

**Minutes of the
DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting**

Tuesday June 13, 2017

- I. Call to Order & Comments from The Chair – Chairman Peacock called the meeting to order at 7:26 a.m.
- II. Attendance
 - a. Board members present – John Peacock, Charlie Switzer, DeeDee 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 June 13, 2017 agenda
 - c. There was a motion and a second to accept the minutes from the regular meeting held on May 2, 2017. The motion was passed unanimously.
- IV. On Going Business
 - a. Transportation Planner RFQ
 - i. Mr. Morse provided overview of three RFQ’s received and informed Board of Parking Committee recommend selection of Structured Parking Solutions.
 - ii. Mr. Peacock gave his approval of Parking Committee recommendation and asked for Board vote.
 - iii. Mr. Darden provided introductions of teams involved in developing and implementing parking solutions and provided an overview of scope of project and tentative schedule.
 - iv. Mr. Morse reiterated to Board that zero money has been committed or spent. All line items and budgets will be reviewed by the parking committee, public and approved by Board in advance of committing to any financial obligations.
 - v. There was a motion and a second to award RFQ to Structured Parking Solutions. The motion was unanimously approved.
 - b. Jefferson Garage Landscaping
 - i. Mr. Morse updated Board on the recommendation and selection of Executive Landscaping by the Parking Committee for Jefferson Street Garage beautification project.
 - ii. Executive Landscaping will begin work next week with an estimated completion in approximately four weeks, weather permitting.
 - c. Jefferson Street Corridor Plan
 - i. Mr. Morse informed the Board that he and Mr. Peacock will be meeting with the City on 06/14/2017 to present the plan and budget for beautification of the west side of Jefferson Street corridor.
 - ii. Mr. Peacock requested support from Councilman Spencer on this project.
 - d. Downtown Pensacola Alliance
 - i. Mr. Morse reminded Board of goals and objectives for creating a Downtown Pensacola Alliance(DPA) and updated Board on status of creating legal paper work necessary to implement DPA with Mr. Litvak.
 - ii. Mr. Peacock requested that Mr. Morse bring DPA plan and sponsorship levels to the July DIB meeting.
 - e. Grants
 - i. Mrs. Dees provided update on Foo-Foo grant and amount awarded for Umbrella Sky and Busker’s Festival project.
 - ii. Mr. Morse informed Board of change of plan for Impact 100 grant from Block by Block funding to revamping and updating Plaza Ferdinand.
 - iii. Mr. Peacock suggested that Mr. Morse send a draft of the Impact 100 grant to the Board for their review before final submittal.
 - iv. Mr. Morse updated the Board on Grants submitted for 2017 First City Lights Festival and stated that funding from the County does not appear promising at this time, based on his

- communications.
- v. Mr. Peacock requested that Mr. Morse reach out to Commissioner Robinson's office for funding.
- f. Downtown Tram Service Update
 - i. Mr. Morse recommended to Board that DIB forgo the offer to run a tram service in the district due to the extensive cost of insurance and ECAT operation. The Board agreed unanimously.
- g. Bike Share Program
 - i. Mrs. West with Bantam Strategy Group gave presentation and overview of how the bike share program works and plans to launch in the downtown and beach areas in 2018.
- h. Downtown Trash Compactor & Co-op Update
 - i. Mr. Morse informed Board on conversations with Mr. Abston on bringing the management of the trash back into DIB office at the start of the 2018 fiscal year.
 - ii. Mr. Morse also updated the Board on his conversations with Mr. Sallis and the request to have the compactor plans updating so Mr. Morse can present to the City with request for funding of the project.

V. Executive Director's Report

- a. Financial
 - i. Mr. Morse updated Board on accounting services change over to Baniakas & Associates and informed Board that he expects to have updated financial statements at next Board meeting.
 - ii. Mr. Switzer asked about status of forming the finance committee, Mr. Morse stated that he and Mr. Ballinger are working on implementing and more to come soon
 - iii. Mr. Peacock reminded Mr. Morse that budgets are due to City in August of which Mr. Morse responded that he has been in conversations with the City regarding the 2018 budget requirements.

VI. New Business

- a. Signal 88 Contract Review
 - i. Mr. Morse provided overview of 2017 spend on Signal 88 services and sample of daily safety reports.
 - ii. Mr. Morse made a recommendation to the Board that, considering budget and reports, the Board consider a modification of services to cover patrolling of the parking garage(s) only.
 - iii. Mr. Peacock provided history of why Signal 88 services were originally selected and how the environment has changed since that time. Additionally, action has been taken by DPMD over the last year to improve the safety of the garage with lighting, cameras and landscaping.
 - iv. Mr. Peacock stated that he agreed with Mr. Morse's recommendation especially since the CRA has committed to additional bike police patrol within the district.
 - v. Mr. Switzer reiterate that safety is of the utmost importance and Signal 88 services should be retained but at a modified scope.
 - vi. It was approved unanimously by the Board for Mr. Morse to renegotiate the Signal 88 contract.
- b. City License to Use (LTU) Review
 - i. Mr. Morse clarified his intent to acquire LTU dollars from the City for the bi-annual (May and November) pressure washing of outdoor spaces and sidewalks.
 - ii. Councilman Spencer requested that Mr. Morse schedule a meeting for them to collaborate on the redraft the LTU language and work to get this on the July City Council agenda.
 - iii. Mr. Peacock requested that DIB staff ensure that merchants are aware of public meetings that are of interest or impact to their businesses.
- c. 2017 DIB Officer Elections
 - i. Mr. Morse apprised the Board of the upcoming election of officer scheduled for July.
 - ii. Officer terms that are expiring include Vice Chair, Mr. Homyak and Treasure, Mrs. Levin.
 - iii. Mr. Morse recommended that Mr. Homyak and Mrs. Levin reach out to the Mayor's office to express their desire to remain on the Board or to be replaced.

d. May Performance Review

- i. Mr. Peacock requested that Mr. Morse prepare a 5-year vision and that he begin to work more closely with other Board members to ensure goals and objectives of the District are accomplished.
- ii. Mr. Peacock announced that Mr. Morse will be hosting an annual DIB meeting in October.
- iii. The Board unanimously approved Mr. Morse's performance bonus for May.

VII. Public Comment

None

VIII. Adjournment

meeting was adjourned at 9:15 a.m.

