

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

Tuesday August 8, 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, DeeDee Davis, Teri Levin & Jim Homyak
- III. Recurring Agenda
 - a. Mr. Peacock confirmed that the meeting was noticed properly.
 - b. There was a motion and a second to approve the August 8, 2017 agenda with the addition in New Business 4 e – Officer Elections.
 - c. There was a motion and a second to accept the minutes from the regular meeting held on July 11, 2017. The motion was passed unanimously.
- IV. On Going Business
 - a. Committee Reports
 - i. Mr. Morse will update the Board, one-on-one with recommendations from 8/8/17 Parking meeting concerning SPS.
 - b. Special Events
 - i. Mr. Morse announced there was no Special Events meeting in Aug. due to no topics of discussion.
 - ii. Mrs. Dees provided update on City’s request for LTU to attach to the Saenger Theater for the umbrella sky Foo-Foo project.
 - iii. Mr. Morse informed Board of conversation with Council Member Terhaar regarding Pelican Drop
 - c. Finance
 - i. Mr. Switzer updated Board on the finance committee members and the plan to meet four times per year.
- V. On Going Initiatives
 - a. Downtown Ambassador Program
 - i. Mr. Morse provided Board with 4 proposals and made the recommendation to peruse the proposal from Pathways for Change. Mr. Morse informed Board on detailed plans for partnership.
 - ii. Mrs. Davis recommended a contract that includes a 3-month probation period, option to cancel at any time, DIB specific expectations, hospitality training and mandatory drug testing.
 - iii. Mr. Peacock stated that Mr. Morse is to ensure City required special events clean-up still be enforced and is the responsibility of event coordinators and ensure the Ambassador program does not become a substitute for cleaning Palafox after events.
 - iv. The following items were recommended by the Board for the ED to provide at next meeting:
 - 1.DIB specifics on management expectations
 - 2.Scope of Work
 - 3.contract with 90- day probation period & month to moth cancellation option
 4. notification and marketing of program to constituents
 - b. Downtown Pensacola Alliance
 - i. Mr. Morse provided copies of completed articles of incorporation and overview of budget which included potential revenue and Bi-laws.
 - ii. The Board unanimously voted that DIB board and DPA board be comprised of the same members.
 - iii. Mr. Peacock stated that DIB staff is to work with the accountants and auditors on proper

accounting procedures for moving money across DIB, DPA and FODT accounts.

- c. Jerry Pate Design Master Plan
 - i. Mr. Morse provided Jerry Pate revised estimate for phase one of \$22,500.00 for landscape design.
 - ii. Mr. Peacock asked if there were plans for the CRA to invest in the landscaping on the west side of Jefferson to match the proposed plans of South Town on the east side of Jefferson.
 - iii. Ms. D'Angelo stated that the CRA is actively working with Parks and Recreation to do landscaping improvements, although there are no definitive plans or timetables at this point.
 - iv. There was motion and a second to 'Table' the Master Plan for a future date. The motion passed unanimously.
- d. Jefferson Garage Landscaping
 - i. Mr. Morse updated the Board on remaining design cost committed, as well as, plans to pressure wash next week and repairs to lighting needed before landscaping is installed.
- e. Jefferson Street Garage trash compactor
 - i. Mr. Morse updated Board on cost for wood structure of \$36K versus the original concrete structure plans.
 - ii. Mrs. Levin made a motion that this project be made Mr. Morse's number one priority. The Board unanimously agreed.
 - iii. Mr. Peacock stated that the costs for this project are not to come out of DIB budget.
 - iv. The Board stated they want to see a detailed plan for DIB to take over the monthly fees for managing the trash in addition to construction plans and time frame for completing before next meeting.
- f. First City Lights Festival
 - i. Mr. Morse presented cost savings for renting the lights and 3-year contract proposal from the lighting company for Board approval.
 - ii. There was a motion and a second for Mr. Morse to sign the 3-year contract. The motion was passed unanimously.
- g. Finance
 - i. Mr. Morse provided Board with budget strategy for the next 3-years which include:
 - User experience
 - Economic Development
 - Marketing & Collaboration
 - ii. Mr. Morse and the Board discussed the use of a Majority Opinion Survey for determining DIB focus, improvements, and dedicated spending over the next 3-years.
 - iii. Mr. Morse explained DPMD monthly reimbursement to DIB for overhead allocations.
 - iv. Mr. Peacock requested Mr. Morse find out when the Parking agreement is set to renew with the CRA and to ensure that profits from parking be available for beautification efforts in new agreement.
 - v. Mr. Morse presented to the Board the planned 2017-2018 DIB and DPMD budgets.
 - vi. There was a motion to approve the budget for submittal to the City, the motion was seconded and passed unanimously.
- h. Multi-Year Strategic Plan
 - i. Mr. Morse reviewed with the Board the DIB 3-year management strategy and provided high-level overview of what will be submitted to the City.
 - ii. The Board agreed that the annual meeting will be held on Tuesday, October 10th from 8am to 10am.
 - iii. Location is yet to be determined and will be announced at September Board Meeting
- i. Executive Director's Report
 - i. The Board discussed criteria for ED monthly bonus approval.
 - ii. Mrs. Davis requested a copy of ED contract for review.
 - iii. The Board recommended ED work to improve getting information to them sooner, as well as, brining areas of needed focus and opportunity to their attention and the Board will confirm and prioritize monthly.

- iv. There was a motion and a second to approve July ED bonus. The motion was approved unanimously.
- v. Mr. Morse requested that DIB monthly meetings be permanently move to the 2nd Tuesday of the month. Board agreed to move the September meeting to the 12th and work with parking committee to move parking meeting to the 1st Tuesday of the month before making a permanent change to DIB meeting schedule.

VI. New Business

a. DIB Officer Elections

i. The Board unanimously approved the following officers for 2017-2018 term

- Chair – Mr. John Peacock
- Vice Chair – Mrs. Dee Dee Davis
- Treasure – Ms. Teri Levin

ii. Mr. Peacock announced the Mayor's decision to replace Mr. Homyak's position with Mr. Carro on the DIB Board.

VII. Public Comment

- a. Mr. Peacock thanked Mr. Homyak for his service on the Board.

VIII. Adjournment

meeting was adjourned at 9:30 a.m.

