would be affected, but could be allowed with an LTU for time and place
 - ii. Mr. Morse also pointed out that this was specific to panhandling and solicitation and would not affect things such as bell ringers.
 - iii. Mrs. Levin asked if there would be a vetting process for musicians for the LTU/Permitting however Mr. Morse said that this would not be something done.
 - iv. Mr. Morse stated that other cities such as Asheville and their Ashville Collective self-police and we can use their guidelines.
 - v. Mr. Morse quoted another organization in “Seed the behavior that you want” following up with that if we make downtown successful that other districts can follow should they choose.
 - vi. Mr. Morse presented posters that were created with Ideaworks and Escambia Coalition on Homelessness regarding “Real Change” and informed the board that these would be distributed in the coming days to any storefront or business that would like one for their establishment.

V. Fundraising

a. REPAST

- i. Mr. Morse informed the board that the event went great, and it was well received by attendees.
- ii. Mr. Morse let the board know about plans in the works for a fall event similar to the REPAST
- iii. Mrs. Levin suggested that for future events there be a break in the tables and assigned seating

b. IMPACT 100

- i. Mr. Morse informed the board that we are actively working on ideas for a grant
- ii. Mr. Peacock suggested activating Plaza DeLuna with lighting, dance steps, etc.
- iii. Mr. Homyak suggested a proposal perhaps from Jerry Pate on landscaping projects.

c. FooFoo Festival

- i. Mr. Morse brought up the potential for a “Buskers Festival” within the FooFoo Fest
- ii. Potential to bring in talent from other markets for a Buskers Festival
- iii. Mr. Morse also brought up more public art projects as well

VI. Executive Directors Report

- a. Mr. Morse provided a copy of the Profit & Loss statement in the agenda package for the boards review. He also verbally updated the board on the current status of the reimbursement of expenses still pending as well as the current Marketing budget line item
- b. Mr. Morse let the board know about the movement to create a Financial Committee. Mr. Adam Cobb has been asked to be part of the committee given his experience.
- c. The Financial Committee would be an augment of an existing committee

VII. New Business

- a. Block by Block presentation showing the board the key points of how Block by Block can work for Pensacola. Mrs. Levin stated she felt like the Block by Block Ambassador program would fill so many needs in the district
- b. Mr. Morse let the board know there is a bit of a financial difference between what is currently in place and the cost of utilizing the Block By Block services.
- c. Discussion of creation of a 501c6 Business Alliance will be discussed at the next meeting on how to implement
- d. Mr. Morse proposed to the board a change in the monthly meeting schedule. The Board approved this proposal unanimously. DIB Board meetings will now take place 1 time per month on the first Tuesday of each month at 7:30 a.m. with the next meeting being held on May 2, 2017
- e. The March Performance Review was unanimously meeting/exceeding expectations for DIB Executive Director Mr. Morse.

VIII. Public Comment

- Mr. Homyak brought up the Visit Pensacola project of bringing 6-8 Tall Ships in April 2018
- Mr. Thompson with Pensacola Chamber informed attendees of the upcoming Chamber Golf Classic on April 24th.

IX. Adjournment the meeting was adjourned at 8:50 a.m.