

**Minutes of the
DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday
September 12,2017**

- 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 & Michael Carro
- III. Recurring Agenda
 - a. Mr. Peacock welcomed new Board Member Mr. Michael Carro
 - b. Mr. Peacock confirmed that the meeting was noticed properly.
 - c. There was a motion and a second to approve the September 12, 2017 agenda with the removal of item vii under Project Updates and an addition of v. LTU's in New Business.
 - d. There was a motion and a second to accept the minutes from the regular meeting held on August 8, 2017. The motion was passed unanimously.
- IV. On Going Business
 - a. Committee Reports
 - i. Mr. Morse and Mr. Darden provided Board with parking committee recommended Parking Consultant proposal from SPS.
 - ii. Mr. Peacock summarized for the Board how SPS and the Parking Committee derived at the SPS proposal and requested a motion to accept the SPS \$51K phase one proposal.
 - iii. There was a motion and a second to accept the SPS proposal. The vote was approved unanimously.
 - iv. Ms. Levin asked about time frame to complete, for which Mr. Darden replied that work has already began and SPS is committed to meeting the 6-month deadline given by the parking committee.
 - v. Mr. Darden expressed the importance of getting the Parking Management RFP posted no later than October 1.
 - vi. The motion to approve the SPS contract was approved unanimously.
 - vii. The motion to approve the proposed parking management contract was approved unanimously, contingent upon legal approval from Mr. Stebbins.
 - b. Special Events
 - i. Mr. Morse reviewed the Jazz for Justice Foo-Foo event and the Board discussed the need for DIB and City collaboration on approval of street closures on Palafox.
 - ii. Mr. Peacock requested that Mr. Morse continue to work with Mr. Cooper to establish guidelines and criteria for event coordinators requesting a permit to close Palafox.
 - iii. Mr. Morse updated Board on DIB involvement with City regarding Pelican Drop. The Board stated firmly and agreed unanimously that DIB and staff should not be involved or tasked with duties for this event.
 - iv. Mrs. Davis clarified that Mr. Morse is to communicate the decision of the Board, to the City.
 - c. Finance
 - i. Mr. Morse reminded the Board of finance meeting to be held immediately following DIB meeting, for those that wanted to attend.
 - ii. Mr. Morse provided the August financial statements for DIB and DPMD with high level review of financial standings.
 - iii. The Board unanimously approved the August financial statements as presented.

V. On Going Initiatives

- a. First City Lights Festival
 - i. Mr. Morse updated Board on financial commitments and grants for the Holiday Lights:
 - *Visit Pensacola - \$80,000 in programming and \$20,000 for marketing
 - *CRA - \$25,000
 - *City - \$25,000
 - ii. Mr. Morse will go back to the City and CRA to request increase in funding to cover Holiday Light deficit.
- b. Jefferson Garage Landscaping
 - i. Mr. Morse updated the Board on needed weatherproofing and estimated completion of Oct. for construction and installation.
- c. Jefferson Street Garage trash compactor
 - i. Mr. Morse provided Board with cost comparison of current dumpsters versus trash compactor monthly fees for trash co-op.
 - ii. Mr. Morse will present compactor plans to ARB on Sept. 21st at 2pm.
 - iii. Mr. Peacock requested that Mr. Carro work with DIB to better understand waste removal to establish co-op guidelines and agreements.
- d. Downtown Pensacola Alliance
 - i. Mr. Morse asked for recommendation on setting up DPA board structure.
 - ii. The Board unanimously voted that DIB board and DPA board be comprised of the same members.
 - iii. Mr. Morse provided DPA draft of sponsorship levels and benefits.
- e. Downtown Ambassador Program
 - i. Mr. Morse recommended launching the clean & green portion of the program with Pathways for Change beginning in October.
 - ii. The Board requested a review of the daily expectations and SOW for ambassadors.
 - iii. There was a motion to approve. The motion was approved with 4 members in favor and one abstaining.
- f. 2017 Annual Meeting
 - i. Mr. Morse presented Board with tentative agenda.
 - ii. The Board agreed that the annual meeting will be held on Tuesday, October 10th from 7:30 to 10am at One Palafox Place.
 - iii. Mrs. Davis requested that DIB Board meeting be held immediately following the Annual meeting. The Board agreed. Meeting notices will reflect dates and times as requested by the Board.

VI. New Business

- a. Mr. Morse presented marketing sponsorship opportunity with Pensacola Sports.
 - i. The Board discussed and unanimously agreed that while this is a wonderful program the DIB is not in the position to sponsor events.
- b. Mr. Morse requested moving the DIB meeting to the 2nd Tuesday of every month and Parking to the 1st Tuesday to allow for improved flow of information. Board Approved.
- c. The Board discussed in detail the parameters around social media marketing of events that occur downtown and if restrictions or limitations should be imposed. After further discussion and advice from Ideaworks Mrs. Sjoberg, it was agreed that current guidelines are sufficient.
- d. Executive Director Contract is set to expire in November. Mr. Peacock requested that Mrs. Davis negotiate a new contract for the ED position and present at the Board in November.
- e. Mrs. Levin requested that Mr. Morse research LTU restrictions for use of sidewalks as play areas due to the safety concerns.
- f. There was a motion and a second to approve August ED bonus. The motion was approved unanimously.
- g. Mr. Peacock requested Board members review the DIB Bi-Laws and for Mr. Morse to schedule a workshop in November to allow for Board members to discuss and update.

VII. Public Comment

a. None

VIII. Adjournment

meeting was adjourned at 9:45 a.m.

